

THAICOM and CANAL+ Sign Capacity Agreement in Myanmar

CANAL+ launches pay TV DTH service in Myanmar on THAICOM 6 broadcast platform

Nonthaburi, 21 March 2018 – Thaicom Public Company Limited (SET Bangkok: THCOM)—one of Asia’s leading satellite and digital platform operators—today announced the signature of a multi-year contract with CANAL+ Overseas Myanmar, the CANAL+ subsidiary in charge of broadcasting internationally and in Myanmar. CANAL+ is part of Vivendi SA, one of the largest media companies based in France.

The contract is part of CANAL+ Myanmar’s launch of a pay TV DTH service platform. CANAL+ Overseas Myanmar has leased 4 transponders on the THAICOM 6 satellite and broadcast platform on Ku-band that will be used to deliver a new bouquet of initially 80 channels.

Erwan Luherne, Chief Executive Officer, CANAL+ Myanmar FG, said: “Our partnership with Thaicom is a cornerstone in our strategy to grow our business in Myanmar with the capacity to bring our offer to the whole country and make it accessible to most of the population. Thaicom’s powerful satellite resources make it possible for CANAL+ to offer a channel bouquet that is competitive both in terms of quality and volume. Thanks to the launch in Myanmar, CANAL+ Group is able to strengthen its position in South East Asia. We hope that Thaicom will enable CANAL+ Group to broadcast our channels to a large number of households for the best television experience possible.”

Commented **Paiboon Panuwattanawong, Chief Executive Officer of Thaicom**: “I would like to thank CANAL+ for their trust in our capabilities. It proves that satellite technology remains a strong value proposition for broadcast expansion in South East Asia. With THAICOM 6, we are well-positioned to support the pay TV development in the region. I look forward to a successful partnership.”

Added **Patompob Suwansiri, Chief Commercial Officer of Thaicom**: “CANAL+ Group is an important strategic partner for Thaicom. Thaicom has more than 15 years of experience in serving the Myanmar market. The country is part of Thaicom’s long-term ASEAN Economic Community (AEC) strategy. I would like to thank CANAL+ for their trust in Thaicom to support the launch of their pay TV DTH service in Myanmar.”

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About THAICOM

THAICOM Public Company Limited, a leading Asian satellite operator, was established in 1991. The Company was the first to launch a broadband satellite in the world, and is a leader in developing integrated solutions for satellite broadband and broadcast services. The Company’s engineering teams provide leading-edge, innovative solutions for satellite-based telecommunications services. Since its establishment the Company has launched 8 satellites. Thaicom satellites board more than 900 TV channels both in SD and HD formats. THAICOM 8, the company’s latest satellite, was launched in May 2016 to expand Thaicom’s servicing capacity and footprint in Asia and Africa. Thaicom is traded on the Stock Exchange of Thailand (SET) under the trade symbol “THCOM”.

About CANAL+

CANAL+ Group is the leading pay-tv group in France, leader for its premium content networks with the generalist channel CANAL+ and associated channels, and its themed networks. It is also the top multi-channel platform and distributor for pay-tv offerings in France.

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PR-003/2018

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CANAL+ Group has a high international profile, with a presence in Africa, Poland and Vietnam. Overall, CANAL+ Group has over 14 million pay-tv subscribers worldwide. A free-to-air TV operator with three national channels, including France fifth highest rating channel, C8, and in-house advertising sales division CANAL+ REGIE, the Group is also a benchmark player in commercial TV. Through its subsidiary STUDIOCANAL, CANAL+ Group is the European leader in the production and distribution of feature films and TV series. Group CANAL+ is fully-owned by Vivendi, a global media and content production and distribution group.

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