



Mr. Eyal Copitt, Spacecom, SVP Africa

- **What has your client been up to in Africa over the last year? Please highlight any key deployments.**

Spacecom's work in 2010 was readying itself for the launch of its AMOS-5 satellite scheduled for Q3-2011 to primarily serve the growing African market. During the past year, we began pre-selling capacity on the satellite and arranging agreements with new clients and partners in the region. We also solidified and expanded our sales team to ensure that our efforts in Africa will be successful as well as conduct very detailed market studies of the various regions and countries we will be addressing.

The AMOS-5 satellite, to be located at 17°E, will bring new business to our company and will be a powerful platform offering a pan-African C-band beam connecting Europe and the Middle East alongside three Ku-band regional beams. Its 14x72 MHz and 4x36 MHz C-band transponders combined with 18x72 MHz Ku transponders will enable it to be a prime carrier of African traffic in the years to come in both broadcast and data services. We are bullish on the market and look forward to announcing new deals for pre-capacity in the next few months. AMOS-5 enables us to become a multi-regional satellite operator and positions Spacecom as an attractive source of C-band and Ku-band capacity for a variety of African and African-related businesses, including telcos, cellular operators, broadcasters, governments and others.

- **How have they seen the wireless communications market adapt and evolve in Africa in 2010?**

Spacecom has set its sights on Africa. With a growing population, the ability to capture more infrastructure investments leading to a modernization of communications platforms and its attractiveness for business, the continent represents an important element of our business strategy. Already in 2006, our board of Directors decided that the communications market in Africa was evolving and growing, making strategic sense to begin working on providing AMOS coverage for the continent.

In 2010, more satellites joined the skies over Africa and telcos and communications ventures added a great deal of new fiber connectivities primarily to the coastal regions, mostly from Europe. In addition, we saw the World Cup in South Africa introduce tremendous economic growth and create conditions for more multi-nationals to speed investment into the area. The wireless industry was full of M&A action.

All of these game changers, especially the addition of new fiber, created the right conditions for the wireless business to accelerate a trend towards creating local hubs in Africa. These local hubs enhance communications speeds and quality, open broadband Internet for mass consumption and lower the barriers for enterprises to add Internet services. With more local hubs, telcos and providers are seeking new price points, improved quality and reach. Satellites, such as the AMOS-5 offer this. With its powerful beams, AMOS-5 will be a part of the communications landscape for years to come and will supply fast and reliable services to these telcos and providers with its wide geographical reach.

- **What are the challenges in Africa for 2011?**

Africa's issues and challenges are much the same around the world – how to create a better digital environment and how to bridge the digital divide. In Africa, we are seeing continuing investments in new infrastructure throughout the continent. Telcos, Internet providers, broadcasters and wireless providers are opening new services, delivering new platforms and introducing new applications. With all of this, we are seeing excellent conditions for satellite services and the AMOS-5 platform is already pre-booked with companies excited to be a part of this growth. In fact, we can say that we have over 50% of capacity pre-sold on our vehicle.

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- **What are your clients hopes and plans are for the continent over the next 12 months?**

AMOS-5's launch in Q3-2011 will be the focus of our efforts this year. We are pre-selling capacity and our engineers are currently integrating and testing components so that all is ready for the launch. We are readying ourselves to serve all types of communications services from data to telecom backhaul to broadcast and voice to Internet. The video market and especially advanced television applications are also gaining in Africa, including HDTV due to the 2010 World Cup and other sports events.

We will continue attending trade shows on the continent, reaching out to operators and carriers as well as governments and other service providers. We have augmented internal resources to create new opportunities for the continent and are very excited by this future.

- **Will fibre in Africa mean less reliance on satcoms?**

Just the opposite will happen in Africa as far as fiber is concerned. With more installed fibre base, business and consumers will seek better communications services – especially Internet – and this will bring more business to the satellite sector. More fiber in Africa means that more content can be brought to the continent and can be locally elaborated and distributed. This enables a greater focus on the regional and local level for programming and thus deepens local communications business operations.

Again, primarily due to costs and issues of technical service to fibre, satellites will be the solution of choice for reaching rural areas and for reaching the large swaths of non-urban area in Africa.

AMOS-5's 14x72 MHz and 4x36 MHz C-band transponders combined with 18x72 MHz Ku band transponders will make it a platform with abundant capacity to serve the continent. We believe in our business model and are looking forward to writing about our successes in the Review of 2011.