



MEASAT Global Berhad

195601000151 (2866-T)

MEASAT Teleport & Broadcast Centre
63000 Cyberjaya, Malaysia

Tel : +60 3 8213 2188

Fax : +60 3 8213 2233

www.measat.com

PRESS RELEASE

Game-changing MEASAT-3d satellite to connect 2 million *rakyat* lacking high-speed broadband access

Scheduled to launch on 22 June 2022, the most advanced satellite in MEASAT's fleet is set to uplift more Malaysians living in remote areas into the digital age

Kuala Lumpur, 11 May 2022 – MEASAT Global Berhad (“MEASAT”) – Malaysia’s premier satellite operator, is set to close the digital gap in rural areas, with the upcoming launch of the MEASAT-3d satellite on 22 June 2022, French Guiana Time (23 June 2022 Kuala Lumpur Time). Using the High Throughput Satellite (“HTS”) capacity on MEASAT-3d, Malaysians will be able to enjoy high-speed internet whether in urban and suburban areas or hard to reach rural villages, via MEASAT’s CONNECTme NOW satellite broadband service.

MEASAT’s CONNECTme NOW will connect 10,000 sites in the next three (3) years to serve more than two (2) million *rakyat* in remote areas that currently have no or limited access to high-speed broadband internet. To date, MEASAT has rolled out more than 3,000 CONNECTme NOW sites nationwide, with a majority in the remote areas of Sabah and Sarawak. In addition, other telecommunications providers can also tap on the new satellite to offer data, voice and video services to the last 3-5% of the population not yet covered by fibre connectivity or wireless broadband.

“MEASAT is proud to support Malaysian Government initiatives including the Jalanan Digital Negara (“JENDELA”) plan to close the digital connectivity gap and enable a better-connected future for all Malaysians, by expanding high-speed internet coverage in under-connected rural areas. With MEASAT-3d and through CONNECTme NOW, we look forward to providing internet access for the unserved population. As the pandemic has fast tracked the adoption of technology and the use of broadband for education, economic activity and social interaction, we have initiated a series of future satellite initiatives to improve broadband services and cellular backhaul in the next three to five years, to accelerate the formation of a digitally-inclusive society,” said Yau Chyong Lim, Chief Operating Officer, MEASAT.

“With better access to the internet, the *rakyat* will be able to derive socioeconomic benefits such as participating in eCommerce and digital learning. We aim to fill the broadband gap in locations without 4G, DNB’s 5G mobile or fibre coverage in Malaysia. We are supporting the Government’s target to achieve 100% internet access by 2025 indicated in the MyDigital blueprint, as well as JENDELA targets for connecting and digitalising the nation. In line with studies showing that increasing broadband speeds and internet penetration improves Gross Domestic Product (“GDP”), we hope that by increasing broadband speeds approximately threefold and growing internet penetration, we will achieve economic benefits from wider access to job opportunities in the internet economy for over two (2) million *rakyat*,” he added.

“On a wider scale, with our immediate targets within Malaysia clearly in sight, we intend to replicate and grow the CONNECTme service regionally in the longer term. To support this

growth, we need to significantly expand our satellite broadband capacity with a strategy that includes geostationary and non-geostationary satellites,” Yau further commented.

Most advanced MEASAT satellite yet

The MEASAT-3d satellite costing circa RM1.2 billion is the most comprehensive and complex satellite in MEASAT’s fleet yet. The multi-mission satellite, which uses the Eurostar 3000 built by Airbus, is scheduled to be launched on an Ariane 5 rocket from the European Spaceport in Kourou, French Guiana. It will complement the co-located MEASAT-3a and MEASAT-3b satellites at the 91.5° East orbital hotslot, replacing old capacity and building resiliency for MEASAT’s fleet of satellites. The new satellite will also restore unrivalled in-orbit redundancy and expansion capacity for Astro’s Direct-to-Home (“DTH”) service together with broadcasting and telecommunications services in the region.

Equipped with conventional C and Ku-Band capacity and home to one of the largest video neighbourhoods in Asia, MEASAT-3d will continue to ensure growth and service continuity for the world’s leading broadcasters and DTH satellite television to over 20 million households across Malaysia, Indonesia and India. It also incorporates a Ka-band High Throughput Satellite (“HTS”) payload, the largest HTS payload exclusively reserved for local demand in Malaysia, with more than 30 Gbps of broadband capacity. With this, MEASAT will be able to increase its broadband capacity throughput tenfold – from the current 3Gbps to 30Gbps, allowing high-speed broadband access even in areas with limited or no terrestrial connectivity. High-speed internet availability will be enhanced from the current 30 Mbps download speeds to 100 Mbps, enabling users to stream data-heavy content such as 4K/8K videos. To optimise service capacity, MEASAT-3d is designed with an estimated lifespan of 18 years.

“In the realm of communications technology, infrastructure capacity and usage optimisation are firmly interconnected. As satellite technology continues to advance, we will be able to support greater bandwidth demands, which in turn becomes a catalyst for new applications, such as IR4.0 and the Internet of Things (“IoT”). At the same time, as an interconnected society, we must ensure that these exciting technologies are not limited to densely populated urban areas, where there are fewer physical and cost barriers to introducing new technologies,” Yau concluded.

Across more than a quarter century of operations, MEASAT’s growth has been marked by the launch of its communications satellites serving as milestones. MEASAT-1 and MEASAT-2 were launched in 1996, followed by MEASAT-3 in 2006, MEASAT-3a in 2009 and MEASAT-3b in 2014. Now, with the launch of MEASAT-3d in 2022, this is a further step in the journey towards the future of communications technology, where the development of more powerful and efficient capacity goes in tandem with advances in what we can achieve with this infrastructure.

Stay updated on the latest news from MEASAT on their Facebook page <https://www.facebook.com/MeasatGlobalBerhad> or website <http://www.measat.com/>.

- ends -

About MEASAT

MEASAT is a premium supplier of communication and video services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators, with a footprint covering 130 countries representing 80% of the world's population across Asia, Africa, Europe and Australia.

MEASAT is recognised as the key Rural Broadband Service Provider in Malaysia, through its CONNECTme NOW satellite broadband service – a high-speed WiFi Hotspot service best suited for public use in the underserved or unserved areas in Malaysia. CONNECTme NOW enables users to access the internet by purchasing competitively priced Prepaid Access Codes (PAC) in small packages that meet their needs, improving affordability by removing long contracts and high upfront fees.

Soon, the MEASAT fleet will be further strengthened with the addition of MEASAT-3d at 91.5°E in 2022 which will support cost-effective high-speed broadband with up to 100 Mbps speeds in areas without any terrestrial network throughout Malaysia; increase video distribution capacity across the Asia Pacific region; and provide unrivalled in-orbit satellite redundancy for the region. For more information, please visit www.measat.com / connectmenow.my/

For media enquiries, please contact:

Shawna Felicia
MEASAT

shawnafelicia@measat.com

Ashley Elise / Ashwinder Kaur
Rantau Golin

ashley@rantaupr.com.my / ashwinder@rantaupr.com.my