

## Thaicom to Power Nok Air Complimentary In-Flight Broadband

*Thailand's number one premium low cost airline will provide passengers with access to broadband beginning in August 2014*

**Nonthaburi, 18 June 2014**—Thaicom, Thailand's leading satellite operator, has become the first in the Asia Pacific region to introduce commercial In-Flight Connectivity Services using Ku-band to provide broadband on commercial flights. The deal has been agreed with Thailand's number one premium low cost airline Nok Air, which last year transported nearly six million passengers. With 48,000 flights per year the carrier will provide broadband Wi-Fi services on many of its aircraft starting in August – ranging from Internet access to other complimentary services in the future.

The announcement comes as Thaicom launches its "New Frontiers" campaign which will see it expand its focus to include end-to-end satcom mobility services for air, land, and sea vehicles. The company already has a strong pioneering history and is looking to the future with two new satellite launches planned before 2016, an extension of its target geography to include Africa and a host of yet-to-be-announced new industry partnerships and acquisitions.

**Suphajee Suthumpun, Chairman of the Executive Committee and CEO, Thaicom Public Company Limited** said: "We are very pleased to be working with Nok Air on this in-flight connectivity service which is a young and very buoyant area for both the satellite and airline industries. It is a milestone and the first of many announcements for our exciting New Frontiers campaign aimed at serving the industry and our customers better. We are delighted to launch the IFC with Nok Air which should be beneficial for domestic as well as international passengers on board Nok Air's flights."

The Thaicom In-Flight Connectivity (IFC) broadband service, with its partner Global Eagle Entertainment/Row44, will in this case be implemented as a value added service for Nok Air passengers to enhance their experience by giving access to broadband combined with video content. The service is capable of delivering 3G-like speed for a superior in-flight broadband experience. The expansion plan shall further include the Asian region with in-flight connectivity services provided through Thaicom broadband.

**Mr. Patee Sarasin, Chief Executive Officer of Nok Airlines Plc** said: "Nok Air is adding in-flight Wi-Fi to our existing complimentary services to increase the appeal to passengers, particularly the new generation who insist on connectivity," said Mr. Patee. "The introduction of in-flight Wi-Fi is consistent with the airline's drive to be innovative, as it has already offered free broadband connection at airport boarding gates. The in-flight Wi-Fi connection quality will meet users' expectations and the service will be initially available on domestic flights, which constitute the bulk of Nok Air's operations. We are always

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looking at ways to improve customer experience and are glad to be partnering with Thaicom to achieve this.”

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#### **About Thaicom**

Thaicom Public Company Limited, a leading Asian satellite operator, was established in 1991 with unique proposition in providing integrated solutions for satellite broadcast and broadband. The Company houses high profiled engineering teams to provide leading-edge innovative solutions on telecommunication and satellite that answer every need with a full spectrum of services. Until now, Thaicom has launched six satellites into the orbit; three satellites are in operations. Thaicom 5 and Thaicom 6 are a “Hot Bird” broadcasting satellite for Thailand and SE Asia, boarding more than 600 TV channels, coverage over Thailand , SE Asia and Africa (by the name “Africom-1”). Thaicom 4 (IPSTAR) is the world’s first broadband satellite and is providing broadband services to 14 countries across Asia-Pacific region. With the unique performance and technology of Thaicom 4, the Company has provided its solutions to many countries in the region to enable the broadband connectivity everywhere, also to recover communication networks at the time of disasters.

In 2014, THAICOM 7 will be launched in addition to existing satellite while THAICOM 8 has been under the production process which will finally also be launched to the “Hot Bird”, 78.5 degrees EAST around the first half of 2016. The new bird will increase more transponders that serve the countries in Asia and Africa.

Thaicom PLC is listed on the Stock Exchange of Thailand (SET) under the trade symbol “THCOM”.

#### **About THAICOM 7**

THAICOM 7 is now under construction by Orbital Sciences Corporation of U.S.A. There are 14 C-Band transponders in total, covering South Asia, Southeast Asia, Australia and New Zealand. THAICOM 7 will be launched into the 120 degrees East around mid-2014 conveyed by Space Exploration Technologies Corporation (SPACE X)’s Falcon 9 of USA. This will create the economic opportunity of Thailand and expand the competency of the company to provide telecommunication services as well as respond to the customer demand within the servicing area.

#### **About THAICOM 8**

THAICOM 8 will have a total of 24 Ku-Band transponders, covering Thailand, South Asia and Africa. THAICOM 8 will serve customers’ needs for increased Ku-band capacity and also strengthen THAICOM’s Hot Bird platform at 78.5 Degrees East. Orbital Sciences Corporation will be the manufacturer of the satellite and Space Exploration Technologies Corporation (SPACE X) will be the launcher of the satellite.

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