

Thaicom partners with Panasonic and Kantana to hold Thailand's first 4K-UHD short film contest "Beautiful THAILAND"

Nonthaburi, December 15, 2015 – Thaicom PLC, a leading Asian satellite operator, in partnership with **Panasonic Siew Sales (Thailand) Co., Ltd.** and **Kantana Post Production (Thailand) Co., Ltd.**, is holding a 4K-UHD short film contest for Thai university students on the theme "Beautiful THAILAND". The first of its kind in Thailand, the contest aims to raise the bar for the Thai TV and film industries by kicking off the use of 4K-UHD technology and providing youth with an opportunity to gain experience filming in high definition while competing for prizes worth a total of over 300,000 baht.

Mr. Teerayuth Boonchote, Executive Vice President of Technology Innovation at Thaicom PLC, said "Thaicom is pleased to partner with Panasonic and Kantana on this project that will benefit Thai youth. This project is a starting point for encouraging the use of 4K-UHD technology. It is the first competition in Thailand to provide an opportunity for youth to improve their film production skills using 4K-UHD technology, which is used for recording and transmitting high-resolution displays and is quickly becoming the new global standard in digital broadcasting. High-resolution broadcasting in 4K-UHD is coming to Thailand in the near future. As Thailand's satellite television provider, Thaicom is intent on supporting this change by encouraging Thai people to use new technological innovations from the very beginning in order to prepare for the age of high-resolution broadcasting and keep the Thai broadcasting industry on equal footing with the international community."

The contest will consist of 2 rounds. In the first round, 10 teams will be chosen as finalists based on their treatment and script submitted under the title "Beautiful THAILAND". The finalists will be able to borrow equipment to film their production in 4K-UHD, or ultra high definition. Finalists will also be given a technical workshop on 4K-UHD equipment and production techniques by professionals and experts. In the second round, the winners will be chosen from among the finalists based on the short films they submit. Each film must tell a story that communicates the beauty of various aspects of being Thai. Films should be 7 – 10 minutes long and should not have any dialogue. Any subtitles must be done in English. Competitors must submit films which are their original work, not copied from any other source, have never been entered in a

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competition or aired publicly before, and do not contain any copyrighted sound or material. The winners will receive cash and other prizes worth over 300,000 baht.

University students interested in competing can download the application form at www.thaicom.net and submit it along with a treatment from today until January 12, 2016. The top 10 teams will be announced as finalists on January 18, 2016, and the results of the final round will be announced March 29, 2016. The contest can be followed in more detail at www.thaicom.net.

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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 seven satellites into the orbit; four 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 September 2014, THAICOM-7 was 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-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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