



PRESS RELEASE

Malaysia's Asian Horror Channel, BOO available in the Philippines via MEASAT

Kuala Lumpur, 2 May 2018 – MEASAT Satellite Systems Sdn. Bhd. ('MEASAT') announced today an agreement with Astro Malaysia Holdings Berhad's ('Astro') to distribute BOO via MEASAT-3a at 91.5°E.

BOO, available in Malaysia and the Philippines, delivers 24-hour Asian horror content ranging from psycho-thrillers to other sub-genres such as horror-comedy, horror-action and more.

With BOO, Astro continues to grow its regional content distribution via MEASAT. The 6 channels include Asia's premier e-sports channel eGG, BOO and several vernacular channels namely Ria, Prima, Vellithirai and Warna.

Henry Tan, Group Chief Content and Consumer Officer at Astro said, "We want to excite the ASEAN market through high quality production and compelling storytelling with premium Nusantara and Asian horror content. We are pleased to partner with MEASAT to broadcast our horror channel, BOO in Malaysia and the Philippines and will expand our coverage to more countries in the region."

"MEASAT is delighted to continue supporting Astro in their growth plans," said Yau Chyong Lim, Chief Operating Officer, MEASAT. "We look forward to working further with Astro in serving the region's demand for more high quality video content."

The 91.5°E prime video hot slot is home to the MEASAT-3, MEASAT-3a and MEASAT-3b satellites, forming one of the region's strongest video neighbourhoods. From 91.5°E, MEASAT supports broadcasters and DTH operators to distribute UHD, HD and SD channels to audiences across Asia, Australia, East Africa and South Eastern Europe.

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About Astro Malaysia Holdings Bhd

Astro Malaysia Holdings Berhad (Astro) is a Malaysian and ASEAN digital-first media and lifestyle company in the Digital, TV, Radio and eCommerce space.

It is Malaysia's No. 1 online media company with 6.9 million unique visitors per month across the digital platforms of its entertainment and lifestyle brands. The company

serves 23 million individuals in 5.5 million households, or 75% of Malaysian households, who are able to watch Astro content on all screens and on demand, be it TV, laptop, tablet and phone.

NJOI, the company's subscription-free TV service, offers all Malaysians free access to 29 TV and 20 radio channels on TV and mobile devices. With its subscription-free model, NJOI has been well-received and will continue to drive the company's market reach.

Astro Radio includes Malaysia's highest rated stations across key languages and there are available on both terrestrial and digital channels, reaching 16.5 million weekly listeners.

Astro holds the distinction of the 'Gold' award in the Media and Entertainment category at the Putra Brand Awards for 8 consecutive years from 2010 to 2017, the 'Brand of the Year' award in 2012, the 'Brand Icon' award in 2013, the 'Malaysian Marketer of the Year' award in 2016 and the IDC Digital Transformer Award for Malaysia in 2017. Astro Kasih is the company's CSR arm, whose award winning programmes have been recognised for its innovation and life-changing impact on the community it aspires to serve.

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About MEASAT

MEASAT is a premium supplier of communication and video services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, MEASAT provides services to over 150 countries representing 80% of the world's population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT satellite fleet includes the state-of-the-art MEASAT-3, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia's premium DTH and video distribution neighbourhood; MEASAT-2 at 148.0°E; and, MEASAT-5 at 119.5°E. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, the Middle East, Malaysia and Singapore.

Working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include UHD, HD and SD video play-out, video turnaround, co-location, uplinking, broadband and IP connectivity services. For more information, please visit www.measat.com.

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