



**[For Immediate Release]**

## **APT Satellite Announces 2007 Annual Results**

*Hong Kong, 8 April, 2008* -- APT Satellite Holdings Limited (together with its subsidiaries known as “the Group”) (HKEx stock code: 1045; NYSE stock code: ATS), a provider of high-quality satellite transponder, telecommunications and broadcasting services in Asia Pacific, today announced its audited annual results for the year ended 31 December 2007 (the “Period”).

The Group’s turnover amounted to HK\$451,626,000 for the Period (2006: HK\$426,988,000). Profit attributable to equity shareholders amounted to HK\$5,581,000 (2006: loss attributable to equity shareholders HK\$79,480,000). Basic earnings per share was HK1.35 cents (2006: basic loss per share HK19.23 cents). The Board of the Company has resolved not to declare any payment of final dividend for the year ended 31 December 2007 (2006: Nil).

Mr. Ni Yifeng, Executive Director and President of the Group, said, “The Group’s five satellites, APSTAR V, APSTAR VI, APSTAR IIR, APSTAR I and APSTAR IA, together with their corresponding telemetry, tracking and control systems, have been operating under normal condition during the Period. The Group has maintained comparatively high utilization rates for APSTAR V and APSTAR VI despite fierce market competition in the Asia Pacific region including the China market.”

APSTAR VI, a high-power satellite located at 134°E, is equipped with 38 C-band transponders and 12 Ku-band transponders, of which its C-band transponders cover China, India, Southeast Asia, Australia, South Pacific Islands, Guam and Hawaii, while its Ku-band transponders serve mainly the China market. Its utilization was 59% as at 31 December 2007.

APSTAR V, located at 138°E orbital slot, is another high-power satellite of the Group. Its C-band transponders cover China, India, Southeast Asia, Australia, South Pacific Islands, Guam and Hawaii, while its Ku-band transponders cover mainly China and India. APSTAR V supports various transponder services including DTH broadcasting, Internet and VSAT services within Asia while providing inter-connections between the United States and major Asian cities. APSTAR V has recorded a utilization rate of 72% as at 31 December 2007.

Mr Ni said, “Both APSTAR V and APSTAR VI are the latest advanced high-power satellites in the region providing most advanced satellite telecommunication and broadcasting services that are warmly received by our customers, thereby strengthening the Group’s competitiveness and market expansion.”

As a result of the launch of two new satellites in mid-2007, market competition in the China market has been more intense than before. During the Period, APT obtained new customers and new utilizations by optimizing its services on a continuous basis which off-set part of the customer loss. As a whole, the customer loss due to new satellites has not caused adverse impact to the Group.

The Group provides satellite TV uplink and broadcasting services through APT Satellite TV Development Limited (“APT TV”), a wholly-owned subsidiary of the Group, and has successfully established a satellite TV broadcasting platform to provide broadcasting and uplink services under the Satellite TV Uplink and Downlink License. As at 31 December 2007, APT TV uplinked and broadcasted up to 72 satellite TV channels for broadcasters in the Asia Pacific region, representing an increase of approximately 6% as compared to the same period in 2006.

APT Telecom Services Limited, a wholly-owned subsidiary of the Group, provides satellite-based external telecommunication services such as VSAT, facilities management services and teleport uplink services to telecom operators, satellite operators and ISP players in the region. Both the uplink and broadcasting services and the telecommunication services have strengthened the Group’s competitive edge and have enabled the Group to expand its customer base.

Looking ahead, Mr. Ni commented, “The increase in new satellite supplies in the region, particularly the China market, will result in fierce competition in the transponder market. However, it is expected that demand will still grow steadily. The Group will endeavour to secure its foothold in the China market and expand the overseas market, so as to further increase the satellite utilization and improve the Group’s performance.”

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### **About APT Satellite Holdings Limited**

APT SATELLITE HOLDINGS LIMITED (the “Group”) is listed on both The Stock Exchange of Hong Kong Limited and New York Stock Exchange, Inc. Having started its operation in 1992, the Group provides high-quality services in satellite transponders, satellite communications and broadcasting services for the broadcasting and telecommunications sectors in Asia Pacific, Europe and the United States. The Group currently operates the APSTAR system, including APSTAR V, APSTAR VI, and APSTAR IIR, through its own Satellite Control Center in Tai Po, Hong Kong. In line with its business development strategies, the Group has established its satellite TV broadcasting platform. Together with its satellite telecommunications services and data center services, the Group provides reliable “one-stop” satellite broadcasting services and telecommunications services to customers. The Group endeavors to leverage the advantages of strategic alliances with its business partners for future growth. For more information, please visit [www.apstar.com](http://www.apstar.com).

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