



[For Immediate Release]

APT Satellite Announces 2010 Annual Results
Revenue and Profit Rise with Increased Overall Satellite Utilization

Hong Kong, 24 March 2011 – APT Satellite Holdings Limited (together with its subsidiaries collectively known as the “Group”) (HKEx stock code: 1045), a provider of high-quality satellite transponder, telecommunications and broadcasting services in Asia Pacific, announced its audited annual results for the year ended 31 December 2010 (the “Period”).

The Group’s turnover for the Period amounted to HK\$719,435,000 (2009: HK\$578,115,000), representing an increase of 24% year-on-year. Profit attributable to equity shareholders reached HK\$198,499,000 (2009: HK\$254,084,000). Basic earnings per share was HK 47.93 cents (2009: HK61.48 cents). Excluding a deferred tax credit of HK\$88,863,000 recognized in 2009 as a result of terminating the Lease Agreement in relation to APSTAR 2R, the Group’s profit attributable to shareholders for year 2010 should recorded an increase of HK\$33,278,000 or 20% as compared to 2009.

In view of the need of capital expenditure investment for the implementation of APSTAR 7 Satellite and its backup satellite, APSTAR 7B, the Board of Directors has resolved not to declare any payment of dividend for the financial year ended 31 December 2010 (2009: Nil). The Board of Directors has proposed to make a bonus issue to the shareholders of the Company on the basis of one bonus share for every two shares.

Mr. Cheng Guangren, Executive Director and President of the Group, said, “I am very pleased with the good operating results that the Group achieved for 2010. During the Period , the Group has kept its foothold in its existing market and has successfully entered into new markets and won new customers, thereby increasing the overall utilization rate of its satellites compared to the same period of the previous year.”

APSTAR 6, based on the SB4100C1 model, started commercial operation in June 2005, is equipped with 38 C-band transponders and 12 Ku-band transponders. As at 31 December 2010, its utilization was 78.7%, representing an increase of approximately 7.9 percentage-points as compared to the same period of 2009.

APSTAR 5, based on the FS1300 model, started commercial operation in August 2004. As at 31 December 2010, the Group held interests in 20 C-band transponders and 9 Ku-band transponders, and the utilization rate was 80.6%, a similar level as compared to the same period of 2009.

As to APSTAR 2R, it was constructed on the FS1300 model and launched in October 1997, and contains 28 C-band transponders and 16 Ku-band transponders. The C-band transponders cover Europe, Asia, Africa and Australia, covering approximately 75% of the world’s population, and Ku-band transponders cover mainly China and some adjacent countries and regions. As at 31 December 2010, its utilization was 83.2%.

For the purpose of replacing APSTAR 2R, which will retire at the end of 2012, the Group has entered into a satellite procurement contract for the manufacturing and delivery of APSTAR 7 satellite. The satellite is a high-power geostationary communication satellite using the Spacebus 4000 C2 Platform carrying 28 C-band and 28 Ku-band transponders. The construction progress of APSTAR 7 has been smooth, and the satellite has entered the Assembly, Integration and Test Stage. It is expected to be launched by the Long March LM-3B enhanced-version launch vehicle of China in the first quarter of 2012.

The Group has also entered into agreements for the manufacturing and delivery of APSTAR 7B satellite and associated launch services, as a backup satellite of APSTAR 7. In the event that the launch of APSTAR 7 satellite is unsuccessful, APSTAR 7B will be launched in the third quarter of 2012 or earlier to fulfill the mission of replacing APSTAR 2R. If APSTAR 7 is launched and has replaced APSTAR 2R successfully, the Group will transfer APSTAR 7B to China Satellite Communications Company Limited to recoup the capital expenditure made for APSTAR 7B. This back-up satellite is a very successful arrangement because the Group can save an enormous amount of back-up satellite investment.

Mr. Cheng commented, “ The Group is actively promoting the APSTAR 7 Replacement Programme to the market and the feedback has been excellent. So far there has been a significant number of customers on APSTAR 2R, including HBO, who are willing to continue their services with APSTAR 7.”

The Group provides satellite TV uplink/downlink and broadcasting services through APT Satellite TV Development Limited (“APTTV”), a wholly-owned subsidiary of the Group, and has successfully established a satellite TV broadcasting platform under the Satellite TV Uplink and Downlink License. APTTV has been granted a Non-domestic Television Programme Service Licence for a period of validity of 12 years. During the Period, the Group has achieved outstanding market development and progress in satellite broadcasting business while securing existing customers. A substantial number of television broadcasters, including Xin Hua TV Channel of China, broadcast their TV content via the platform of APSTAR 6 to the Asia Pacific region.

APT Telecom Services Limited, a wholly-owned subsidiary of the Group, provides satellite-based external telecommunication services, uplink services, and facilities management services under the Fixed Carrier Licence of Hong Kong. It also serves to promote the utilization of the APSTAR resources.

Looking ahead, Mr. Cheng commented, “Although there will still be uncertainties in the global economy and politics, the demand for transponders will continue to grow in the Asia Pacific region, Middle East and Africa. The utilization rate of the Group’s satellite transponders will be maintained at a high level, thereby enabling the Group to achieve steady revenue growth. For the purpose of replacing APSTAR 2R, the Group will closely monitor the construction progress on APSTAR 7 and APSTAR 7B so as to ensure the quality, delivery and successful launch of the new satellites.

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About APT Satellite Holdings Limited

APT SATELLITE HOLDINGS LIMITED (the “Group”) is listed on The Stock Exchange of Hong Kong Limited. 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 2R, APSTAR 5, and APSTAR 6, 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” solutions to customers. The Group endeavors to leverage its competitive advantages and high quality services for market expansion and business growth. For more information, please visit www.apstar.com.

For further information, please contact:

Dr. Brian Lo
APT Satellite Holdings Limited
Tel: (852) 9185 2239 Fax: (852) 2522 0419
Email: brianlo@apstar.com