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PRESS RELEASE

LAUNCH OF K+, CANAL+ GROUP'S CHANNEL PACKAGE IN VIETNAM

CANAL+ Group has announced the launch of K+ in Vietnam, a new channel package by satellite operated by its VSTV subsidiary.

This launch is the result of the partnership initiated last June between CANAL+ Group and VTV, Vietnam's public broadcaster, and of the creation of VSTV now in charge of developing and distributing the K+ channel package.

The K+ offer, of over 50 channels, is comprised of a selection of the best Vietnamese and international channels, some of which are exclusively broadcasted, for the entire family.

In order to allow the Vietnamese population to benefit from this offer, a large number of channels are located, meaning they are subtitled or dubbed in Vietnamese.

Broadcasted on VINASAT 1 satellite, the K+ offer benefits from DTH technology and is therefore accessible with high quality image and numerical sound throughout the entire Vietnamese territory, in both urban and rural regions.

As of today, the offer will be distributed throughout an extensive network with, among others, over 1 500 points of sale and K+ shops.

In order to appeal to various customer profiles and respond to tailored needs, K+ proposes different packages. In addition, the channel package offers the most inexpensive set-up box on the market, therefore facilitating the access to numerical television by satellite. In the fight against piracy, to secure and protect property rights, K+ is equipped of the latest access control system developed by NAGRA

company. Meanwhile, K+ still focuses on providing its customers with effective and innovative services insuring quality assistance and customer satisfaction.

VSTV benefits from the expertise and the operational support of CANAL OVERSEAS, CANAL+ Group's subsidiary in charge of international markets, for the launch and development of K+.

With the launch of K+, CANAL+ Group is proud to propose to the Vietnamese population a different, varied, accessible, innovative offer in constant evolution and confirms its development strategy at the international level.

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