



## ***New YahClick Broadband Portfolio Comes to Market***

### ***Broadband subscription simplified by launch of YahClick Pick & Click***

**Abu Dhabi, UAE, 30 March 2015:** YahClick, the satellite broadband service of UAE headquartered Yahsat, announces that its satellite broadband service YahClick has today launched YahClick Pick & Click, a brand new product portfolio of simpler, faster and affordable broadband service plans for current and new subscribers.

YahClick currently offers a wide variety of options to subscribers in the Middle East, Africa, and South West and Central Asia, with broadband packages designed to support every business and consumer need.

In order to provide a superior customer experience and to simplify the choice in each country, YahClick is launching YahClick Pick and Click, a newly developed family of solutions and bundles. In addition, the products will have clearly defined data allowances to ensure easy differentiation of performance.

“The launch of YahClick Pick & Click is a vital step towards realizing our ambition of bringing about a truly connected world. We have listened to our service partners and customers, and have responded with packages that are simple to understand.” said David Murphy, Chief Commercial Officer.

He added, “Any individual or business user can subscribe for which ever plan is best suited to their needs. A further advantage of the new products is that subscribers will all be offered 30 day plans with firm start and finishing dates. Our objective is to make it easier for our customers in all our markets to become quickly connected to the world.”

As of today, subscribers to YahClick will only need to choose from three basic packages: Lite (5GB to 10GB per month), Empower (15GB to 20GB per month) and Premium (50GB to 100GB) per month.

Click and see us on <http://www.yahclick.com>

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#### NOTES FOR EDITORS

YahClick is Yahsat's flagship high-speed satellite broadband internet service, and is the leading satellite broadband Ka-band service across the Middle East, Africa, South West and Central Asia. It was launched in September 2012, to provide broadband coverage in over 28 countries with a total combined population of more than 1 billion people. YahClick can deliver satellite broadband Internet to a wide range of industries, including NGOs, government, educational organisations, media and broadcast, as well as home users. By the end of 2014, YahClick had acquired more than 34,000 subscribers.

YahClick is currently available in Angola, Nigeria, South Africa, Kenya, Uganda, Tanzania, South Sudan, UAE, Turkey, Yemen, Iraq, and Afghanistan. It is beamed through Yahsat's second satellite, Y1B satellite, the first satellite in these regions to offer internet connectivity through Ka-band multi-spot beams, providing a greater level of overall efficiency and cost-effective broadband solutions.

In countries where YahClick is operational, there is usually a distinct lack of reliable high-speed internet infrastructure, particularly in rural or remote areas. YahClick connections are more reliable and much faster than dated mobile internet technologies, and they bypass the infrastructure requirement for fixed line technologies for easier deployment. Above all, YahClick provides coverage over vast geographic regions, irrespective of population density in these locations.