



Media Release

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ESRA announces the biggest satellite play over Pakistan

ESRA, a new division of the HB International, a leading Pakistan-based conglomerate with prominent telecom interests, has announced that it has signed a contract with EAST Satellite Holdings Pty Ltd for an ultra-high throughput satellite over Pakistan.

EAST's newWAVE satellite will deliver 80 Gbps, the most satellite broadband capacity to Pakistan from a single spacecraft. It will operate in Geostationary Earth Orbit using spectrum in both Ku-band and Ka-band.

HB Chairman Mr Hasan Bokhari said of the new initiative, "We look forward to driving telecom capacity up and prices down in Pakistan. ESRA will revolutionise Internet access in Pakistan, especially the unserved in rural areas and the under-served outside the major cities. In addition, this capacity will support large and small enterprises."



"We will support big data and cloud computing and provide a secure telecommunications link which is operated for Pakistan rather than being just part of some other satellite supplier's broader picture.

EAST Founder and CEO Robert Jolly praised the foresight of Green Corporate Projects Ltd, part of HB International led by Mr Bokhari. Pakistan is underserved for telecom and the social and economic benefits to the more than 230 million people living outside the major cities will be transformative. To access satellite communications at a better price is key to the benefits to be delivered by ESRA through the newWAVE satellite.



“We have established a strong relationship with ESRA as indicated by their commitment to a whole of life satellite deal for 100% of off-take capacity. It is a fresh model in comparison to the former “build it and they will come” approach in the satellite industry, which persists in some quarters, today.

“At EAST we are market-driven rather than technology-driven, and we see that is the future. Although we provide remarkable innovation too, it is just that our newWAVE technology is meeting demand rather than creating unmet supply,” he said.

“Both the HB International – through ESRA – and EAST are collaborating to bring to market a new era in South Asian satellite communications,” he said.

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