
S&P TEST

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SES SA SWOT & PESTLE ANALYSIS

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Company Name : SES SA

Company Sector : Satellite Telecommunications

Operating Geography : Luxembourg, Europe, Global

About the Company :

SES S.A. is a Luxembourgish satellite telecommunications network provider that provides video and data access to broadcasters, content and internet service providers, mobile and fixed network operators, governments, and organisations throughout the world. With approximately 70 satellites in two orbits, geostationary orbit (GEO) and medium Earth orbit (MEO), SES is one of the world's top satellite owners and operators. The well-known European Astra TV satellites, the O3b and O3b mPOWER data satellites, and others with names like AMC, Ciel, NSS, Quetzsat, YahSat, and SES are among them. Founded in 1985 as Société Européenne des Satellites in Betzdorf, Luxembourg, the corporation was renamed SES Global in 2001 and has been just "SES" since 2006. The Luxembourg shares Exchange and Euronext Paris trade the company's shares under the ticker code SESG, and it is a component of the LuxX, CAC Next 20 and Euronext 100 stock market indexes. SES satellites provided over 8000 TV channels, including over 3000 HD and UHD channels, to more than 1 billion people in 369 million homes globally or regionally by the end of 2022. As of 2023, there are 2,298 employees.

SES's mission is to give excellence and quality via creativity, integrity, and an innovative approach. SES's objective is to be an industry leader in every business endeavor and to create value for customers and stakeholders. SES's USP lies in its superior customer service, innovation through collaboration, and always striving for excellence and quality to get the best experience.

Revenue :

1,944 million - FY ending 31st December 2022 (y-o-y growth +9.1%)

1,782 million - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for SES SA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Acquisition of DRS Global Enterprise Solutions 2.World's largest telecommunications satellite operator by revenue. 3.Strong financial performance in FY 22. 4.SES has a unique multi-orbit satellite-based network 5.Provision of high-performance connectivity. 6.The company has a diverse product portfolio. 	<ul style="list-style-type: none"> 1.Dependence on a small number of satellite manufacturers.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Landmark partnership in India with Reliance Jio. 2.Launch of commercial services on O3b mPOWER will enable the Company to provide high-performance network services. 3.SES to clear c-band transition plan in the US for the launch of 5G services. 	<ul style="list-style-type: none"> 1.With the breakdown of merger talks with Intelsat, threat of new entrants increases 2.Shortage of small satellite launch vehicles can restrain industry growth.

PESTLE Analysis :

The PESTLE Analysis for SES SA is given below:

Political	Economical
1.Sanctions against Russian space launch industry can affect satellite internet companies.	1.Fluctuations in foreign exchange rates impact SES's revenue.
Social	Technological
1.Growing global population raises demand for LEO satellites to achieve higher cellular coverage. 2.Growing e-commerce landscape increases dependence on satellite technology.	1.Steady increase in the number of projects to extend 5G connectivity via LEO satellites. 2.Satellite technology critical enabler in the transmission of IoT connections across industries.
Legal	Environmental
1.Compliance with regulatory frameworks related to satellite operations, licensing, and spectrum allocation is critical for SES S.A.	1.Partnership with Northstar and Space to manage space sustainability challenges. 2.Collaboration with Net Zero Space initiative to achieve sustainable use of outer space. 3.Several initiatives undertaken to reduce carbon footprint and energy consumption

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