



Media Release June/11

SATS launches new brand identity
To better reflect its strategic direction and build a consistent representation across its businesses and geographies

Singapore, 7 June 2011 – SATS Ltd. (SATS) today announced the launch of its new brand identity. This significant milestone underscores the Group's focus to strengthen its core capabilities in gateway services and food solutions to provide customised, integrated solutions to its customers.

SATS' expertise in both fields has been established through many years of experience and deep knowledge of the industry. This gives the Group impetus to continue driving for excellence in its operations and bringing greater value to its stakeholders.

SATS' new monolithic brand identity is symbolic of its global aspiration and commitment to continually delight customers with value propositions (see Factsheet for detailed explanation).



Figure 1: SATS' New Brand Identity

Through this new identity, SATS aims to build a unified, consistent representation across its two businesses as it expands its presence globally. Over time, a unique service culture that is synonymous with the SATS brand will be propagated across all business units within the Group's operating network.

Said Mr Clement Woon, President & CEO of SATS: "The business landscape today is ever evolving and so is SATS. In the past years, we have been growing from strength to strength – both geographically and across vertical industries. As a Group whose roots began in ground handling and airline catering, we are able to leverage our capabilities to grow our presence overseas and expand beyond aviation food. We now have the largest gateway services and aviation food solutions network in Asia and are present in 35 airports in 10 countries. With our expanding food solutions business, we have extended our reach to the UK and Australia. Hence, a new brand identity that is aligned with our strategic direction to grow our businesses globally is important for SATS. More significantly, we aspire to achieve an iconic representation of what we stand for, namely, quality and excellence, hence setting the benchmark for the industries that we participate in."

The new brand identity is about raising service standards and adding value to SATS' partners. At the core of the new brand is how the Group will structure itself to offer end-to-end solutions to customers, providing a seamless and delightful experience to them. This means exploring new, innovative ways in which SATS can be their key partner. One example is how SATS has replicated its Premier Check-In Lounge model in Jakarta to cater to airline customers' first and business class passengers who prefer the convenience of a private check-in lounge facility.

SATS remains focused on service and capability differentiation through driving innovation, customer intimacy and operational excellence. It strives to deliver strategic value to a wider group of stakeholders, for instance, by launching Coolport@Changi (Coolport), Asia's first on-airport perishables handling centre. Coolport aims to attract more perishables traffic through Singapore Changi Airport and enable SATS' airline customers to offer more reliable and exacting services in handling perishables cargo.

Mr Chua Taik Him, Deputy CEO of International Enterprise (IE) Singapore, said: “Capitalising on the rapid growth of the aviation and food industry, SATS has successfully transformed itself from a local provider of ground handling and inflight catering services to a global player offering gateway services and food solutions. The introduction of a new brand identity is timely, and will strengthen the recognition of SATS’ position and quality in the global market place. IE Singapore is pleased to be part of SATS’ development process, and hopes that home-grown companies will be motivated to develop their own differentiated value propositions to compete in international markets.”

The process of SATS’ re-branding began in 2010 and involved close to 200 internal and external stakeholders such as the SATS Board, senior management, staff, business partners, customers and end-users. It encompassed taking these stakeholders through a series of reviews to help SATS management and its Branding team:

- Understand the perception of the current SATS brand and how SATS could enhance value by leveraging synergies within the Group;
- Understand how to help SATS’ customers elevate their offer and enhance value to end-users;
- Understand how SATS’ current business strategies relate to its vision; and
- Develop a unique, inspiring and unifying brand identity for SATS across all its businesses.

In conjunction with the unveiling of its new brand identity, SATS has also launched its new company website, www.sats.com.sg. The website’s design has been streamlined for ease of navigation, and also incorporates organised descriptions and user-friendly functionalities to help visitors understand the breadth of SATS’ service and product offerings.

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About SATS LTD.

With over 60 years of operating experience and an emerging global presence, SATS is Singapore's leading provider of gateway services and food solutions.

Our comprehensive scope of gateway services encompasses airfreight handling, passenger services, ramp handling, baggage handling, aviation security, aircraft interior and exterior cleaning while our food solutions business comprises airline catering, food distribution and logistics, industrial catering, ambient, chilled and frozen food manufacturing as well as airline linen laundry.

SATS has been listed on the Singapore Exchange since May 2000. For more information on SATS, please visit www.sats.com.sg.

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FACTSHEET

About the New SATS Brand Identity

SATS has launched its new brand identity to better reflect its strategic directions and build a consistent representation across its businesses and geographies.



The following details what the new SATS brand identity signifies:

- At the core of the new visual identity is SATS' aspiration to establish a global presence as one of the largest services companies in the world as well as to offer integrated solutions to complex requirements and provide excellent service to its customers. These are symbolised with the use of the iconic sphere which represents a seal of quality.
- The use of crimson reflects the way SATS staff deliver their service with warmth and passion to create memorable experiences for end-users.
- Customer intimacy as well as excellence in service delivery has always been integral to SATS' success. The facing letters "s" and "a" denote the constant dialogue SATS has with its partners and customers; anticipating and providing consistent, premium and innovative solutions for their needs.
- The typeface used in the new logo is contemporary and the name "SATS" is positioned asymmetrically within the sphere. This reflects the dynamism of SATS and how it continually seeks creative ways to delight customers with game-changing innovations to sustain and improve its service and product offerings.