

IRDETO FACT SHEET

COMPANY FOUNDED:
1969

HEADQUARTERS:
Amsterdam, the Netherlands and Beijing, China

Irdeto made its strategic decision to employ a dual HQ strategy in 2007 based on its assessment of future industry opportunities in the world and the substantial market opportunity in Asia. Irdeto now has the highest market share of any international player there, with 17% of the Chinese market for Conditional Access and 64% share in South East Asia. London Business School and IMD in Switzerland have done case studies on Irdeto's dual HQ with their management students in 2010.

PARENT COMPANY:
Subsidiary of multinational media group Naspers (JSE: NPN) which includes a wide range of pay TV, Internet, instant messaging, technology and publishing businesses.

WEBSITE:
WWW.IRDETO.COM

OFFICES:

AMERICAS: Carlsbad, San Francisco and Santa Clara, California, U.S.A., Ottawa, Canada, Sao Paulo, Brazil

EMEA: Hoofddorp, The Netherlands, London, England, Rome, Italy, Moscow, Russia, Paris, France, Dubai, UAE, Johannesburg, South Africa

ASIA PAC: Beijing and Shanghai, China, Bangkok, Thailand, Singapore, Seoul, Korea, Tokyo, Japan, Sydney, Australia, New Delhi, India

BUSINESS FOCUS:

Leading provider of integrated pay media and software protection solutions and services, including conditional access (CA), digital rights management (DRM), customer care and billing, middleware, content management and distribution solutions and services.

CUSTOMERS:

Irdeto has more than 500 customers and has systems deployed in more than 100 countries. Customers include cable, satellite, mobile TV and terrestrial operators, telcos, enterprises, and governments.

KEY PRODUCT LINES:

Conditional access, digital rights management, customer care and billing, middleware, content management and distribution, content security and anti-piracy services.

CUSTOMERS INCLUDE:

- AL JAZEERA SPORTS
- ADOBE
- AUSTAR
- ASTRO
- ATI TECHNOLOGIES
- BSKYB
- COMCAST
- DIGITURK
- DIRECTV LATIN AMERICA
- D-LINK /BOXEE
- FOXTEL
- HARMONIX
- INTEL
- LAMPREY NETWORKS
- LOGITECH
- MAXDOME
- MICROSOFT
- MTV
- MULTICHOICE
- NXP SEMICONDUCTORS
- ORF
- PIONEER ELECTRONICS
- SONY
- STOFA
- SUN DIRECT
- TCC
- THAICOM
- TELECOM ITALIA MEDIA
- TELKOMVISION
- TELEVIDEOCOM
- TELENOR
- TEXAS INSTRUMENTS
- TOSHIBA
- VIACOM
- VIASAT
- VIDEOCON D2H
- VODAFONE
- ZIGGO

PATENTS AND PATENTS-PENDING:

170

NUMBER OF EMPLOYEES:

Over 1000

IRDETO MILESTONES INCLUDE:

- First analog pay-TV system installed
- World's first DVB conditional access deployment
- First foreign approved CA in China
- First DRM client deployed on 3G network
- First deployed CA solution for mobile TV
- Acquisitions LockStream
- Acquisition of Philips Cryptoworks
- Acquisition of IDWay, IBS, Cloakware
- Acquisition of Entriq
- First to license Adobe Flash Access monetization solution
- Acquisition of BD+ technology from Rovi
- Acquisition of BayTSP

MANAGEMENT TEAM:

- Graham Kill, Chief Executive Officer
- Germon Knoop, Chief Financial Officer
- Andrew Wajs, Chief Technology Officer
- Doug Lowther, EVP Digital TV
- Ben Bennett, SVP Sales and Marketing, Online
- Barry Coleman, SVP Global Talent Community
- Martin Sendyk, SVP Products

BOILERPLATE:

Irdeto is the most innovative software security and media technology company in the world. Through its dynamic monetization and security technologies, the company allows new forms of distribution for broadcast, broadband and mobile entertainment, as well as for the world's most popular apps, eStores and consumer devices. Co-headquartered in Amsterdam and Beijing, the company employs more than 1,000 people in 25 locations around the world. Irdeto is a subsidiary of multinational media group Naspers (JSE: NPN).

Please visit Irdeto at www.irdeto.com.