

# ASX ANNOUNCEMENT



25<sup>th</sup> July 2014

## **DIRECTV Latin America Signs ICC Licence with Hansen Technologies**

Hansen Technologies Limited (ASX: HSN) today announced that DIRECTV Latin America has signed a 7 year licence agreement for the use of Hansen's ICC Customer Care and Billing Solution for its PanAmericana division in Latin America.

This agreement will provide all DIRECTV's PanAmericana countries with a comprehensive solution for managing all aspects of their Pay TV billing operations, as well as an Argentina-based consulting, services, and support team in Buenos Aires.

PanAmericana is DIRECTV Latin America's largest division, providing satellite Pay-TV to over 6 million subscribers across nine territories, including: Argentina, Colombia, Chile, Ecuador, Peru, Puerto Rico, Venezuela, the Caribbean and Uruguay. The PanAmericana division reported \$3B in revenues in 2013 with 26% market share of households in the region.

The ICC solution is used to manage access to SD (Standard Definition), HD (High Definition), pre and post-paid subscription models over DTH (Direct-to-Home), as well as provide bundled offerings, including combinations of DTH and Broadband.

"We are extremely pleased that DIRECTV PanAmericana has chosen Hansen Technologies' software and services as a key strategic element to assist in their continued growth plans throughout Latin America," said Andrew Hansen, CEO of Hansen. "With our solutions specifically targeted at providing services to the Digital Pay TV industry and our continued global investment in high quality support and services we believe we are ideally positioned to enhance the significant opportunities Pay TV presents in the developing markets in Latin America."

Antonio Pages, IT Director of DIRECTV PanAmericana states, "Hansen Technologies ICC Pay TV solution is a unique product that fits our business and service proposition in the region. The product supports our strategic direction and enables us to advance our entertainment experience innovations. We are pleased to be continuing our relationship with Hansen ICC and look forward to the mutual benefits which we believe will flow from this arrangement."

As a major customer of Hansen worldwide, the continuation of a relationship with DIRECTV PanAmericana for at least a further 7 years underpins Hansen's current revenue stream. Hansen will continue to support the growth of DIRECTV as it achieves greater customer penetration in Latin America's Pay TV market.

#ends#

Hansen Technologies Limited  
ABN 90 090 996 455

2 Frederick St  
P.O. Box 6127  
Doncaster 3108  
Victoria Australia  
Telephone + 61 3 9840 3000  
Facsimile + 61 3 9840 3099

[info@hsntech.com](mailto:info@hsntech.com)

[www.hsntech.com](http://www.hsntech.com)

**About Hansen Technologies Limited**

Hansen Technologies Group (ASX: HSN) is a global provider of customer care & billing, and meter data management software solutions for utilities (electricity, gas and water), pay TV and telecommunications companies.

The Hansen family of products, which has grown since 1971, includes: HUB, ICC, NirvanaSoft, Peace, Banner and Utilisoft. Hansen's unique approach to best-fit solutions leverages its proprietary product sets to develop, deliver and support high-value solutions for clients in over 40 countries. In addition Hansen also offers outsourcing and facilities management services from purpose built facilities globally. Hansen has offices in Australia, USA, New Zealand, China, Argentina and the United Kingdom.

**For further information contact**

Mr Andrew Hansen  
Managing Director  
Hansen Technologies Limited  
61 3 9840 3000

Mr Grant Lister  
Company Secretary  
Hansen Technologies Limited  
61 3 9840 3000