

AsiaSat Media Technology and ecSoft Announce Strategic Partnership

Collaborate to enhance service features on eSchool platform

AsiaSat Media Technology Limited (AMT), a subsidiary of AsiaSat specializing in media technology and live streaming solutions, is pleased to announce a strategic partnership with ecSoft Limited, the developer of eSchool, a pioneering platform that promotes communications and environmental sustainability in schools. This collaboration marks a significant step forward in expanding the horizon of the service capabilities to be available on this enhanced technology and communication platform designed for the educational community.

The eSchool platform is a comprehensive school administration and communication system with features that enhance work efficiency, facilitate home-school communication and promote environmental sustainability through the creation of green campuses. Through this partnership, AMT's cutting edge media and live streaming solutions will be integrated into the eSchool platform, and with this service enhancement enabling parents to participate in school events virtually, which is a significant added value for those who are not available to take part in-person.

Key Benefits of the Enhanced eSchool Platform:

- **Enhanced Communication:** With the integration of AMT's media and live streaming technologies into the platform, schools will be able to offer live streaming of events and activities, allowing parents and students to engage remotely
- **Custom-Made Solutions:** Customized solutions can be developed according to the specific needs of the schools, for enhancing educational, communication and administrative capabilities
- **Sustainability and Efficiency:** The improved platform will further support the initiative of creating green campuses by reducing the need for physical materials through the more efficient paperless communication and administration

"We are excited to partner with ecSoft to bring our expertise in media technologies and live streaming to the eSchool platform," said Samuel Yip, GM of AMT. "This partnership is aligned with our commitment to leveraging our capabilities to enhance educational experiences and boost community engagement across schools."

Eric Cheung, CEO of ecSoft, added, "Collaborating with AMT will allow us to broaden the service capabilities of our eSchool platform, and to offer a more enriched and engaging experience to all users. We are particularly enthusiastic about adding more new features to the platform that not only improve administrative and operational efficiency but also make school events more accessible to parents, students and the school community."

For more information about the partnership, or to learn more about the enhanced eSchool platform, please contact:

enquiry@asiasatmt.com or info@eschool.hk

About AsiaSat Media Technology (AMT)

AsiaSat Media Technology (AMT), a subsidiary of Asia Satellite Telecommunications Company Limited (AsiaSat), is specialized in providing innovative media technology solutions. AMT focuses on enhancing media and broadcast capabilities across the Asia-Pacific region, delivering advanced services that include high-quality live-streaming and broadcasting technologies. As a leader in the media tech industry, AMT

is committed to transforming traditional media landscapes and enabling content providers to connect with audiences more effectively.

About ecSoft

ecSoft is a professional software development company based in Hong Kong, specializing in IT solutions for organizations, schools and companies. With a focus on deploying the latest technologies, ecSoft enhances operational efficiencies and service offerings across various sectors. The company offers a range of services including mobile app development, website design, and specialized IT systems like the eSchool platform—designed to streamline school administrative processes and facilitate communication. ecSoft is committed to providing simple, user-friendly and cost-effective solutions tailored to meet the specific needs of its clients, ensuring enhanced workflow and productivity in today's digital age.