30 October 2012

Cobham plc Combines SATCOM Businesses, Establishes New Strategic Business Unit

WIMBORNE, United Kingdom – Cobham plc has established a new strategic business unit (SBU) – Cobham SATCOM – that combines all of the Group’s satellite communications businesses into one organisation, following the successful acquisition and integration of Danish satcom company Thrane & Thrane earlier this year. Thrane & Thrane will trade as Cobham SATCOM from November 2012, and will form the core of the new SBU.

Headquartered in Denmark, Cobham SATCOM is led by Thrane & Thrane CEO Walther Thygesen with assistance from a multinational management team, and includes Cobham’s satcom facilities in Cape Town, South Africa, Concord, California and Orlando, Florida. Cobham SATCOM is now twice the size of what either Thrane & Thrane or Cobham’s legacy satcom businesses were prior to this combination.

Rebranding of Thrane & Thrane will begin immediately and is expected to complete during 2013. In addition to adopting the Cobham SATCOM name and Cobham’s brand, the SATCOM SBU will be rebranding its products throughout 2013. Some of Cobham’s satcom product lines will be adopting Thrane & Thrane’s product names: Cape Town’s airborne products will be renamed AVIATOR, and Orlando’s land-mobile products will be renamed EXPLORER; the SAILOR and Sea Tel maritime product names will continue to be used.

Richard Tyson, President of the Cobham Aerospace and Security Division that includes SATCOM SBU, said: “Cobham SATCOM has a great future. The integration of the businesses is going well, with teams focused on how best to bring together complementary product lines and routes to market so that we can grow the business further. As the demand for airborne, land-mobile and maritime satellite communications continues to increase, we’re working hard to make it easier for customers to buy from us a wider range of satcom equipment and integrated solutions.”
News Release

About Cobham
Cobham specialises in meeting the demand for data, connectivity and bandwidth in defence, security and commercial environments. Offering a technically diverse and innovative range of technologies and services, the Group protects lives and livelihoods, responding to customer needs with agility that differentiates it. The most important thing we build is trust. Employing more than 10,000 people on five continents, the Group has customers and partners in over 100 countries, with annual revenue of some £1.9bn / US$3 billion.

About Cobham SATCOM
Cobham SATCOM develops, manufactures, sells and supports satellite and radio communication terminals and earth stations for land, marine and airborne applications. With the ever increasing demand for communication, our products and services are used to satisfy the needs of a wide variety of commercial, governmental and recreational applications.

Cobham SATCOM uses state-of-the-art technologies to design affordable, highly reliable high performance systems that have decreased over time in terms of size, weight and power consumption. Our products enable people to stay in touch under the most challenging and demanding conditions. When traditional communication technologies fail, Cobham SATCOM’s products will keep providing our customers with high quality voice, data, and multimedia communications.

Our product designs have evolved tremendously during their decades in service in use around the world in a variety of domains and environments. We market under the AVIATOR, EXPLORER™, SAILOR® and Sea Tel brands. Please refer to our websites for our list of global distributors and partners. Cobham SATCOM has design, development and manufacturing facilities in Denmark, Norway, South Africa, Sweden and the USA.

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