The satellite operator founded as ABS turns 20 in 2026, becoming Agility Beyond Space

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Agility Beyond Space

Agility Beyond Space turns 20 Years Strong

DUBAI, DUBAYY, UNITED ARAB EMIRATES, September 7, 2026 /EINPresswire.com/ -- Agility Beyond Space turns twenty in 2026 and marks it with a new brand, and a new strategy.
The global satellite operator founded in 2006 as ABS retires its acronym brand and goes to market under its full name: Agility Beyond Space.

Longevity of this kind is rare
Just one in five private-sector businesses reaches its twentieth year . Within the satellite sector, Euroconsult (now Novaspace) counted 33 geostationary operators in 2006; fewer than half are still trading. Agility Beyond Space bought a single satellite that year and named it ABS-1; within three years it was full. Twenty years on it remains independent, with its own fleet and its own brand.

Today, headquartered in Dubai, Agility Beyond Space provides satellite capacity and managed services for broadcasters, telecommunications providers, governments and enterprises across Europe, the Middle East, Africa, Asia and the Americas. The company redomiciled to the UAE last year, establishing its legal headquarters in Dubai where over the past few years it had already located its operational headquarters.
A name that says who the company truly is
Acronyms are convenient, but they can hide the real story. ABS said little about the business; Agility Beyond Space says exactly what partners value most. In an industry not famed for moving quickly, agility — listening, adapting and delivering at pace — is why partners trust this business to deliver.

Agility is not a footnote in the company's story; it is the foundation of its business: a nimble operator that answers quickly, takes on work others treat as too modest or too complicated, and stays with a partner after the contract is signed.

The brand now reflects exactly what differentiates the business.

A new strategy: Project Horizon

The satellite industry has long sold raw capacity and left partners to assemble everything else. Project Horizon, the new strategy to take the business to 2030, reverses that model. It commits Agility Beyond Space to three clear shifts: delivering complete partner outcomes rather than bandwidth alone, pricing that reflects the real end value partners receive, and relationships that continue to deepen long after the contract is signed. In practice: a broader product range, fewer steps to get a service live, and deals shaped around one partner's requirement rather than a standard rate card.

The anniversary will be marked with major events

The company will host a major twentieth-anniversary event in Paris on Wednesday 16 September, during World Satellite Business Week. From 5 to 7 October, the company brings the new brand home to CABSAT at Dubai Exhibition Centre. The anniversary is less a look back than a declaration of intent, made from the UAE.

Mark Rigolle, Chief Executive Officer of Agility Beyond Space, said: "In 2006, two entrepreneurs started with an idea and a set of values: a small team, a big ambition, and a belief that trust could build something extraordinary in a market that did not make it easy. While we have a bold new strategy, Agility is still the key that sets us apart, so we have let our brand say exactly who we are and the future we are working towards. I want to thank our partners who trust us to power their businesses, and the team that delivers on that trust day after day. Twenty years is a human achievement before it is anything else, and I am proud of the people who made it happen."

Bruno d'Espinay, Chief Business Officer, Agility Beyond Space added: "Our partners are looking to buy more than megahertz; they want a channel on air, a network connected, a service that works. So we will start from the outcome they need and work back to the capacity, the ground infrastructure and the support that deliver it. That is a different conversation from the one this industry has been having for twenty years, and it is the one we are now built to have. We have built a business small enough to shape a deal and a solution around a partner's requirement, but also large enough to give them the scale, reliability and coverage they need from it."

Notes to editors

About Agility Beyond Space

Agility Beyond Space (formerly ABS) is a global satellite operator headquartered in Dubai, marking twenty years of service in 2026. The company delivers satellite capacity and managed services to broadcasters, telecommunications providers, governments and enterprises worldwide from a five-satellite geostationary fleet reaching about 93% of the world's population. From 2026 it goes to market on outcomes — a platform on air, a network connected, a service

delivered — rather than raw bandwidth alone.

Media guide to the new brand
Agility Beyond Space is the company's new full, legal trading name and a registered trademark. Please use it in full on every mention; the ABS acronym brand is now retired. The company was founded in 2006 and is celebrating its twentieth anniversary throughout 2026.

Media contacts
Rob Glennon
Senior Vice President
Agility Beyond Space
Communications@agilitybeyondspace.com
+971 50 421 9458
www.agilitybeyond.space
Official spokespeople and executive leadership are available for comment or interview in Paris at World Satellite Business Week on 14-16 September and in Dubai at CABSAT from 5 to 7 October 2026.

Tehreem Masood Syed
Agility Beyond Space
+971 52 695 9837
email us here
Visit us on social media:
LinkedIn

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