



[For immediate release]

Telehouse, HGC and AMS-IX partner to launch a new transmission infrastructure for Internet Exchange to strengthen Asia-Europe cross-continental connectivity

Hong Kong / Bangkok, 25 February 2025 – Telehouse Thailand, a renowned global provider of data center colocation services, HGC Global Communications Limited (HGC), a fully-fledged ICT service provider and network operator with extensive global coverage, and AMS-IX (Amsterdam Internet Exchange), a world leading Internet Exchange (IX) have joined forces to enhance infrastructure and connectivity between Bangkok and London. This collaboration is set to optimize content flow between Asia and Europe, streamlining cross-continent peering and traffic exchange.

The newly established transmission infrastructure by HGC will bridge the capacity gap between continents by leveraging Telehouse Bangkok and Telehouse London. This initiative will enable uninterrupted cross-border content access and add to peering across AMS-IX Bangkok and AMS-IX Amsterdam. Additionally, customers within both locations will benefit from direct, virtual circuits without the need to activate any individual transmission layers.

This strategic partnership between Telehouse, HGC, and AMS-IX will enhance bidirectional traffic flow between Asia and Europe. Content providers in Bangkok can now easily establish direct Autonomous System Number (ASN) connections to AMS-IX Amsterdam. Additionally, European content providers and other industry players will gain direct access to Southeast Asia via Telehouse Bangkok, facilitating efficient traffic exchange between the two parties.

This expanded connectivity model simplifies intercontinental connections, encourages trials for peering and accessibility, and promotes an increase in traffic exchange between Telehouse, HGC, and AMS-IX. By eliminating the complexity of long-distance connectivity, this partnership provides a seamless, scalable, and reliable solution for content providers and enterprises looking to enhance their global reach.

Ken Miyashita, Managing Director of Telehouse Thailand, commented: "This partnership underscores our commitment to delivering high-quality, reliable, and seamless intercontinental connectivity. Telehouse strategically and continuously enhances our connectivity ecosystem, starting with this first connection to Europe. By strengthening our collaboration with HGC and AMS-IX, we are creating new opportunities for businesses in Asia and Europe to expand their digital presence, exchange content efficiently, and accelerate growth in an increasingly interconnected world."

Chirawat Mahawat, Vice President of GMS & SEA, International Business of HGC, added: "We are delighted to form this progressive partnership which enables the expansion of the fundamental infrastructure that underpins a seamless and high-performance Internet Exchange. This collaboration can further boost our connectivity between Asia and Europe. HGC recognizes a tremendous opportunity to dedicate resources to serve the rapidly expanding demand in traffic between the continents. In collaboration with our partners, we are committed to driving innovation for OTTs, gaming, cloud and upcoming AI service providers by delivering a comprehensive, dedicated solution that is both streamlined and adaptable."

Peter van Burgel, CEO of AMS-IX added: "AMS-IX Bangkok is an important hub for internet traffic and is improving the quality of internet connections. Extending our partnership with HGC and Telehouse ensures it is easier for companies such as content providers, gaming, OTTs, cloud service providers



and internet service providers to expand their ecosystems, enhancing performance and improving their global connectivity."

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About Telehouse

Strategically located in the heart of Bangkok, the Purpose-Built Interconnection Data Center offers advantages with all major Thai telecom providers present. Featuring a 4-route diverse fiber duct ensures top-tier network reliability, establishing Telehouse as a trustworthy digital infrastructure provider. This paves the way to open doors for more content providers and internet service providers from Thailand and Southeast Asia, offering them easier access to Telehouse's comprehensive suite of services.

Homepage: <https://www.telehouse.co.th>

YouTube: https://www.youtube.com/watch?v=ttdFKte_cbE

LinkedIn: <https://www.linkedin.com/company/telehouse-thailand/>

About HGC Global Communications Limited

HGC Global Communications Limited (HGC) is a leading Hong Kong and international telecom operator and ICT solution provider. The company owns an extensive network and infrastructure in Hong Kong and overseas and provides various kinds of services. HGC has 20 global offices and staff presence in 33 cities worldwide. It provides telecom infrastructure service to other operators and serves as a service provider to corporate and households. The company provides full-fledged telecom, data centre services, ICT solutions and broadband services for local, overseas, corporate, SME and mass markets. HGC owns and operates an extensive fibre-optic network, five crossborder telecom routes integrated into tier-one telecom operators in mainland China and connects with hundreds of world-class international telecom operators. The company is committed to further investing and enriching its current infrastructure and, in parallel, adding on top the latest technologies and developing its infrastructure services and solutions. In 2019, HGC Group completed the acquisition of Macroview Telecom Limited (Macroview), a leading digital technology solution and managed services provider. The addition of Macroview further accelerates HGC Group's digital transformation path and positioning as a pioneering ICT and digital services leader. HGC is a portfolio company of I Squared Capital, an independent global infrastructure investment manager focusing on energy, utilities, transport, social infrastructure, digital infrastructure, and environmental infrastructure in North America, Europe, Latin America and Asia.

To learn more, please visit HGC's website at: www.hgc.com.hk

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About AMS-IX

AMS-IX (Amsterdam Internet Exchange) is a neutral member-based association that operates multiple interconnection platforms around the world. Our leading platform in Amsterdam has been playing a crucial role at the core of the internet for over 30 years and is one of the largest hubs for internet traffic in the world with over 14 Terabits per second (Tbps) of peak traffic. Connecting to AMS-IX ensures customers such as internet service providers, telecom companies and cloud providers that their global IP traffic is routed in an efficient, fast, secure, stable and cost-effective way. This allows them to offer low latency and engaging online experiences for end-users. AMS-IX interconnects more than 1000 IP-networks in the world. AMS-IX also manages the world's first mobile peering points: the Global Roaming Exchange (GRX), the Mobile Data Exchange (MDX) and the Internetwork Packet Exchange (I-IPX) interconnection points.

More information: www.ams-ix.net