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CMMB VISION HOLDINGS LIMITED
中國移動多媒體廣播控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 471)

- 1. MOU for VSA of “AsiaStar” Mobile Satellite Capacity**
- 2. MOU with Leading Chinese Media Group for Satellite-based Mobile Services Deployment**
- 3. Press Release at Paris World Satellite Business Week**

A Cornerstone for Developing Convergence Services in China

1. MOU for VSA of “AsiaStar” Mobile Satellite Capacity

The Company is pleased to announce that it has partnered with an affiliated U.S.-based company New York Broadband II, LLC (“NYBB-II”) and entered into a memorandum of understanding (MOU) to acquire the capacity of the current geosynchronous L-band satellite known as AsiaStar and its two follow-on co-location new-generation satellites in order to provide mobile multimedia and broadband Internet services to China and other Asian markets. The MOU also gives the Company the exclusivity to develop businesses in the region by using this satellite platform. The transaction, if materialized, is expected to constitute a very substantial acquisition under Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Company will comply with the relevant requirements under the Listing Rules in respect of such transaction.

The AsiaStar satellite located at the 105 degrees East orbital slot, with its associated L-band spectrum rights, is the only mobile satellite capable of covering the all of Asia, including China, Japan, Korea, Southeast Asia, Indonesia, and India, and has been delivering audio, video and data services in the region. The capacity acquisition, if consummated, will give the Company a ubiquitous Asia-wide mobile platform to offer next generation media and Internet services.

The U.S. affiliate, New York Broadband II, LLC, is the parent of New York Satellite Holdings, LLC (NYSH), which recently acquired the AsiaStar satellite. NYSH has issued an RFI to satellite manufacturers to build the next generation satellites. The first of two replacement satellites will be contracted within 2014 and launched by early 2017. The second satellite, to be co-located with the first one, will be ordered before the end of 2015. NYSH will own and operate these spacecraft, and CMMB Vision is expected to lease 100% of their capacity for the mobile multimedia services in China and other parts of Asia.

The Company is working with NYSH to incorporate high-power features into the new generation satellites in order to vastly increase their overall capacity. The satellites will also adopt the Company's groundbreaking mobile convergent technology comprised of China Mobile Multimedia Broadcasting (CMMB), an emerging global standard for mobile digital broadcasting, and the next generation of CMMB, known as Next Generation Broadcasting—Wireless (NGB-W) together with 4G-LTE to create an integrated broadcast-unicast delivery platform. This platform can transmit virtually unlimited multimedia and data directly to all mobile devices anytime and anywhere ubiquitously with unprecedented efficiencies, cost economies, and free of the data bottleneck so pervasive in current terrestrial mobile networks.

The leading U.S. consulting group Space Partnership International has been hired by NYBB-II to assist in the satellite procurement process as well as collaboration in the convergence technology.

A geo-synchronous satellite always remains at the same spot above the earth due to its synchronous rotation with the earth and therefore can realize continuous and uninterrupted transmission to the coverage area, which is usually far greater than that of a terrestrial network.

L-band is the specific electromagnetic spectrum in the 1-2 GHz ranged widely used around the globe for satellite telephone and other mobile networks. The AsiaStar satellite uses the only segment of the L-band that has been allocated globally for satellite-based mobile broadcasting applications (1452-1492 MHz). Since there is limited spectrum available in the L-band, it is considered a scarce resource.

2. MOU with Leading Chinese Media Group for Satellite-based Mobile Services Deployment

The Company is also pleased to announce that it has entered into an MOU with a leading Chinese state-level media group to develop and operate satellite-based mobile multimedia services nationwide in China, including Hong Kong. This service will be tailored to meet the explosive Chinese domestic demand, while at the same time supporting the government's initiatives of developing an integrated national media platform as well as converged broadcast-telecom-Internet service (the "Three-way Convergence"). The service is expected to develop quickly given China's huge domestic demand, vast and low-cost ecosystem, and government support. It will give over a billion users in China access to media and Internet services anytime anywhere never before available. A trial network is currently being established in Beijing.

AsiaStar has been used in the past to provide service to China via collaboration with the top Chinese telecom and satellite operators for over 10 years.

Service models are expected to include: mobile entertainment and data delivery services; vehicular logistic and info-entertainment services for autos, ships, and planes; and public information, universal remote education, and national emergency alerts.

The Company has been striving to create a vertically integrated platform with capabilities in network delivery, device application, and content operation in order to deliver diverse multimedia services with a competitive edge in the new Internet era. The procured capacity on the new satellites is expected to unify the Company's multi-faceted efforts and provide an unparalleled platform for the Company to develop into a major global player.

Terms and conditions of the capacity acquisition and the partnership are expected to be finalized within 3 months. The Company will inform the shareholders of the development as soon as is practicable and comply with the relevant requirements under the Listing Rules in respect of these transactions.

3. **Press Release at Paris World Satellite Business Week**

The Company has released this announcement in conjunction with a press release at the Paris World Satellite Business Week earlier today. The Press Release is attached.

4. **Resumption of Trading**

At the request of the Company, trading in the securities of the Company on the Stock Exchange was suspended from 9:00 a.m. on Sept 10, 2014 pending release of this announcement. The Company has applied to the Stock Exchange for the resumption of trading in the securities of the Company with effect from 9:00 a.m. on Sept 11, 2014.

By order of the Board
CMMB Vision Holdings Limited
Wong Chau Chi
Chairman

Hong Kong, 10 September 2014

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. WONG Chau Chi and Dr. Hui LIU; two non-executive Directors, namely Mr. CHOU Tsan-Hsiung and Mr. YANG Yi; and three independent non-executive Directors, namely Mr. WANG Wei-Lin, Mr. Shan LI and Dr. LI Jun.



Press Release:

**CMMB Vision to Acquire New Satellite Capacity,
Launch Mobile Multimedia Services Throughout Asia**

Paris, France, September 10, 2014 -- CMMB Vision Holdings of Hong Kong announced today that it has partnered with an affiliated U.S.-based company and entered into a memorandum of understanding (MOU) to acquire capacity on two new satellites that will provide mobile multimedia services to China and other Asian markets.

The U.S. affiliate, New York Satellite Holdings, LLC (NYSH), which is a subsidiary of New York Broadband II, recently acquired the AsiaStar satellite at the 105 degrees East orbital slot, and its associated L-band spectrum rights. An RFI has been issued to satellite manufacturers to build the first of two replacement satellites, which will be contracted within 2014 and launched by early 2017. The second satellite, to be co-located with the first one, will be ordered before the end of 2015.

The satellites will be equipped with next generation technologies such as high-power, interactive and broadcast-unicast convergence to render unprecedented mobile multimedia and Internet services directly to all mobile users never available before.

NYSH will own and operate these spacecraft, and CMMB Vision is expected to lease 100% of their capacity for the mobile multimedia services in China and other parts of Asia.

The Company has also announced that it has entered into an MOU with a leading Chinese State-level media group to develop and operate satellite-based mobile multimedia services nationwide in China. CMMB believes it can quickly reach commercial operation given China's huge internal mobile media and Internet service demand, vast and low-cost mobile ecosystem, and government support. A trial network in Beijing is being established currently.

The founder and president of CMMB Vision is Charles (Chau-Chi) Wong, an American-educated Hong Kong entrepreneur who will facilitate the raising of the financial resources required to develop and operate the mobile multimedia service.

The company's chief technology officer is Dr. Hui Liu, the American scientist who developed the Converged Mobile Multimedia Broadcast (CMMB) standard that has been officially adopted by Chinese regulators for mobile hand-held television. (In China, the standard is called "China Mobile Multimedia Broadcast."). Dr. Liu is also the principal developer for TD-SCDMA (China 3G), OFDMA/LTE, and the Next Generation Broadcasting-Wireless (NGB-W), which is the next generation of CMMB.

"CMMB is the emerging global standard for next generation mobile video and broadcast services because it allows for faster and more efficient delivery of multimedia and Internet data," said Wong. "With the capacity from these new satellites, our users will be able to enjoy unlimited mobile video viewing and data downloads anytime, anywhere at a fraction of current mobile data costs. Through the efficiencies of broadcasting, the cost of delivery of programming is between \$0.01 and \$0.05 per GB, compared to \$10 to \$15 per GB for mobile multimedia services using cellular networks. Thousands of HD movies and hundreds of thousands of songs can be downloaded to each user everyday at a fraction of current mobile data cost and without traffic."

The CMMB standard is similar to Europe's DVB-SH standard for digital video broadcasting from both satellites and terrestrial repeaters to handheld devices. Mobile television delivery using the CMMB standard via terrestrial networks is already widespread in China, with service in over 350 cities. The service began during the 2008 Beijing Olympics and has since grown to over 50 million devices in use, manufactured by such major companies as Samsung, Motorola, LG, HTC, and Huawei.

Evolving from the CMMB standard, the Company in partnership with SARFT of China has developed the Next Generation Broadcasting – Wireless (NGB-W) standard as well as its convergence with 4G/LTE so as to unify the power of broadcasting with the interactive flexibility of unicasting. Popular and common data will be intelligently delivered to the mass market via the broadcast platform while individualized content will be delivered over the unicast platform, thereby optimizing traffic delivery. Such hybrid technology is essential for coping with the anticipated explosive demand in the coming mobile multimedia era. And when

combined with a satellite platform, the capacity of such a network will be vastly increased, allowing for exponential growth in the number of subscribers, expected to increase a thousand-fold in the next decade.

The Company is working with NYSH, which will deploy next generation high-power L-band satellites that will adopt the company's CMMB/NGB-W technology for broadcast downlink and s-LTE for unicast return interactivity.

Space Partnership International LLC of Bethesda, MD, has been engaged to assist NYSH with matters related to the project planning, procurement of satellites and launch services as well as insurance, service development and regulatory activities.

The Company views China as its flagship market, where its partnerships with government and private enterprises will create the world's first convergent satellite platform. The ecosystem of satellite-compatible devices is expected to develop quickly by leveraging the existing vast and mature CMMB-compatible supply chain.

Diverse services are being planned, which include universal mobile entertainment and data delivery; end-to-end content delivery solutions for mobile carriers and over-the-top providers; logistics and media services for motor vehicles, ships, and planes; and public services such as remote education, safety monitoring, and emergency alerts.

The Company intends to replicate the Chinese model with turnkey solutions to deploy in other Asia markets. It is negotiating MOUs with agencies in Indonesia and India for potential collaboration.

About CMMB Vision Holdings

CMMB Vision is a next-generation mobile multimedia service provider and a principal developer of leading mobile technologies as well as broadcast-unicast convergence technology. The Company was a service provider for China's CMMB mobile TV, and is currently a service provider of over-the-air UHF broadcast TV service in eight major U.S. cities, where it is also conducting trial services in partnership with New York Broadband and other U.S. partners to use the UHF frequency to deploy a CMMB/NGB-W-based mobile multimedia network. The Company has broad industry experiences including technology development, chipset component design, application development, manufacturing, and media operations.

The Company was formerly restructured from a printed circuit board manufacturer known as Global Flex Holdings Limited and changed its name to CMMB Vision in May 2010. CMMB Vision is based in Cyberport, Hong Kong. The Company's controlling shareholder is Chi Capital, a private equity firm.

About New York Satellite Holdings, LLC

New York Satellite Holdings, LLC (NYSH) is majority-owned and controlled by New York Broadband II, LLC (NYB-II). A related company, New York Broadband, owns and operates 12 UHF television stations in the United States. New York Broadband recently conducted an experimental test of the technology using its New York City TV stations to demonstrate a range of CMMB-compatible devices from various manufacturers. NYSH is based in Denver, CO.

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