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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)**

**CMMB Vision and Shanghai Jiaotong University Reached Agreement  
Developing China's Satellite-based Mobile Multimedia Standard**

**A Milestone in Driving China's Ecosystem to Support Universal Data Services**

This Announcement is in reference to the Strategic Cooperation Agreement announced on 10 October, 2012 and 4 February, 2013.

The Company is pleased to announce that it has reached agreement with Shanghai Jiaotong University to develop China's coming satellite-based mobile multimedia technology standard. The standard will be adopted by the Company's planned (as announced on 10 September, 2014) L-band geosynchronous satellite-based mobile multimedia platform in China. The development of a unified technology standard is a crucial and necessary step in driving China's ecosystem support toward the Company's planned satellite deployment in China.

The technology standard is expected to be embedded in future consumer mobile devices such as smartphones, tablets, car radios, and mobile set-top boxes as a standard feature so as to enable over a billion of mobile users in China to freely access the Company's proposed satellite-based universal mobile multimedia and big-data services.

As the Company expects to expand its services to the rest of Asia and other international markets, the Company will endeavour to promote the technology standard to be adopted as a global standard.

The unified technology standard will help steer the vast and low-cost ecosystem supply chain in China to incorporate satellite-based function into existing consumer devices (such as such as smartphone, tablet, and car-mounts, and mobile set-top boxes) as a common feature just like 3G/4G and WiFi so that such devices can all support the Company's satellite-based service. A wide adoption of the technology standard in the next generation of consumer devices, if materialized, will help shorten product development cycle and accelerate the commercialization of the Company's proposed satellite service.

By evolving along the technology architecture of CMMB and NGB-W already developed, to which the Company and Jiaotong University are the principal contributors, the technology standard is expected to be able to develop quickly.

While the previous CMMB standard was terrestrial and satellite capable, the current satellite platform proposed by the Company is next generation and supports service with far greater scale, diversity, and capacity than any existing satellite platforms and is the first one to be convergeable with terrestrial cellular network and therefore require a new technology standard to optimize the multi-dimensional applications.

The Company and Jiaotong University will fully collaborate with relevant government authorities in the standard-making process, and expand the coalition to embrace other prominent state-level R&D institutes as well as Chinese and overseas technology providers so as create a standard that is most advanced and international and help facilitate the Company's deployment of mobile multimedia networks in China and globally.

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

Hong Kong, 15 October 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.*