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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)

VOLUNTARY ANNOUNCEMENT

Business Strategy and Development Update Dish-HD Asia Control Acquisition to Fast-track Multimedia Satellite Platform in China

This is a voluntary announcement made by CMMB Vision Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to inform its shareholders and potential investors of the latest business development of the Group.

Reference is made to the announcements of the Company dated 10 September 2014, 2 December 2014 and 5 December 2014 (the “**Announcement**”) in relation to the proposed acquisition of AsiaStar and Dish-HD Asia. Unless otherwise stated, terms defined in the Announcement shall have the same meanings when used herein.

As disclosed in the Announcement, the Company has recently engaged in a series of acquisition and development efforts, including MOU for acquiring AsiaStar L-Band satellite platform, procurement of next generation high-power satellite, joint development with development with Shanghai Jiaotong University for satellite technology standard, acquisition of Dish-HD Asia, and acquisition of UHF TV network in 7 top US cities. In order for shareholders to better understand the Company’s overall strategy and how the acquisition assets would come together, the Company would like to provide some additional background regarding the proposed Acquisition.

Dish-HD Asia is not just a leading satellite TV provider in Asia, it previously was an dedicated CMMB satellite service provider created by EchoStar for the CMMB joint-venture efforts between China and the US. It was equipped with the best relevant industrial expertise and experience. It originally was supposed to operate services for the S-band CMMB satellite — the CMBStar - that was intended to launch before the 2008 Beijing Olympic to provide nationwide digital mobile video, audio, and data services in China. Due to a combination of market and business issues the satellite was not launched and the project was scuttled.

Today Dish-HD Asia still preserved the core management team and technical platform for CMMB as well as certain shareholding by EchoStar. It has also accumulated abundant operating experience in the Greater China Region, and working relationship with Hollywood content providers.

The Company intends to acquire control over Dish-HD Asia because it wants to incorporate its capabilities into the Company's developing satellite mobile multimedia platform in China, and combine with the Company's more advanced L-Band satellite platform under acquisition and the next generation CMMB technology to leapfrog the development of a full service operating platform with core management team, thereby accelerating the Company's business launch in China.

This announcement is one of the announcements to be made by the Company regarding the Company's overall rationale, strategy and how the acquisition assets would come together in its overall mobile multimedia business platform as mentioned in the Announcement.

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

Hong Kong, 8 December 2014

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. WONG Chau Chi and Dr. LIU Hui; 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. LI Shan and Dr. LI Jun.