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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)

Inside Information

Joint Announcement

**CMMB Vision and State-Media Global Broadcasting Media Group
Entered Agreement
Jointly Develop Satellite Mobile Multimedia Services in China and
Extend Service to Asia**

(Beijing) Global Broadcasting Media Group (therein referred as “GMG”) and CMMB Vision Holdings Limited (therein referred as “CMMB Vision”) jointly announce that the parties have signed the Strategic Cooperation Framework Agreement to jointly develop and operate a satellite-based platform in China to provide mobile multimedia video, voice, and data, as well as other new generation digital media and information services, which will also be extended the rest of Asia.

According to the Agreement, the key provisions include:

1. Jointly acquire the necessary operating licenses and approvals for satellite-related services from relevant government and regulatory authorities;
2. Jointly develop and procure the necessary technology platform and supporting ecosystem for the services;
3. Jointly identify, develop and operate various business models;
4. Jointly promote the satellite multimedia services to regions outside of China by leveraging on the comprehensive global media platform and resources of China Radio International (“CRI”).

Main items for cooperation under the Agreement:

1. Set up a joint-venture company as the only satellite mobile multimedia broadcast delivery platform to operate the services in China;
2. CMMB Vision is responsible for providing all satellite related assets and resources;
3. GMG is responsible for acquiring all satellite and mobile multimedia business related licensing approvals, as well as to ensure proper supervision over content authorization and control over the broadcasting operations.
4. Joint venture company will be responsible for developing the overall systems for technical and operating support, performing R&D on key technologies, procuring ecosystem backing to achieve speedy commercialization, and is conducting the overall business operation and market development.
5. Joint venture company will comply with the provisions of China's relevant rules and regulations. It will seek to optimize and integrate resources from all fronts and bring about service innovation and diversity so as to maximize business value. It will also eventually promote and extend the services to other overseas markets.
6. Both parties will jointly establish a working committee to discuss, finalize, and execute the specific matters pertaining to the Agreement, and complete the formation of the joint venture company within 90 days.

About GMG:

GMG is the subsidiary established by CRI as the only platform to develop and operate media and cultural businesses under CRI. Leveraging and adhering to CRI's unique national broadcasting status (one of the three state-level and national media broadcasters) as well as comprehensive domestic and global presence and capabilities, GMG has the most complete media operating licenses and qualifications in China, and it has established a full range of operations that span across radio, TV, new media, and publishing. Among its businesses include: CIBN IPTV (one of the seven nationally licensed operators), CRI Mobile TV (one of the six nationally licensed operators), China.Com website and portal, CRI.COM.CN, DOPOOL Mobile TV, China Browser, and other new media businesses. It also indirectly controls China News Media (華聞傳媒), a publicly listed company at the Shenzhen Stock Exchange (000793) in China. Going forward, GMG will focus on its

“Total Media, Integrated Cultural Service” approach to develop an integrated media delivery platform and provide comprehensive cultural and media services across all devices and market segments as it strives to establish as a global and international media group.

About CMMB Vision:

CMMB Vision is a company listed on the main board of the Stock Exchange of Hong Kong. It is a dedicated developer of CMMB-based mobile multimedia services overseas. It is the strategic partner to the CMMB patent owner Beijing TiMi Technology of SARFT and possesses exclusive patent usage rights outside of China for global development. It has acquired UHF TV stations in the top ten U.S. cities covering one-third of population in the U.S. and is conducting the first CMMB-LTE trial. The company has recently entered MOU agreement with New York Broadband II, LLC (NYBL) to acquire the capacity and assets of an L-band satellite “AsiaStar” as well as its two next generation replacement satellites under procurement. AsiaStar currently has three beams over Asia covering China (including the nine-dashed line of South China Sea), and main parts of Middle Asia and East Asia regions. New satellites will be equipped with most advanced technologies capable of providing comprehensive mobile multimedia services such as live video, voice, and Internet data broadcasting and delivery as well as other new media services to China and other Asia countries.

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

Hong Kong, 19 January 2015

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.