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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)

Business Development Update

**CMMB Vision Announces Successful Completion of Mobile
Satellite Broadcasting Trial in China**

The company is pleased to announce that, after 3 months of preparation and thorough testing, it has successfully completed a technical trial on its groundbreaking mobile satellite-based multimedia services in the Asia region. The prime purpose of this technical trial is to assess the feasibility of satellite-to-mobile multimedia services using the AsiaStar L-band satellite capacity, which is under MOU for purchase by the company as announced on Sept 10, 2014.

Multiple Critical Parameters Validated: A number of mission critical technical parameters have been tested and validated in the real world environment. During the course of the trial, live audio/video signals and multimedia data were beamed from the ground-station located in Melbourne, Australia to AsiaStar using a 2.4 meter X-band antenna. Operating at the 105 Degree East orbit and the center frequency at 1473.146MHz, the satellite then broadcast the uplinked signals using its 25MHz available bandwidth directly to unlimited number of mobile users within its pan-Asia footprint, which includes China, Southeast Asia, and India.

Car-Mount Superior High Speed Performance: Among other devices, car-mounted receivers were used to study the reception performance with vehicle speed exceeding 100 Kmps. The quality of key service offerings such as high-definition audio, live video, and multimedia data were measured in city, suburban, and rural environments, which recorded excellent performance.

Fully Meeting Expectations: The test results fully meet expectations, and validate the superiority of the L-band broadcasting satellite in coverage, link reliability, and data abundance in supporting versatile services.

Prelude to Commercial Launch: This particular trial is the prelude of the larger scale commercial trial to be launched by the company. The company's strategy is to develop a joint-venture operating platform in China to pioneer satellite-based seamless and mobile high-definition audio, video, and multimedia data services for the vast number of mobile users across China via the AsiaStar satellite (as announced on Jan 19, 2015). It will then deploy the China model to replicate similar services in the rest of Asia under the AsiaStar coverage.

Jump-start Vehicle Services: The success of the technical trial paves the way for the joint-venture commercial pilot program to be rolled out in the next 6 months. The initial targets will be the 150 million auto vehicles in China. The unique service package will include precision navigation (to within 1 Meter²), CD-quality audios, live videos, and Internet multimedia services with continuous nationwide coverage all with a fraction of the cost of comparable services using cellular networks, and it will be the only and first nationwide vehicle-dedicated digital radio and video services in China.

Coming Platform for Big-Data & e-Commerce Consumption: Satellite-based mobile multimedia and data service platform has immense data delivery capacity coupled with endless population coverage across all geographical locations. It can enable consumers anytime anywhere to receive virtually unlimited multimedia entertainment and digital contents at very low-cost and free of network traffic. Taken together it will become the unprecedented platform that can offer endless content-rich multimedia programming and services to attract hundreds of millions of eyeballs, hence driving up enormous big-data consumptions and spurring a whole new era of Internet e-Commerce.

The company will inform the shareholders of any significant development in the future.

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

Hong Kong, 23 February 2015

As at the date of this announcement, the Board comprises two executive Director, 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.