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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 Updates
Business Progressing Forward as Planned,
Breakthrough Expected in Near Term

Summary

1. Confident of its future prospect, the Company is conducting rights issue for fund-raising while giving priority to existing shareholders to participate in the Company's potential upside.
2. Joint venture agreement solidified collaboration with the State media to develop China platform and commence operation in the near future.
3. Launching satellite trial services soon in China and Hong Kong, together using Hong Kong as the regional hub to leapfrog to "One-Belt-One-Road" Asian countries.
4. Launching first-generation product in Q2 2016; seizing Summer Olympic opportunity to capture market by offering free live-mobile broadcast TV that is without data limit and data charge.
5. Initial services tailoring to cars, ships, trains, and government users, the Company will adopt DARS model from US with enhanced technologies to scale up service in China and target to develop 80 million users during China's 13th Five-Year Plan (2016 - 2020) period.

1. Confident of its future prospect, the Company is conducting rights issue for fund-raising while giving priority to existing shareholders to participate in the Company's potential upside.

- The Company's rights issue is to raise money for its business development in China. Engaging the rights issue as opposed to other types of fund-raising exercise is because the Company feels that its current stock price is exceeding low and undervalued by market and therefore when comes to fund-raising current shareholders should be given the priority to subscribe the shares and participate in the Company's good prospect. The Company has arranged Chi Capital Holdings Ltd as the Underwriter along with Crosby Capital (HK) Limited, Diamond Head Financial Advisors, LLC, Mega Wealth Group Ltd and others as sub-underwriters for the rights issue.

2. Joint venture agreement solidified collaboration with State media to develop China platform and commence operation in the near future.

- With the signing of the GMG-CMMB joint venture agreement (see the Company's announcement dated 29 January 2016), the Company has solidified an operating partnership with a State-level media, which allows the Company to combine its satellite resources with the State media's operating capacity, regulatory franchise, nationwide network, and global presence to service to China and One-Belt-One-Road countries. Operation is expected to commence soon.

3. Launching satellite trial services in China and Hong Kong with Hong Kong as the regional hub to transplant services to "One-Belt-One-Road" Asian countries.

- China's 13th Five-Year Plan encouraged Hong Kong to collaborate with China for technology innovation and participation in the "One-Belt-One-Road" development.
- The Company's AsiaStar satellite platform covers the whole Asia and its 4.4 billion population, the only existing "information corridor in the sky" seamlessly connecting China and the Asian countries.

- Hong Kong is the Company's home base. In launching its satellite trial network in China, the Company also plans to simultaneously launch trial services in Hong Kong and for it to act as the regional hub and a showcase for developing services in the One-Belt-One-Road Asian countries. It will invite the general public to participate the trial and the details will be provided later.

4. Launching first-generation commercial product in Q2 2016; seizing Summer Olympic opportunity to capture market by offering free live-mobile broadcast TV that has no data limit and data charge.

- The Company's first-generation product is coming out in Q2 2016, which will be in the form a "mobile satellite WiFi set-top-box"; receiving satellite signals live and re-transmitting via internal WiFi to other mobile devices in vicinity to allow mobile users to enjoy services.
- Early services will include 6 - 12 of live broadcast TV channels, without data limits, without data charges, anytime anywhere, whether in cities, or remote areas.
- The Company will be partnering with local operators for sales and distribution while taking advantage of the Summer Olympic opportunity to launch marketing campaigns.
- Future products will be vastly upgraded with the launch of Silkwave-1 satellite, which can transmit 200+ HiFi radio channels and 100+ HD video channels as well as massive amount of Cloud content downloads.

5. Initially tailoring services to cars, ships, trains, and government entities, the Company will adopt DARS model from the US with enhanced technologies to scale up service in China, and target to develop 80 million users during China's 13th Five-Year Plan (2016 - 2020) period.

- L-band satellite has unmatched capabilities for mobile reception with very large coverage, it is especially suitable for providing services to cars, ships, and vehicles where long distance or inter-regional travel is the norm.

- Sirius XM has been operating a successful business model using satellite for digital car radio (Digital Audio Radio Service — “DARS”) in the US. China’s car market is larger than the US, but severely lacking in basic digital radio services.
- The Company will adopt the DARS model with enhanced technologies to offer audio-video-data services bundled with navigation and logistic and other big-data applications with much larger economies of scale in China. Services will tailor to cars, ships, and vehicles and as well as government entities and target to develop 80 million users within China’s 13th Five-Year Plan (2016 — 2020) period.
- The Company is in discussion with OEM car makers and after-market dealers for partnership to install DARS service into cars.

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

Hong Kong, 17 March 2016

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.