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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)**

## **Announcement**

### **Entered Strategic Cooperation Agreement with China's Connected-Car Industry Alliance — "TIAA"**

### **Leapfrogging Company's Ecosystem Support and Service Commercialization**

Reference is made to the announcement of CMMB Vision Holdings Limited (the "**Company**") dated 31 October 2016 (the "**Announcement**") in relation to, among other things, the Acquisition. This announcement summarizes certain related developments. Unless otherwise stated, terms defined in the Announcement shall have the same meanings when used in this announcement.

#### **1. Partnership to Develop and Promote Satellite-based Connected-Car Services**

Recently, the Company's controlled China joint-venture Global Vision has entered into Strategic Cooperation Framework Agreement with TIAA (Telematics Industry Application Alliance / 車載信息服務產業應用聯盟) (the "Agreement"), the largest connected-car industry ecosystem alliance in China. Under the Agreement, both parties will jointly develop and commercialize technology standards, products, and services tailored to the Company's satellite-based mobile multimedia broadcasting platform and to promote them as an industry standard to be installed in China's future vehicles to achieve speedy commercialization.

This collaboration will allow the Company to utilize an existing and comprehensive B-to-B ecosystem of vendors, suppliers, and operators drawn together from the automotive, media, telecommunication, and IT industries to promote digital entertainment, data, and telematics services for vehicles. The synergies between this ecosystem and the Company's platform promote rapid development of a full range of products and services such as chipsets, applications, devices, systems, logistics, marketing, and content necessary to empower a universe of consumers and commercial partners to adopt, support and consume the Company's next-generation services. This acceleration of the Company's development cycles should lead to faster commercialization and proliferation of Company products and services in the mass market while enabling the Company to become a scalable and sustainable mobile Internet media operator.

## **2. Company Satellite Platform Highly Complementing to Connected-Car Services**

China is the world's largest vehicle market with more than 30 million cars to be produced by 2022. In-car services spending is estimated to reach USD 50 billion by then. Yet delivery of entertainment and telematics services by current 4G/LTE mobile networks has experienced serious shortcomings due to the limitations of unicast delivery, under-coverage, bandwidth bottlenecks, and expensive data charges. The Company's satellite-based mobile broadcasting infrastructure platform (under acquisition as stated in the Announcement dated 31 October 2016) is highly effective in delivering in-car digital media entertainment and data services. It can push vast amounts of real-time digital content to unlimited vehicles without data charges, data limits, or geographical boundaries throughout China. The Company's mobile broadcast infrastructure will be the most scalable and commercially viable platform in the world, enabling connected-car services with unlimited, low-cost and high-quality multimedia and data services in every car everywhere.

## **3. ABOUT TIAA ([www.tiaa.org.cn](http://www.tiaa.org.cn))**

TIAA is comprised of leading car-makers, device application and equipment providers, media and Internet operators, telecom carriers, and government ministries in China. It was established under the sponsorship of Ministry of Industry and Information Technology, the Ministry of Transport, the National Standardization Management Committee and other agencies. Its founders include leading industry players such as Qiming Information, FAW Group, Chang An Automobile, China Telecom, and China Unicom with a total of 419 domestic and international members coming from five major industry areas such as

car-manufacturing, electronics, software development, telecommunication, and digital media and information. The mission of the Alliance is to promote and proliferate the development and use of automotive telematics information services, connected-car network, smart car technology innovation, and in-car entertainment and data services through collaboration in research and development, industry standard setting, intellectual property sharing, international collaboration, capital and finance, as well as legal and regulatory coordination. Currently it is spearheading 22 key national projects and 22 technology standard developments, which include International Standardization of Intelligent Transportation Radio Frequency Use, Integrated Standardization for Electric Car Applications, Car Safety, Emergence, Information Automation, and various software developments and design specifications for vehicle applications.

#### **4. About Global Vision**

Global Vision is a company-managed joint-venture formed between the Company and State-media GMG Holdings and a subsidiary of China Radio International under SAPPRFT, which is China's ultimate media regulator and operator. Global Vision acts as the Company's key service operating platform for providing mobile multimedia entertainment and data services targeting vehicles and mobile devices in China with a national franchise. It has exclusive use of Company's L-band satellite mobile delivery capabilities being acquired.

#### **5. Key Points of the Agreement**

Pursuant to the Agreement, both parties agreed as follows:

1. Develop Satellite-based Mobile Multimedia Technology Industry Standards: Both parties will jointly develop and prepare vehicle-based satellite mobile multimedia broadcasting technology standards that are compatible and synergetic with existing Internet and information-based automotive intelligence capabilities and promote them as industry standard functions to be installed in future cars in China.
2. Create Telematics Digital Multimedia Broadcasting Technology Working Group: Both parties will jointly establish the Telematics Digital Multimedia Broadcasting Technology Working Group (with Company as group leader and China Telecom and others as deputy leader) to organize various industry resources for the development and integration of satellite-based multimedia broadcasting capabilities with other connected-car services.

3. Develop Supply Ecosystem to Support Satellite Multimedia Services: Both parties will jointly develop a ecosystem that comprises of upstream and downstream suppliers from car-making, electronics, software, telecommunication, and information services industries in order to provide scalable, sustainable, and long-term support to the development of the Company's satellite multimedia platform.
4. Construct Comprehensive Trial Networks: Both parties will jointly construct trial networks in key national automotive bases (Chongqing, Changchun and Dalian) in partnership with government authorities and carry out comprehensive trial services to test, validate, and optimize technologies, application, devices, equipment, systems, service models, and partnership alignments so as to pave for commercial service launch.
5. Marketing and Promoting Adoption: Both parties will jointly organize industry and consumer events, campaigns, forums, trial services, and marketing events to advertise and promote the adoption of Company's technology, products, and services by the industry and the vehicle markets in China and the One-Belt-One-Road countries.

The Agreement is valid for 5 years and automatically renewable after five years if no objection raised from either parties.

## **6. Significances to the Company**

In developing the new Internet media services, the Company would need broad-based industry support to bring them to a commercially scalable status so as to attract mass-market adoption and proliferation. The Agreement enables the Company to quickly leverage an existing connected-car ecosystem and utilize its vast and low-cost resources available to jump-start its business. In particular, the Agreement allows the Company to:

- Integrate its technology as part of the ecosystem standard and mobilize the supply chain to provide full-scale product support.
- Bundle a consumer service package with auto-makers' pre-factory vehicles to be directly sold to car buyers.
- Develop innovative and value-added content and services with media and Internet operators tailored to unique satellite delivery.
- Create a dedicated supply-chain ecosystem to support the Company's unprecedented satellite platform that otherwise would be more time-consuming and costly.

The Company anticipates to further deepen its collaboration with certain strategic players of TIAA as its business deployment accelerates. It will update shareholders of any significant new development as soon as practicable.

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

Hong Kong, 10 November 2016

*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.*