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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 UPDATE

Summary

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| <ol style="list-style-type: none">1. Product “AMEGO” has been successfully developed to support soft-launch of services in Q22. The Company with its facilities in Cyberport will support Hong Kong as the trial center for Asia3. With services to come China will become the world’s largest vehicle multimedia market. |
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1. Product “AMEGO” has been successfully developed to support soft-launch of services in Q2

- a. The Company has developed the first-generation L-band satellite mobile product named AMEGO, which stands for “Anywhere Mobile Entertainment to GO” and will support the AsiaStar satellite mobile multimedia services. The official website will be www.amego.tv.
- b. AMEGO is a mobile Wi-Fi box as small as a palm, which connects to small antennae to receive signals from the AsiaStar and re-transmit to other mobile devices with Wi-Fi functions such as smart phones, tablets, notebooks within 100 sqm for seamless consumption.
- c. The product is small and agile, especially fitting for plug-and-play for vehicles. It also can cater to home and outdoor mobile use.

- d. Initial service will include 6-12 live free-to-air broadcast TV channels, without relying on existing mobile cellular network, without data limit, without data charges to users.
- e. Future product and service will upgrade with the coming of the new Silkwave-1 satellite, which will support 100+ video and audio channels, abundant Internet content downloads, location-based navigation services, as well as integrated interactive 4G cellular services.

2. Company with its facilities in Cyberport to support Hong Kong as the trial center for Asia

- a. AsiaStar satellite has three beams, which are the Northern Beam for China, Southern Beam for Southeast Asia, and Western Beam for India with uplink stations in Beijing and Melbourne to support operations accordingly.
- b. The Company plans to use the AMEGO product to soft-launch services in Beijing and Hong Kong using the Northern Beam and Southern Beam in parallel.
- c. It will make Hong Kong as the launch pad and demo center for Asia and to be supported by the Company's facilities at its Cyberport premise in Hong Kong, which include complete operating platform, programming, and service team. It will set up multiple trial zones over Hong Kong to provide real-time service testing, and will invite local and regional partners to participate.
- d. During the soft-launch the Company will fine-tune its programming, technology, and customer service. Afterward it will formally launch commercial services.
- e. Product sales are expected to conduct through partnerships with local car-dealerships, telecom operators, and e-Commerce operators. The Company is in close discussion with multiple partnerships and expects to soon be able to announce its partners accordingly.

3. With services to come China will become the world's largest vehicle multimedia market

- a. China is the world's largest car market with 250+ million vehicles, yet there is a severe lack of in-car entertainment and media services.
- b. Current 4G network because of its expensive cellular data rates and limited coverage (less 20% of territories) cannot provide economically scalable in-car entertainment and data services.
- c. Learning from SiriusXM's experience in the US, satellite mobile broadcasting is the most effective way of distributing entertainment services to vehicles. The Company plans to adopt the same model with more advanced technologies and services to satisfy the market demand.
- d. Currently the Company has entered joint-venture partnership with state-owned media enterprise in China to develop and operate the only L-band satellite-based mobile multimedia service platform in China. Such development has also been designated by the State Council as China's 10-Year Key National Development Project. This will help the Company quickly promote and proliferate the services nationwide while at the same time facilitate service export to the One-Belt-One-Road Asian countries.

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

Hong Kong, 5 April 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.