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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**

**Launch AMEGO Satellite-based Mobile Video Entertainment**  
**Across One-Belt-One-Road Southeast Asia**  
**(Including Hong Kong & Taiwan)**

Reference is made to the announcement (the “**Announcement**”) of CMMB Vision Holdings Limited (the “**Company**”) dated 5 April 2016 in relation to soft launch of services. Unless otherwise stated, terms defined in the “**Announcement**” shall have the same meanings when used in this announcement.

AMEGO Service Launch for One-Belt-One-Road:

- The Company is pleased to announce that it is launching AMEGO satellite mobile entertainment service for the South Asia One-Belt-One-Road region, which includes Indonesia, Malaysia, Thailand, Singapore, Vietnam, Laos, Cambodia, Myanmar and countries adjacent to the South China Seas as well as Hong Kong and Taiwan.
- The region under our service coverage has approximately 600 million mobile users and 100 million vehicles and is among the fastest growing regions in the world.
- Users with our AMEGO device can receive free-of-charge popular international live-mobile TV programming on their Android or Apple devices anywhere across the region without depending on the conventional mobile networks.

- The service is the first of its kind in the region, leveraging on L-band in providing a satellite-based mobile video entertainment on the go to the mass-market mobile, vehicular and nomadic users.

#### Palm-sized AMEGO Box:

- AMEGO is a palm-sized easy-to-carry device, and plug-and-play mobile satellite WiFi receiver and transmitter, which can receive digital signals from the Southern Beam of our L-band satellite platform, AsiaStar anywhere in the region with an open sky and re-transmit the signals to other nearby mobile devices on the ground via a built-in WiFi transmitter. Users connect to the WiFi for their mobile TV entertainment.
- It is especially suited for cars and for portable use in any mobile locations.

#### Android and Apple-based Devices:

- Mobile users with AMEGO WiFi Box can have unprecedented high-quality live-mobile TV programs directly delivered to their Android or Apple handsets, tablet, and notebook computers using a simple App downloaded from the Internet.

#### Free Live-Mobile TV Programming without Data Cost:

- Initial programming includes 6 channels of most popular international and regional TV channels, eventually upgrading to 12 channels.
- The service is free and incurs no mobile data charge or roaming cost for users.

#### Paving for Next-Generation “Silkwave-1” Service:

- Current service launch will serve to perfect the various business applications and models so as to prepare for the much more powerful L-band service from our next-generation Silkwave-1 satellite, capable of delivering in excess of 100 times more transmission power. Silkwave-1 is designed and manufactured by Boeing and is expected to launch in 2018.
- Services under Silkwave-1 will expand to include 100+ live video and audio channels with regional diversity, unlimited popular Internet data content downloads, as well as real-time data services

- Next generation Silkwave-1 devices will see their applications directly installed and embedded in connected car systems or mobile devices and will be complemented by terrestrial 4G cellular networks for unprecedented interactive multimedia services.

#### Hong Kong Cyberport Premise for Demo Headquarter:

- The Company will use its premise in Cyberport of Hong Kong to serve the regional base for AMEGO services.
- Dealers and service partners from local communities and around the region will participate in our demo sessions and to explore partnerships for developing a regional distribution franchise.
- Program uplink is performed via our ground-station in Brisbane, Australia, and customer service is carried out by our affiliate Dish-HD Asia, a leading Asia-wide Direct-to-Home satellite TV provider.

#### China Launch:

- The Company expects to launch similar services for China soon under a separate programming platform pending proper regulatory compliance.

#### Technological Breakthrough:

- AMEGO signifies a breakthrough for mass-market media and Internet content delivery to anywhere without data, cost, and geographical constraints, which cannot be accommodated by conventional cellular network.
- It also signifies the company's cornerstone in its long quest for developing a new technology and business platform, and to charter into the modern Internet, Information, and Space age to secure a sustainable and commercially viable future.
- As the service is the first-ever in the region, the company is cautiously optimistic about its acceptance by the mass-market and the potential in capturing significant new revenues in the medium and long term.

#### [www.amego.tv](http://www.amego.tv):

- The public is welcome to visit the product website [www.amego.tv](http://www.amego.tv) for further information.

The company thanks all personnel involved and shareholders for their unwavering support.

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

Hong Kong, 25 May 2016

*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.*