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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

LAUNCH OF FIRST INTEGRATED IN-CAR MULTIMEDIA SOLUTION SERVICE COMBINING WITH CHINA SATELLITE PLATFORM

- The Group is teaming up with the TIAA, FAW Hongqi, and Great Wall Motors to introduce world's first integrated in-car satellite multimedia solution "Communication-Broadcast-Navigation" ("CBN").
- CBN installed SUVs participated in a cross-desert drive from Yin Chuan to Alashan and provided seamless services. Alashan is the world's largest SUV gathering with 400,000 car visits this year.
- CBN combines three major satellite platforms into one unified service, which includes China's mobile satellite communication, Beidou navigation, and the Group's mobile satellite broadcasting.
- The Group plans to accelerate CBN commercial installation and deployment with OEMs focusing on China's SUV market.
- CBN signifies the Group's satellite platform integration with China's satellite platforms, which will significantly help expand the Group's business potential in China.

Teaming Up TIAA, FAW Hongqi, and Great Wall Motors to introduce world's first ever integrated in-car multimedia product solution "Communication-Broadcast-Navigation" ("CBN")

Between 26 September 2019 to 2 October 2019, during China's Golden Week Holidays, the Group's related company Global Fusion Media Technology Co. Ltd ("Global Fusion") introduced the Communication-Broadcast-Navigation ("CBN") in-car satellite multimedia product solution and service at the 14th Alashan SUV Carnival. Collaborating with the Telematic Industry Applications Alliance ("TIAA"), FAW Hongqi, and Great Wall Motors, CBN solution was pre-installed in vehicle

models HS7, GWM 9, and GWM Pickup Truck, and were showcased to large audience for viewing and trial. Alashan is the world's largest SUV annual gathering with 400,000 cars participating this year.

Converging three major satellite platform services into one unified service application

CBN combines three major satellite platform services including mobile satellite broadcasting, mobile satellite communication, and Beidou navigation into one unified service application. Users (via an in-car infotainment system on their mobile devices) can access services that have ubiquitous coverage and are not reliant on any ground mobile networks.

“C” is for Communication, which refers to satellite-based mobile communication, and provides services anytime anywhere. Not only does it support satellite phone and SMS services, it also provides emergency services.

“B” is for Broadcasting, which refers to mobile satellite broadcasting, and provides data-free mobile streaming and pushes TV, radio, movie, video clip, music, etc., as well as mass emergency broadcasting, crisis warnings and other essential public information.

“N” is for Navigation, which refers to high precision navigation, and provides centimetre-level positioning, with complete city, urban, and rural coverage. Such services are essential for Augmented Reality navigation, and assisted driving.

A portable after-market CBN solution “Xingyun Box” were also introduced

At the carnival, Global Fusion also introduced an after-market CBN product Xingyun Box, which can be adopted in a wide range of mobile and portable uses and applications. Through a combination of satellite, WiFi hotspot and mobile devices, users can enjoy unlimited video, audio, and data infotainment services free of data charge with ubiquitous geographical coverage.

Cross-desert drive highlights CBN as an indispensable companion to SUV

During the Alashan Carnival, Global Fusion organized a team of CBN-enable Xingyun cars to travel with other SUVs across the Alashan Desert. Throughout the journey, the CBN services were delivered and operated smoothly and received great reviews.

Basing on China's Tiantong-1 mobile communication satellite, the Xingyun cars' satellite phone feature was installed by Global Fusion, and not only did it provided satellite call and SMS, it also provides emergency services to areas without cellular networks.

Throughout the journey, there was constant streaming of satellite mobile TV, music, and movie download from the Group's AsiaStar satellite broadcast.

CBN has performed with the highest efficiency and meets high safety standards. It is considered as the “Noah's Arc” solution for drivers.

Accelerating commercial installations and services with SUV OEMs

SUVs are becoming the most dominant car type in China, billed as the ‘new toy’ for young people and high-income groups, total quantity exceeds tens of millions, and accounts for 48% of last year's new car sales. Needless to say, SUVs are also the most ideal car type for CBN applications. The Group is in discussion with OEMs about accelerating the commercial installations and services of CBN focusing on the SUV market.

Integrating the Group's satellite with China national satellites to expand business potential

CBN signifies integrating the Group's satellite platform with China's mobile communication satellite and the Beidou navigation satellite, thereby enabling its services to be more innovative, competitive,

and attractive. CBN also highlights the Group's ardent support for China's aerial and terrestrial information network integration, to develop innovative solutions that converge satellite, 4G/5G and other communication services catering to sport-driving, emergency service, transportation, outdoor operation, natural disaster warning with integrated communication, broadcasting, and precision navigation solutions, thereby enriching overall vehicular infotainment and bringing greater comfort and safety to people on the road, while expanding the Group's business potential in China.

By order of the Board
CMMB Vision Holdings Limited

Wong Chau Chi
Chairman

Hong Kong, 30 October 2019

As at the date of this announcement, the executive directors are Mr. WONG Chau Chi and Dr. LIU Hui; the non-executive directors are Mr. CHOU Tsan-Hsiung and Mr. YANG Yi; and the independent non-executive directors are Dr. WANG Wei-Lin, Dr. LI Shan and Dr. LI Jun.