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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

Commercial Deployment for Maritime Service over South China Sea

Live Mobile Broadcasting of World Rowing Coastal Championships to Set Satellite Sports Delivery As Core Service

- **Deployed commercial services targeting millions fishing and merchant vessels and passengers in South China Sea; new business to be operated by Hong Kong**
- **Products include “Xingyun Box” satellite media player and service subscriptions, which are mobile electronic infotainment services unprecedented for maritime consumption.**
- **Live infotainment at sea is serious lacking due to absence of mobile network and satellite is the only alternative, the Company’s service can effectively meeting consumers’ needs**
- **Leveraging ecosystem in China allows the Company to access low-cost and effective product solutions dedicated for maritime offering and quickly accelerate market development**
- **With satellite mobile broadcasting of the World Rowing Coastal Championships, the Company commenced services and will focus on sports as core delivery**

Deployed commercial services targeting millions fishing and merchant vessels and passengers in South China Sea; new business to be operated by Hong Kong.

The Company is pleased to announce the launch of multimedia commercial operations targeting millions of Chinese and Southeast Asian fishing boats, merchant vessels, and passenger ships, and their many more crew and passengers in the South China Sea, delivering all-weather, high-quality, popular audio and video infotainment. Through the Company's Xingyun Box product series, users can directly connect services to their mobile devices for personal or shared consumption. Satellite signal is seamlessly available throughout the 9.6 million squared kilometre area of the South China Sea including offshore and onshore vicinities. The service has no mobile data roaming charge. The business will be operated directly by the Company's Hong Kong entity.

Products include “Xingyun Box” satellite media player and service subscriptions, which are mobile electronic infotainment services unprecedented for maritime consumption.

Business operations include the sale of Xingyun Box satellite player and media service subscription. Sales channel includes online website, electronic shops, maritime associations, and direct sales team. Service content includes: live TV, radio, movies, games, short videos, e-books, internet media downloads, as well as maritime information, weather forecast, emergency broadcast, etc., which will also be available in multiple languages. Combined, this is mobile infotainment electronic product package dedicated to maritime consumption never before.

Live infotainment is serious lacking at sea due to absence of network and satellite is the only alternative, the Company’s service can effectively meeting consumers’ needs

There are millions of motorized fishing and commercial vessels in China and Southeast Asia. On average, each motorized fishing vessel and merchant vessel has 5 – 10 crew members, spending an average 6 – 9 months at sea annually. Yet there is a serious lack of basic entertainment and information services at sea as there are no mobile networks. The Company's product combines satellite technology with rich infotainment content to meet people’s needs, hence can become crew members daily companion. Other solutions are not comparable and far more expensive.

Leveraging ecosystem in China allows the Company to access low-cost and effective product solutions dedicated for maritime offering and quickly accelerate market development

Xingyun Box marina application is converted from the Company’s connected-car multimedia application developed in China. Its R&D, manufacturing, and end-to-end network system operation are supported by the Company’s supply-chain partnership. This allows the Company to access low-cost product solution and ecosystem support that will significantly reduce the Company’s operating cost in Hong Kong and accelerate its market development.

With live satellite mobile broadcasting of the World Rowing Coastal Championships, the Company commenced its service and will focus on sports as core delivery

As its flagship service, the Company at the World Rowing Coast Championships held in Hong Kong last weekend was the designated “Satellite Transmission Media Partner” and provided mobile satellite broadcasting of the whole event throughout Asia including land and sea. The service has received high acclaim from the international community and is considered to be a platform that could infinitely enlarge audience coverage and media opportunities. The event also solidified the Company’s standing as a satellite media partner in major international sports going forward. Sports live broadcasting is one of the world's most popular media services. The Company will develop satellite broadcast of sports events as one of its core services in providing users with the best programming.

By order of the Board
CMMB Vision Holdings Limited

Wong Chau Chi
Chairman

Hong Kong, 4 November 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.