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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)

#### **ROADMAP AND PROGRESS OF SATELLITE INTERNET DATA-AS-A-SERVICE**

With the completion of a series of mergers and acquisitions, the Company has developed a mobile data delivery platform that is premised on a high-orbit L-band satellite network coupled with 5G, AI and big-data technology support, which can offer unmatched ubiquity, abundance, low-cost, and direct-to-user mobile connectivity for mobile media and data service delivery, a ‘New Infrastructure’ of the digital economy and the only such infrastructure in Asia. Leveraging the platform the Company is establishing two businesses: **1) Satellite Connected-car Infotainment**, and **2) Beidou Navigation Precision Enhancement**. The Company’s service deployment strategy is to bundle its network infrastructure with downstream content service providers to create a vertical end-to-end operating platform so as to quickly and most effectively deliver programming and service to the end-users and hone a franchise. It hopes to become Asia’s largest satellite Internet data-as-a-service provider by coverage, users, content, and income.

#### **1) SATELLITE CONNECTED-CAR INFOTAINMENT**

Smart-car is becoming people’s largest smartphone and data consumption space, which would require high degree of mobility, security, stability, abundance, and inexpensive data transmission, which cannot be met by today’s terrestrial mobile networks. The Company’s satellite platform offers end-to-end secure and seamless digital delivery with ubiquitous coverage, very low-cost data, and direct-to-vehicle reception anywhere. It also converges with 4/5G network such that all service and content can be unified and consumed under the same user-device, hence a holistic and most economical delivery platform tailored to in-vehicle multimedia infotainment and smart-data delivery. Vehicles users can readily access the Company’s network for abundant dedicated service, and user experience would far outweigh that of conventional connected-car offerings.

#### **Current development**

##### **Network creation in China**

Using its AsiaStar satellite, the Company has completed the system integration of a nationwide end-to-end satellite-4/5G converged platform with major terrestrial mobile networks. It is operational and dedicated to the connected vehicle service delivery.

### **Promoting satellite application as China's auto standard**

The Company is promoting its satellite-5G reception system TM-Box as the in-vehicle gateway standard for all future cars so as to efficiently proliferate its technology and service to the vehicle market; China has about 30 million new vehicles coming from the factory floor every year. Through collaboration with the Telematics Industry Application Alliance, the Company's TM-Box technology design has been adopted by the International Telecommunication Union (ITU) and promulgated as a global vehicular multimedia standard (for details please refer to announcement of the Company dated 3 May 2022). This standard is also currently under review by the Ministry of Industry and Information Technology in China for becoming China's auto standard. According to Frost & Sullivan's market research commissioned by the Company, most automakers and car users in China are willing to embrace the Company's satellite multimedia service. Working with its affiliate Silkwave Holdings, the Company has already developed a number of alliances and partnerships with the auto industry for TM-Box adoption, and has received keen interest from auto-OEMs to built-in the TM-Box design into future cars as a standard feature.

### **Bundling downstream services to form a vertical platform for commercial deployment**

Leveraging its network infrastructure, the Company seeks to bundle downstream content service providers, such as Internet video and audio streaming service providers, broadcasters, telematics providers, etc., to create a vertical integrated service operating platform. The idea is to extend and leapfrog existing Internet-based connected-car services to the Company's satellite connected-car platform, so that providers can deliver services with higher quality, lower cost, greater coverage to capture consumer's "fourth screen" (in-car screen, other than TV, computer, handset). The Company has established joint ventures and cooperation platforms with Chinese state-media companies and OTC content providers, and is currently discussing strategic partnership with leading Internet audio and video streaming service providers.

### **National trial network and launch in Greater Bay Area**

Working with industry partners, the Company conducted an extensive trial network service with 400 TM-Box built-in concept-cars which accumulated over 1,000,000 Km in nationwide road-testing. The trial successfully validated the reliability, capability and attractiveness of the Company's network, systems, technologies, applications and services. Currently the Company is planning for commercial pilot launch in the Greater Bay Area and use Greater Bay Area as its national base. The Company aim to capture 30% of the auto market (about 100 million vehicles) in the next five years.

### **Turnkey transfer to ASEAN**

With the support of China's ecosystem, the Company also plans to expand its service platform to ASEAN through turnkey solution. It is currently preparing a pilot service with partners in Malaysia. With 700 million in population and almost half of them without Internet access in ASEAN, satellite is seen as the most viable and cost-effective solution for media and data transmission over a wide range of applications such as mobile multimedia, connected-car, vessel, train, and remote access while leapfrogging the digital transformation of the region.

## **2) BEIDOU PRECISION NAVIGATION AUGMENTED SIGNAL SERVICE**

Satellite-based navigation precision-positioning needs to have augmented signals to be sent to the terminal device to calibrate centimeter-level accuracy. Europe's Galileo and US's GPS navigation system mainly uses high-orbit L-band or S-band satellites to deliver precision-positioning augmented information to achieve vast coverage and economies of scale for all device applications. Due to the lack of satellite resources in China, most of Beidou's augmented information relies on the ground network

such as 4G or 5G for delivery, which lacks comprehensive coverage and scale economies, hence a major obstacle to Beidou's commercialization and mass-market adoption. The Company's L-band high-orbit satellite platform can transmit such augmented signals with comprehensive coverage and vast scale economies; it can form the most powerful Beidou space infrastructure for augmented signal delivery, supporting centimeter-level accuracy for all Beidou applications throughout the whole Asia, thereby propelling Beidou service to match and surpass that of GPS and Galileo system.

As early as 2020, the Company through its China joint venture collaborated closely with the subsidiaries of China's Beidou Office and successfully validated the Company's AsiaStar's capability in deploying Beidou augmented service solution in scale (for details please refer to announcement of the Company dated 26 June 2020). The Company, working with the Telematics Industry Application Alliance, also developed the all-in-one "Communication-Broadcasting-Navigation" device application for vehicles, which highlighted the Beidou's precision capability transmitted via the Company's satellite platform. The all-in-one application is being promoted as an industry standard.

The Company currently is in discussion to form a strategic partnership with China's Beidou industry application alliance to jointly create a Beidou space system premised on its L-band satellite platform for augmented information delivery for universal commercial purposes.

By order of the Board  
**CMMB Vision Holdings Limited**

**Wong Chau Chi**  
Chairman

Hong Kong, 27 July 2022

*As at the date of this announcement, the executive director is Mr. WONG Chau Chi; the non-executive directors are Dr. LIU Hui, Mr. CHOU Tsan-Hsiung, Mr. YANG Yi and Mr. LUI Chun Pong; and the independent non-executive directors are Dr. LI Jun, Mr. CHOW Kin Wing and Mr. TAM Hon Wah.*