

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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

Entered Strategic Agreement with China Internet Information Center

**Develop Content And Platform for In-Car Satellite Multimedia
Servicing China and One-Belt-One-Road Countries**

1. Entered Strategic Partnership Agreement with China Internet Information Center

Recently, the Company's China joint-venture Global Vision Media Technology Co Ltd (herein referred as "Global Vision") has entered into Strategic Cooperation Framework Agreement with China Internet Information Center. Under the agreement the parties will jointly develop Internet-based multimedia content and channels to support the Company's connected-car satellite multimedia services in China and One-Belt-One-Road countries.

Following the joint-venture partnership with Global Media Group of China Radio International, this agreement is another important collaboration with a leading State-media in China, aiming at developing and creating Internet-based video, audio, and data content with low-cost, high-quality, and diversity dedicated to Company's connected-car multimedia services, which when combined with Company's ubiquitous satellite capabilities, will well-position the Company to capture the service entry for in-car entertainment and information consumption and become the largest vehicle media provider and advertiser on day. In addition, the agreement further illustrates continuous support and recognition from the Chinese Government for Company's innovative endeavor.

2. About China Internet Information Center (www.china.com.cn)

China Internet Information Center is one of the three State-level Internet information platforms and the leading web-portal for China's news and information services targeting global audiences. It has massive Internet-based multimedia content encompassing politics, economics, culture, sports, commerce, and entertainment with distribution capabilities across digital publication, direct video and audio broadcast, and mobile handheld TV. It also has ample international broadcasting expertise, including content production and distribution in 11 major languages such as Chinese, English, French, Spanish, German, Japanese, Russian, Arabic, and Korea etc. As a result, it is known as the "Super Internet Portal" for China's official and public information.

China Internet Information Center operates under the direction of the State Council Information Office and the National Internet Information Office, as well as Chinese Foreign Languages Publication Bureau. It is the key portal for national news, State Council press release, major ministries news conferences, and in particular, the designated news platform for China's People's Congress and People's Political Consultative Annual Assembly.

3. Key Points of the Cooperation Agreement

- i. Both parties will leverage its unique advantages to jointly explore and develop suitable contents and services dedicated to satellite connected-car digital multimedia.
- ii. Both parties will develop and promote multilingual contents and applications for distribution over China and countries along the One-Belt-One-Road.
- iii. Both parties will jointly promote new-generation digital multimedia application and development dedicated to the areas of connected-cars.

4. Significance to the Company

1. Developing A Total Content Platform With Low-Cost And Expedience

The Company's satellite multimedia operation and service platform is vertically integrated with four major parts: 1) Satellite-to-ground transmission links; 2) Service operating platform with qualification and licensing in China; 3) Supply-chain for terminal devices and equipment for satellite reception, and 4) Content platform for producing and supplying programming services.

The Very Substantial Acquisition of Asiastar satellite platform (see the Company's announcement dated 31 October 2016) signifies Company's effort in completing the satellite-to-ground transmission links.

The "Global Vision" joint-venture (see the Company's announcement dated 29 January 2016) represents putting in place the setup necessary for operating services in China with qualification and licensing.

The Strategic Cooperation Agreement with connected-car alliance TIAA and its seven leading connected-car device makers (see the Company's announcement November 10 and 12 December 2016) represents the Company has put in place a complete supply-chain for connected-car devices tailored to its satellite service and rendering it as an industry standard.

The current Strategic Cooperation Agreement with China Internet Information Center will enable the Company to leverage the vast media content and official capacity of China Internet Information Center and quickly build a comprehensive content aggregation and production platform which can provide high-quality and low-cost programming tailored to Company's satellite platform.

2. Super Channels of News, Sports, and Entertainment for In-Car Consumption:

Cooperation with China Internet Information Center will enable the Company to aggregate, develop, and create a variety of video, audio, and data content suitable for in-car consumption, in particular, programming that will use news and current events as the core content, interweaving with sports, and entertainment, optimizing with value-added Internet services, so as to provide total satisfaction to users.

3. Open Platform Attracting Numerous Media And Content Providers For Collaboration And Expansion:

The cooperation will enable the Company to leverage on China Internet Information Center to build a diverse content aggregation platform that can attract a wide range of content and service providers for collaboration, so that the Company can continuously expand and innovate programming tailored to connected-car satellite multimedia services.

4. Piloting Programming For Service Trial Leading to Commercial Offering:

The Company had earlier announced it would be deploying quantitative trial services with ecosystem partners in the first quarter this year in various regions of China. While testing and validating technologies in the trial, with the newly added content capability, the Company will also be able to deploy real-time programming for the trial services and speed up eventual commercial deployment.

5. Capturing Connected-Car Entry for Multimedia Service Consumption with Unique Content and Satellite Capability:

Attractive content, when combined with Company's satellite unique delivery advantage, will allow the Company to offer universal programming unmatched by competitors and hence can capture the in-car entry for media and information service consumption, thereby well-positioning the Company to be the largest connected-car media and advertising provider by coverage, quantity, users, and revenue, serving not only China, but also One-Belt-One-Road markets.

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, 11 January 2017

As at the date of this announcement, the Board comprises two executive Directors, 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.