

ARMARDA GROUP LIMITED
(the “Company”)
(Incorporated in Bermuda on 13 August 2003)
(Registration No.: 34050)

ACQUISITION OF 45% OF THE EQUITY INTEREST IN CHINA SATELLITE MOBILE COMMUNICATIONS GROUP LIMITED BY ARMARDA GROUP LIMITED (“CSMCG”)

The Board refers to the announcements dated 29 March 2011, 29 September 2011, 2 December 2011, 3 January 2012, 28 February 2012, 21 March 2012 and 18 May 2012, 11 July 2012, 23 July 2012, 27 August 2012, 16 September 2012, 26 September 2012, 31 October 2012, 2 November 2012, 16 November 2012, 27 November 2012, 18 December 2012, 26 February 2013, 21 March 2013, 31 March 2013, 22 April 2013, 5 May 2013, 27 May 2013, 15 July 2013, 24 July 2013, 15 August 2013, 6 October 2013, 29 October 2013, 4 November 2013, 11 November 2013, 12 November 2013, 6 December 2013, 11 December 2013, 17 February 2014 and 7 April 2014 (collectively the “**Announcements**”) and the circulars dated 5 December 2011 and 31 October 2012 (collectively the “**Circulars**”) relating to the acquisition of 45% (“**Acquisition**”) of the equity interest in China Satellite Mobile Communications Group Limited (“**CSMCG**”) by the Company.

Unless otherwise specified herein or where the context otherwise requires, capitalised terms used in this announcement shall have the same meaning as used in the Circulars and the Announcements as the case may be.

The Directors wish to announce that CMSCG, the wholly owned subsidiary of CSMCG (which is associate of the Company), has entered into a framework agreement dated 28 March 2014 with China PTAC E-commerce Technology Co., Ltd (“PETC”) to offer a new bundled service to mobile users in China. The new bundled service, which combines CMSCG’s mobile satellite services and PETC’s newly acquired mobile telecommunication reselling (MTR) services¹ from China Mobile Limited, offers seamless mobile telecommunications services with mobile satellite network as a backup to the large mobile user-base of 1.2 billion² in China.

PETC is a subsidiary of China National Postal and Telecommunications Appliances Corp (“PTAC”) which operates in the telecommunication and electronic product distribution, logistics, retail, e-commerce, and product repair and maintenance telecom chain. PTAC is one of the largest sellers of telecom electronic terminal products in China with 696 point of sales throughout China and currently commands a 20% market share for the sales of telecommunications equipment in the country.

CMSCG, the only mobile satellite service partner of Thuraya and strategic partner of China Telecom Satellite Communications Limited (“CTS”), has maintained a collaborative and operational relationship with PETC since last year, with PETC being the sole import agent and key distributor of Thuraya’s mobile satellite products in China. PETC recently signed a MVNO cooperation agreement with China’s largest telecommunication group, China Mobile

¹ MTR operator is a mobile operator that does not own spectrum, nor does it own network infrastructure. An MTR operator has business arrangements with traditional mobile operators to buy mobile network time, which it then resells to its own customers. Outside China, MTR operators are commonly known as mobile virtual network operators (MVNO). For more information, please refer to [Techopedia's website](#).

² China’s wireless mobile users are estimated at 1.2 billion based on China Mobile Limited’s market share of 62.2%, which represents 775.7 million mobile users. Please refer to Forbes’s article, [China Mobile Racing Ahead Of Rivals In 3G & 4G Subscriptions](#), for more details.

Limited³. The agreement will enable PETC to resell the latter's mobile network services to users in China at independent pricing and packaging. PETC will also become the Group's only value-added service partner for its mobile satellite services through this contract.

Barring from unforeseen circumstances, it is not expected to have any material financial impact to the Company and its subsidiaries consolidated EPS and NTA per Share for the financial year ending 31 March 2015.

The press release by CMSCG on the above matter has been attached for information.

RESPONSIBILITY STATEMENT

This announcement has been approved by all the Directors. The Directors (including any Director who may have delegated detailed supervision of the preparation of this announcement) have collectively and individually accepted full responsibility for the accuracy of the information given in this announcement and confirm after making all reasonable enquiries, that to the best of their knowledge and belief, this announcement constitutes full and true disclosure of all material facts, and the Directors are not aware of any facts the omission of which would make any statement in this announcement misleading.

Where the information in this announcement has been extracted from published or otherwise publicly available sources or obtained from a named source, the sole responsibility of the Directors has been to ensure that such information has been accurately and correctly extracted from such sources and/or reproduced in this announcement in its proper form and context.

BY ORDER OF THE BOARD

Luk Chung Po, Terence
Executive Director

15 April 2014

This announcement has been prepared by the Company and its contents have been reviewed by the Company's sponsor (the "Sponsor"), Asian Corporate Advisors Pte. Ltd., for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "Exchange"). The Sponsor has not independently verified the contents of this announcement including the correctness of any of the figures used, statements or opinions made.

This announcement has not been examined or approved by the Exchange and the Exchange assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

*The contact person for the Sponsor is Mr. Liao H.K.
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³ PETC's MNVO licensing is subject to Ministry of Industry and Information Technology's final approval.