



## Armarda's associate CMSCG and China Telecom Satellite jointly begin marketing activities for 20 key Chinese distributors

- **CMSCG and China Telecom Satellite jointly promote Thuraya's mobile satellite handset and airtime through their first marketing conference**
- **Targets 20 key Chinese distributors spanning China, the Group is hopeful that the mobile satellite business will provide added impetus for growth**

**Singapore, 31 March 2013** – China Mobile Satellite Communications Group Limited (“CMSCG” or “the Group”) and China Telecom Satellite (“CTS”) started their first marketing effort jointly with a conference in Chengdu on 28 March 2013 to promote Thuraya mobile satellite handsets and mobile satellite airtime services to 20 key Chinese distributors.



Marketing conference in Chengdu with 20 key Chinese distributors

The senior management from both CMSCG and CTS presented Thuraya's XT handset, the XT dual-mode handset and Thuraya SatSleeve, and demonstrated how the mobile satellite handsets work in the satellite environment. They also introduced the “1349” network coverage, fee schedule, account policies as well as the terms and conditions for the handset and airtime services.

The conference, attended by 20 key distributors from all over China, aimed to sell Thuraya's products and services provided by CMSCG and CTS in a bid to broaden their mobile satellite market in China.

**Commenting at the marketing conference, Mr Jimmy Zhang, Chief Executive Officer of CMSCG said,** “*This marketing effort came right after our partnership launch of the “1349” “翼星通” mobile satellite SIM cards for commercial usage. We are eager to excite the market with the mobile satellite handsets and airtime services and we immediately started our marketing efforts with a first conference held jointly with our partner, China Telecom Satellite for 20 key distributors.*”



Thuraya's mobile satellite devices' can also be used indoors with the help of a repeater that relays the outdoor satellite signal as demonstrated at the marketing conference

A study from The Nielsen Company estimated that the market demand in PRC in 2011 for dual mode satellite phones is approximately 320,000 to 410,000 units and the market demand for dual mode satellite phones in 2 to 3 years is approximately 1,330,000 to 3,840,000 units.

**When asked about how this initiative would improve the Group's future prospects, Mr Jimmy Zhang said,** *"We believe the mobile satellite business has huge potential as an untapped market for us and with our first mover advantage, we will be able to lead the growth of the mobile satellite market with our partners."*

**- The End -**

## **About China Mobile Satellite Communications Group Limited**

China Mobile Satellite Communications Group Limited (“CMSCG”) was formed in 2010. In the same year, it obtained consent from MIIT of China to sell and distribute satellite communication services and products of Thuraya in China using the “L-Band” frequency. This is the first time a satellite service provider is permitted to legally offer mobile satellite voice communication services in the PRC. CMSCG will distribute mobile satellite communication hardware and provide voice and data services to the nascent Chinese market.

45% equity interests of China Satellite Mobile Communication Group Limited (“CSMCG”), the wholly owned parent company of CMSCG, has been acquired by Singapore-listed Armarda Group Limited (“Armarda”) on 21 March 2012. Armarda has been listed in the Catalist board of Singapore since 2004.

## **About Thuraya Telecommunications Company**

Thuraya Telecommunications Company (“Thuraya”) is a world-leading mobile satellite service provider of voice, data, maritime, rural telephony, fleet management and other telecommunication solutions, reaching out to remote areas of the world. Thuraya provides mobile satellite communications to over 140 countries around the globe, employing a congestion-free network that now covers most part of the world, including Asia, Australia, Africa, the Middle East and Europe.

## **About China Telecom Satellite Communications Co. Ltd**

China Telecom Satellite Communications Co. Ltd, which is owned by China Telecommunications Corporation (China Telecom), was established in April 2009. Its major services include satellite mobile communications, VSAT communications, international private line and satellite broadband access (IPSTAR System).

Dedicated to satellite communications services, China Telecom Satellite Communications Co. Ltd, as a wholly-owned subsidiary of China Telecom, specializes in the operation of its parent corporation’s satellite communications and undertakes the task of guaranteeing the emergency communications. It serves as the resource center, product integration center and professional support center of China Telecom’s satellite communications business.

### **Financial PR Pte Ltd.**

Mr Gabriel TAN,  
Associate Director  
[Gabriel@financialpr.com.sg](mailto:Gabriel@financialpr.com.sg)  
Tel: +65 6438 2990  
Fax: +65 6438 0064

Ms Allison Chen,  
Consultant  
[Allison@financialpr.com](mailto:Allison@financialpr.com)