



中国移动卫星通信集团

CHINA MOBILE SATELLITE COMMUNICATIONS GROUP LIMITED

## **Armarda's associate receives largest order to date with 5,000 Thuraya mobile satellite handsets from China's leading mobile telecommunication distributor**

- **CMSCG to fully deliver its largest order of 5,000 Thuraya mobile satellite handsets to PTAC E-Commerce, a subsidiary of the mobile telecom distribution giant PTAC before 31 March 2014**
- **All 5,000 handsets to be fully deployed with “1349” prepaid SIM cards for Chinese subscribers before 31 March 2014 to support growing market in China**

Singapore, 4 November 2013 – China Mobile Satellite Communications Group Limited (“CMSCG” or “the Group”) announced today that it has received its largest mobile satellite handset order to date with a single order of 5,000 Thuraya mobile satellite handsets from China PTAC E-commerce Technology Co., Ltd. (“PTAC E-commerce”). To support the growing mobile satellite market in China, the 5,000 handsets will be delivered to PTAC E-Commerce before 31 March 2014 and is expected to be fully deployed with “1349” prepaid SIM cards to users in China before 31 March 2014.

PTAC E-commerce 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 the telecom electronic terminal products in China with 696 point of sales throughout China and currently commands a 20% market share<sup>1</sup> for the sales of telecommunications equipment in the country.

CMSCG's synergic partnership with PTAC E-commerce has allowed them to conduct market research and enhance customised mobile satellite products as well as voice/data solutions for enterprise users in China. Both have been working relentlessly in driving the sales and marketing initiatives to penetrate Thuraya's mobile satellite products and services into the China market. The new order for 5,000 Thuraya mobile satellite handsets, its largest order since its April launch, represents their successful joint marketing efforts in driving Thuraya's products in China.

**PTAC E-commerce's** spokesperson commented on its new handset order “Thuraya's mobile satellite handsets and airtime provide great relief for our enterprise customers, where network connectivity can be established in areas not covered by GSM/3G cellular network or disruptions during emergency situations. We made the new order for 5,000 handsets based on the growing demand for mobile satellite solutions and we will fully deploy the 5,000 mobile satellite handsets with “1349” prepaid SIM cards by the end of March 2014. As one of the largest mobile telecommunication distributor in China, we envisage demand to grow, and with the support from CMSCG, we aim to establish Thuraya as the leading mobile satellite product and service in China”.

---

<sup>1</sup> PTAC's website, Brief Introduction, <http://www.ptac.com.cn/en1.aspx>

**CMSCG** commented on the announcement, “We have an effective marketing formula with PTAC E-commerce to drive sales for Thuraya’s products and services in China with PTAC’s extensive network. This bulk order is a testament to Thuraya’s cutting-edge mobile satellite technology and truly reflects the emerging mobile satellite services demand in China as we record our largest order to date. We will continue to work closely with PTAC E-commerce to rapidly develop our mobile satellite service market in China and to ensure a strong and increasing active user base in China”.

CMSCG has cumulated an airtime traffic of over 370,000 minutes and over 1,000 subscribers for the past 6 months of “1349” service.

**- The End -**

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

China Mobile Satellite Communications Group Limited (“CMSCG”) was formed in 2010 and has entered into an exclusive agreement with Thuraya Telecommunications Company (“Thuraya”) to distribute the mobile satellite communication services and products of Thuraya in China. CMSCG will sell and distribute the Thuraya 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.

#### **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.sg](mailto:allison@financialpr.com.sg)