



中国移动卫星通信集团

CHINA MOBILE SATELLITE COMMUNICATIONS GROUP LIMITED

## Targets sales of 50,000 Thuraya Satsleeves in China by the end of 2014 based on robust market demand

- Supplemental agreement signed between CMSCG, being the associate of Armarda Group Limited, and China Telecom Satellite to promote Thuraya Satsleeves in China
- In addition to the existing RMB1,200 prepaid SIM card, CMSCG/CTS will introduce a lower-priced prepaid SIM card particularly catered for Satsleeve retail users to broaden its “1349” mobile satellite services customer base in China
- Thuraya SatSleeve, debuted in March 2013, is the world’s first satellite adapter for iPhones

Singapore, 6 October 2013 – China Mobile Satellite Communications Group Limited (“CMSCG”), announced today that it has signed a supplemental agreement with China Telecom Satellite Communications Co. Ltd (“CTS”) to jointly promote Thuraya Satsleeves in China, targeting sales of 50,000 units by the end of 2014. CMSCG has partnered with CTS since December 2012 to distribute Thuraya mobile satellite phones and to provide Thuraya satellite mobile communication air-time services in China.



Above: Thuraya SatSleeve

Along with the supplemental agreement, CMSCG/CTS will introduce a lower-priced “1349” “翼星通” mobile satellite prepaid SIM Card particularly catered for Thuraya Satsleeve, in addition to the existing RMB1,200 prepaid SIM card.

The SatSleeve, which debuted in March 2013, is the world’s first satellite adapter for iPhones. It can transform an iPhone into a dual mode satellite phone by attaching the SatSleeve to the iPhones, allowing users to conduct voice communication and to send text messages via satellite.

**CMSCG** commented on the announcement, “Following our successful collaboration with CTS to market Thuraya’s mobile satellite phones and to provide Thuraya satellite mobile communication airtime services in China, we are confident that our combined marketing efforts will help us achieve our target of 50,000 Thuraya Satsleeves sales by end of 2014. With the Satsleeve being such a unique, first of its kind in the market to bring about satellite connectivity and convenience to any part of the world, we are

optimistic of the product demand, as well as anticipating it to broaden our mobile satellite customer base in China with the launch of the new “1349” prepaid SIM card price plan.”

- 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.

## **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.

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