



中国移动卫星通信集团
CHINA MOBILE SATELLITE COMMUNICATIONS GROUP LIMITED

Launch of “1349” Thuraya mobile satellite service in China

- **Cooperative partnership with China Telecom Satellite to penetrate market**
- **Hand delivery of the first batch of Thuraya phone sets to CTS**

Singapore and Hong Kong, 18 December 2012 – China Mobile Satellite Communications Group Limited (“CMSCG” or “the Group”), announced today that, under the cooperative efforts of China Telecom Satellite Communications Co Ltd (“CTS”), the “1349” Thuraya mobile satellite service is being launched to commercial users in China.

The announcement was made at a ceremony held in Beijing and attended by guests from China’s corporate and telecommunication sectors, the media as well as valued partners of the Group. Other special guests present in the ceremony included VIPs from Thuraya and China Telecom.

The launch of this mobile satellite service is in line with the exclusive partnership agreement between CMSCG and Thuraya, a UAE-established leading global GEO satellite mobile telecommunication operator. As part of the agreement, CMSCG will be the exclusive provider of Thuraya’s mobile satellite telecommunication devices and services in China. In return, Thuraya will provide technical and marketing support to CMSCG.

Jimmy Zhang, Chief Executive Officer of CMSCG commented on the announcement, “Based on market survey, the response to Thuraya’s products have been very positive. We are confident that Thuraya’s cutting edge mobile satellite technology will be able to address the varying needs of the Chinese consumers effectively.”

Over the ceremony, the Group has officially hand delivered the first batch of 100 sets of Thuraya mobile satellite handsets with prepaid airtime to CTS (a subsidiary of China Telecommunications Corporation which is China’s third largest mobile operator), making the total accumulative number of delivered handsets with prepaid airtime to-date to 410 units.

On the partnership, he added, “Our tie up with CTS will allow us to leverage on their strong distribution channels to proliferate Thuraya’s products and services in the Chinese market and attract customers in sectors such as maritime, oil and gas and disaster relief sectors. We are excited about the prospects in this nascent industry and we are looking to establish our position as a leading service provider of mobile satellite telecommunication services in China.”

A spokesperson from China Telecom Satellite highlighted, “Thuraya is well known for their robust satellite communication network as well as their high quality handsets. The partnership with CMSCG to market Thuraya’s products will strengthen our product portfolio and we are delighted to offer them to our huge customer base of 62.3 million mobile subscribers, a fair portion of which is considered as our target users of this 1349 Thuraya mobile satellite services.”

A study from 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.

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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.

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