



Armarda's associate CMSCG to partner with Zoeru to promote industry specific mobile satellite solutions to over 500,000 targeted marine-based mobile satellite users

- **To partner with Chinese marine navigation and communications systems and handheld fisheries rescue terminals, Zoeru (Fujian) Communications Co., Ltd to deliver industry specific mobile satellite solutions in China**
- **According to Zoeru's spokesman, currently it has approximately 30% market share in the marine navigation and communication systems, and approximately 70% market share in the marine rescue handheld terminals in China**
- **Based on National Marine Fisheries Service's requirements, the demand for satellite communication terminals from registered marine fisheries vessels and satellite mobile phones from marine fisheries personnel are about 250,000 and 500,000 respectively**
- **Zoeru has placed an order of 3,000 mobile satellite communication equipments**

Singapore, 17 February 2014 – Singapore Catalist-listed Armarda Group Limited (“Armarda” or the “Group”), an IT and mobile satellite solution provider to Chinese enterprise users, announced today that its associate CMSCG (the wholly owned subsidiary of CSMCG) is partnering with Chinese marine navigation and communications systems and handheld fisheries rescue terminals, Zoeru (Fujian) Communications Co., Ltd (“Zoeru”) to deliver marine-based mobile satellite solutions for Chinese marine fisheries vessels and personnel.

Zoeru (Fujian) Communication Co., LTD, founded in May 2007, is commissioned by China's National Marine Fisheries to develop industry standards for handheld marine rescue terminals. It is primarily engaged in the design, development and production of marine navigation and communication systems, and handheld fisheries rescue terminals. Its products include marine Automatic Identification System (AIS), shortwave, VHF radio, ship-borne (CDMA), satellite television equipment and Beidou marine weather beacon device. According to Zoeru's spokesman, it currently has approximately 30% market share in China's marine navigation and communication systems, and approximately 70% market share in China's marine rescue handheld terminals.

Based on the National Marine Fisheries Service's requirements on the installation of Beidou and satellite communications on marine terminals, the demand for such functional satellite communication terminals is set for 250,000 (source : The PRC Agriculture Bureau, Fishery Department). Considering the 250,000 registered motorised fishing boats with 60 or more horse power in the fishery industry, the potential estimated demand for IT equipment from these vessels is very positive. Drawing an estimate from these analyses, the number of marine fisheries personnel who require satellite phones is about 500,000.

Based on the key terms of their collaborative agreement, CMSCG will work closely together with Zoeru in devising unique, competitive and affordable mobile satellite communication solutions and customised products for the marine fisheries industry and users in China. The Group and CMSCG together will actively coordinate and fully cooperate with Thuraya for the deployment of its mobile satellite resources and

technology in the design, development, manufacturing and deployment of the said customised marine terminals and products to the marine fisheries users in China.

On the marketing front, Zoeru will be the principal sales agent of the existing as well as the future customised Thuraya mobile satellite terminals and hand phones bundled with the CTS “1349” Thuraya mobile satellite communication services to its marine fisheries customers in China. According to Zoeru’s spokesman, it is confident that sales unit target of 10,000, 18,000 and 22,000 in the first, second and third year can be achieved respectively from the date of signing of the collaborative agreement.

Zoeru has also placed an order of 3,000 mobile satellite equipments to CMSCG.

Barring from unforeseen circumstances, it is not expected to have any material financial impact to Armarda/CSMCG’s EPS and NTA per Share for the financial year ending 31 March 2014.

Terence Luk, Executive Director of Armarda Group Limited and CMSCG, commented on the announcement, “This partnership with Zoeru is imperative to us as it presents a sea of opportunity for us to increase our customer base in the marine fisheries industry. Zoeru is one of the established dominant players in the marine navigation and communication systems arena and we hope to leverage on their technology expertise, industry know-how and a broad existing user base to provide marine fisheries users in China with effective, comprehensive and yet affordable mobile communication services and total solution. We are further encouraged by the positive demand based on our industry analysis and we expect this partnership to reap meaningful contributions for our mobile satellite communication business”.

- The End -

About Armarda Group Limited

Incorporated in 2003, Armarda Group Limited (“Armarda”) was previously focused on serving the People’s Republic of China (“PRC”) banking and financial services industry, by providing an integrated suite of IT professional services that address the needs of PRC banks as they transform and enhance their systems to prepare themselves for increasing foreign competition.

On 21 March 2012, Armarda acquired 45% of equity interests in China Satellite Mobile Communications Group Ltd. (“CSMCG”). China Mobile Satellite Communication Group Ltd. (“CMSCG”), being the wholly-owned subsidiary of CSMCG, joined hands with China Telecom Group Satellite Service Company Limited (“CTS”) to provide “1349” Thuraya mobile satellite communication services to users in China effective from 1 April 2013.

About China Mobile Satellite Communication Group Limited

CMSCG, being formed in 2010 as the wholly-owned subsidiary of CSMCG, 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’s principal business is to sell and distribute the Thuraya mobile satellite communication devices as well as to provide voice and data communication services to the nascent Chinese market.

45% equity interests of CSMC 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 is an industry leading MSS operator and a global telecommunication provider offering innovative communications solutions to a variety of sectors including energy, broadcast media, maritime, military and humanitarian NGO.

Thuraya's superior network enables clear communications and uninterrupted coverage across two thirds of the globe by satellite and across the whole planet through its unique GSM roaming capabilities. The company's diverse range of technologically superior and highly reliable mobile satellite handsets and broadband devices provide ease of use, value, quality and efficiency. Thuraya remains committed to serving humanity through delivering the essential tools for optimal connectivity, never leaving anyone out of reach. Visit www.thuraya.com

Financial PR Pte Ltd.

Mr Gabriel TAN,
Associate Director
gabriel@financialpr.com.sg
Tel: +65 6438 2990
Fax: +65 6438 0064

Ms Allison CHEN,
Consultant
allison@financialpr.com.sg