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MOBI Development Co., Ltd.

摩比發展有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00947)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board of Directors (the "Board") of MOBI Development Co., Ltd (the "Company" together with its subsidiaries, the "Group") is pleased to announce that Mr. Lai Yongxiang ("Mr. Lai") has been appointed as a non-executive director of the Company with effect from 3 August 2011.

The Board is pleased to announce that Mr. Lai has been appointed as a non-executive director of the Company with effect from 3 August 2011.

Mr. Lai, aged 49, holds a Master's Degree in Signal Processing from National University of Defence Technology. Mr Lai has been working at ZTE Corporation ("ZTE") since his graduation. He has long been engaged in the business of telecommunication technology application and system integration. He has a profound sense of professionalism, extensive experience in telecommunication products sale and management, and keen industry insight.

Mr. Lai joined the Group in July 2011 and currently holds directorship in certain subsidiaries of the Company. Mr. Lai had not held any directorship in any other listed company in the last three years.

As at the date of this announcement, Mr. Lai holds options representing 1,298,000 voting ordinary shares in the Company with a nominal value of US\$0.000001 each ("Shares"). The said options were granted to Mr. Lai under a pre-IPO stock incentive plan adopted by the Company in 2003 (the principal terms of which are summarized in the listing prospectus of the Company dated 4 December 2009 (the "Prospectus")) in recognition of Mr. Lai's provision of advisory services to the Group with respect to the direction of development in the telecommunication industry in China and the use of applicable technology. Mr. Lai is also the sole director of, and holds 2% of the issued share capital in, Fangyi Collaboration Holdings Limited ("Fangyi Holdings"), a substantial shareholder of the Company, which holds approximately 28% of the Shares as at the date of this announcement. Save as disclosed above, Mr. Lai does not have any interests or short positions in the Shares, underlying Shares and debentures of the Company or any of its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of the Hong Kong).

Fangyi Holdings is an investment holding company owned by 39 shareholders (collectively, the "Beneficial Owners") including Mr. Lai, Mr. Qu Deqian who is a non-executive director of the Company, Mr. Hu Xiang who is an executive director of the Company and the chairman of the Board, and Ms. Zhou Susu who is the spouse of Mr. Hu Xiang. As at the date of this announcement, the Beneficial Owners (through their shareholdings in another investment holding company that is owned by them in the same percentage of shareholding interest in Fangyi Holdings) have an indirect equity interest of approximately

15% in ZTE. Also, 17 of the Beneficial Owners are current members of senior management or employees of ZTE. Mr. Lai continues to be employed by ZTE but he is not a member of ZTE's senior management. ZTE is one of the Company's major customers. Although the interests of the Beneficial Owners in ZTE do not render ZTE a connected person of the Group for the purpose of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules"), the Company has adopted an enhanced corporate governance system to ensure that transactions between the Group and, among others, ZTE are on fair and normal commercial terms, the interests of the independent shareholders of the Company are adequately protected and conflicts of interests are avoided or adequately managed. Under that corporate governance system (which is described in detail in the Prospectus), Mr. Lai will not participate in any Board decision on transactions between the Group and ZTE in view of his aforesaid interests in, and relationship with, ZTE.

Saved as disclosed in this announcement, Mr. Lai does not have other relationships with any director, senior management or substantial or controlling shareholder of the Company.

Mr. Lai entered into a service contract with the Company for a term of one year commencing from 3 August 2011. He will be entitled to receive an annual director's fee of HK\$100,000 which is determined with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market situation. Mr. Lai is subject to retirement by rotation and re-election at the next general meeting of the Company in accordance with the Articles of Association of the Company.

Save as disclosed herein, there are no other matters that need to be brought to the attention of the shareholders of the Company and there is no information to be disclosed pursuant to the requirements under paragraphs (h) to (v) of Rule 13.51(2) of the Listing Rules.

The Board would like to express its warmest welcome to Mr. Lai on his joining the Company.

By order of the Board of Directors
MOBI Development Co., Ltd.
HU Xiang
Chairman

Hong Kong, 3 August 2011

As at the date of this announcement, the executive Directors are Mr. HU Xiang and Mr. WANG Guoying; the non-executive Directors are Mr. QU Deqian, Mr. LAI Yongxiang, Mr. YAN Andrew Y. and Mr. YANG Dong; and the independent non-executive Directors are Mr. LI Tianshu, Mr. ZHANG Han and Mr. BAO Fan.