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New Joint Venture to Manufacture and Distribute Android and Windows Smartphones

AdvanceTC Limited is a pioneer in the development of Windows based full computing platform in a mobile form factor. As Windows Mobile 10 is poised to excite consumers in the next six months and attract the interest of existing Android smartphone users, AdvanceTC Limited is partnering today with Cilicon Limited of Hong Kong to setup a Joint Venture Company in France ("Advance Cilicon"), to manufacture and distribute a range of dual boot Android and Windows smartphones.

Cilicon Limited and its French CEO Herve Jegou have developed for the last two years a customizable Android and Windows smartphone platform. The first family of devices will allow consumers to design and get the exact smartphone they want and enjoy software freedom of choice, upgrades and support.

Advance Cilicon will start as a 75% owned subsidiary of AdvanceTC Limited and will launch its first family of products in July 2015. It will focus on online sales and provide local assembly and support in France, Australia, Malaysia and Philippines markets with a logistics presence in Paris, Sydney, Kuala Lumpur and Manila.

Sales Revenues for Advance Cilicon are projected at about USD51 Million in the first year and USD147 Million in the second year. Profit before taxes (EBITDA) is estimated at USD 8 Million in first year and USD 25 Million in second year.

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