

NASDAQ: CABL

SECTOR: SERVICES

INDUSTRY: CATV SYSTEMS

China Cablecom Holdings, Ltd.

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SELECTED FINANCIALS	
Nasdaq: CABL	
Fiscal Year End:	Dec 31st
Current Price (1/8/10):	\$0.73
Symbols: Common: Warrants: Units:	CABL CABLW CABLU
Shares Outstanding:	13.7 MM
Warrants Outstanding*:	12.5 MM
Market Cap:	\$10.0 MM
Preferred Shared**:	85.3 MM

\*post-restructure warrant count comprising of 3 different groups of warrants  
 \*\* post-restructure issuance of preferred shares convert 1:1 into ordinary shares

**CHINA CABLE MARKET**  
 China is the world's largest cable TV market with 378 million television households and 152 million cable TV households, nearly double the U.S.

According to SARFT's timetable by 2012 China's well-developed coastal areas must deploy all-digital cable TV and shut down analog TV services step by step. By 2015, the entire country must deploy all-digital cable TV. The massive digitization efforts indicates the drastic growth pattern of the cable TV industry for the coming five years in China.

Government initiative are driving privatization of state owned entities, or SOE's, to expand and improve infrastructure.

China Cablecom Holdings, Ltd. is a joint-venture provider of cable television services in the People's Republic of China, operating in partnership with a local state-owned enterprise ("SOE") authorized by the PRC government to control the distribution of cable TV services. Founded in October 2006, China Cablecom focuses on building strategic partnerships, and consolidating the operations of municipal and county cable network operators in China.

## INVESTMENT HIGHLIGHTS

- » China Cablecom, through its 28 cable properties in Binzhou and Hubei, currently offers its customers: (i) video subscription services, including basic analog and digital cable, (ii) landing service for satellite TV broadcasters, (iii) network leasing, and (iv) other services, including premium content and interactive
- » Government mandated digitalization efforts drive increases in ARPU and profitability
- » China Cablecom has a unique management team with more than 20 years of local cable TV industry experience and key relationships with the Chinese provincial State Administration for Radio, Film & Television (SARFT)
- » First mover advantage in the largest cable market in the world by subscribers
- » Clive Ng, the Founder and Executive Chairman of China Cablecom, is a media sector financier and executive who has invested in and established a number of joint venture partnerships among several major media conglomerates and public companies
- » The highly fragmented cable TV market provides the opportunity to consolidate municipal and county operators, and leverage economies of scale to roll out value-added services and increase Average Revenue Per User Rate (ARPU) while achieving significant cost reductions

### GROWTH STRATEGY

#### Organic Growth-Increase ARPU and Subscriber Base

Digital cable along with next generation services drive ARPU increases

- › ARPU increases from \$1.50 to \$3.50/month, an increase of 133% over the next 3 years

Increase existing subscriber base and penetration

Maintain 10% organic subscriber growth as consumer disposable income and consumer demand increases

#### Initially Consolidated Cable increases Systems in Shandong Province

Shandong Cable Market  
 › Focuses on cable systems to increase rural penetration and deploy digitization

#### Acquisition of Hubei Expands Footprint

Hubei Province is one of China's fastest growing regional markets

### COMPETITIVE ANALYSIS

There are over 2,000 individual state-owned cable companies

China Cablecom is the first privately owned cable TV operator in China, one of the top 10 players in the world's largest cable TV market

#### Limited Direct Competition

- › IP (Internet Protocol) TV rollout in China is being held-up by high service fees and lack of support from SARFT
- › DBS (Direct Broadcast Satellite) posts remote threats because current cable network operators are fully exploring the massive digitization opportunities

**All the cable network operators that China Cablecom partners with are currently monopolies in their territory**

## SHANDONG PROVINCE

Ranked as China's No.2 in GDP with a population of 92 million. Approximately 45% living in urban areas where cable TV networks are available

One of the top 6 TV markets in China with 17 municipal operators and 100 county operators with a total of 10 million cable TV subscribers

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Annual disposable income has been growing at an annual compounded growth rate of 13% since 2000 and is expected to grow from \$1,400 in 2005 to \$5,000 in 2010



## BINZHOU BROADCASTING AND TELEVISION INFORMATION NETWORK CO., LTD.

- » China Cablecom owns a 49% equity interest in Binzhou and through certain agreements controls day-to-day operations and consolidates 60% of the financial results of operations and cash flow. Binzhou reported \$7.3 million in revenues and \$2.7 million in EBITDA for the first 9 months of 2009
- » Binzhou has 423 employees; 477,910 paying subscribers currently growing at approximately 20% annually

## HUBEI PROVINCE

One of the top 10 TV markets in China

Population: 60.3 million, urban population: 28 million; rural population: 34 million

14 municipal cities with population of more than 1 million

4.5 million cable homes-passed out of 22 million total households

Provincial cable operator consolidated 40% of the total households in Hubei

Digital cable conversion ratio-est 30% by year-end 2009



## HUBEI CHUTIAN BROADCASTING ACQUISITION

- » China Cablecom owns a 55% economic interest in Hubei Chutian Video & Information Network
- » Hubei has 3,371 employees, approximately 1.2 million paying subscribers currently growing at approximately 10% annually
- » Total revenues and ARPU is growing at 18-20% driven by digital conversion
- » Expands Cablecom's footprint beyond Shandong Province
- » Hubei reported \$25.1 million in revenues and \$5.8 million in EBITDA for the first 9 months of 2009

### Executive Management and Board of Directors

**Mr. Clive Ng**, Founder and Executive Chairman is a media sector financier and executive who co-founded 88 Holdings LLC as a management company strategically focused on investing in and growing media companies, primarily in Asia. He was instrumental in establishing joint venture partnerships among several major media conglomerates, including United Artists Theatres and Television Broadcasts (TVB) of Hong Kong, in addition to facilitating the U.S. cable company, United International Holdings Inc. (renamed Liberty Global (NASDAQ: LBTYA), entrance into the Asian market with his family taking a 20 percent stake in the venture. He was also CEO of Pacific Media PLC (listed on the LSE), a home shopping company which purchased TV Media from H&Q Asia Pacific, ultimately creating a company with a \$450 million market capitalization. In addition, he was the Chairman and founder of Asiacontent, one of the first Asian companies to list in the U.S., a founding shareholder of MTV Japan, founder of E\* Trade Asia and cofounder of TVB Superchannel Europe the leading Chinese broadcaster and Chairman and director of China Broadband Inc.

**Mr. Pu Yue**, CEO has more than 10 years experience in the Chinese media industry, spanning publishing, Internet and television. He managed the Internet arm of the Economic Daily, China's most popular business magazine and was director and founding team member of Macau 5-Star Satellite TV.

**Mr. Sikan Tong** was the former Chief Financial Officer at Merrylin International Holding which manages Merrylin restaurants and Motel 168 hotel chains in China. Mr. Tong began his career in the audit practice of the Shanghai office of PriceWaterhouseCoopers and led audit teams in the UK and Shanghai for various industries.

**Dr. Shan Li** was the former CEO of Bank of China International Holdings, and the former managing director and head of China investment banking at Lehman Brothers, is the deputy head of the National Center of Economic Research and a member of the board of alumni at Tsinghua University in Beijing and holds a Ph.D. in economics from MIT. He is a regular commentator and author on many influential local and international mass media and publications concerning China's economic development policy.

**Mr. Richard Yee Ming Eu** is the Group CEO of Eu Yang Sang International Ltd, an investment holding company that engages in the manufacture, distribution, and sale of Chinese herbs, Chinese proprietary medicines, and health foods. Mr. Richard Yee Ming Eu brings with him a wealth of leadership and management expertise through his appointments at Haw Par Brothers International Ltd, Dataprep Group, Metro Holdings Ltd and Intervest Capital Management Pte Ltd, among many other companies. Presently, he also serves on the boards of the Hong Kong Singapore Business Association, Broadway Industrial Group Limited, Harry's Holdings Ltd and Governing Council for the Singapore Institute of Management.

**Mr. Emmanuel Olympitis** is Chairman of PetroCapital Resources and Director of Canoel International Energy Ltd.

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