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## **TCL MULTIMEDIA TECHNOLOGY HOLDINGS LIMITED**

**(TCL多媒體科技控股有限公司)**

*(Incorporated in the Cayman Islands with limited liability)*  
(Stock Code: 1070)

### **ADJUSTMENT OF CONVERSION PRICE OF THE 4.5% CONVERTIBLE BONDS DUE 2012**

The Board announces that the Conversion Price has been adjusted from the Initial Conversion Price of HK\$0.40 per Share to HK\$0.65 per Share with effect from 16 August 2007 in accordance with the terms and conditions of the Bonds.

References are made to the Company's announcement (the "Announcement") and circular (the "Circular") dated 21 May 2007 and 5 June 2007 respectively. Unless otherwise stated, terms used in this announcement shall have the same meanings as in the Circular.

As disclosed in the Announcement and the Circular, pursuant to the terms and conditions of the Bonds, the Initial Conversion Price of HK\$0.40 per Share is required to be adjusted on the Initial Reset Date which is the 26th consecutive Trading Day immediately after completion of the Rights Issue (i.e. on 16 August 2007) to 115% of the Reference Price provided that such adjusted price shall in no event be less than the Initial Conversion Price.

The Reference Price is the lower of HK\$0.58 and HK\$0.5651 which is the Volume Weighted Average Price of the Shares for a period of 25 consecutive Trading Days immediately after the completion of the Rights Issue (i.e. from 12 July 2007 to 15 August 2007), the Board announces that the Initial Conversion Price has thus been adjusted from HK\$0.40 per Share to HK\$0.65 per Share with effect from 16 August 2007.

This announcement also serves as a notification to the Bondholders in respect of the change in the Conversion Price as per the terms and conditions of the Bonds.

On behalf of the Board  
**Li Dongsheng**  
*Chairman*

Hong Kong, 16 August 2007

*As at the date of this announcement, the Board comprises Li Dongsheng, Lu Zhongli, Wang Kangping, Shi Wanwen and Yuan Bing as executive directors, Albert Thomas da Rosa, Junior as non-executive director and Tang Guliang, Robert Maarten Westerhof and Wu Shihong as independent non-executive directors.*

Please also refer to the published version of this announcement in The Standard.