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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: 01070)

### **PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a loss for the six months ended 30 June 2010 as compared to a profit for the six months ended 30 June 2009.

**Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.**

This announcement is made by TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a loss for the six months ended 30 June 2010 as compared to a profit for the six months ended 30 June 2009 which is expected to be mainly due to (i) the growth in the PRC television industry was not as good as anticipated and the sales of products of the Group in the PRC was worse than expected; (ii) loss arising from clearing stock in preparation for the increase in the proportion of the LED backlight LCD television products of the Group, (iii) the Group’s restructuring costs and (iv) devaluation of Euro dollar. The management of the Company is confident that the financial results of the Group for the second half of this year would improve.

As the Company is still in the process of finalising the interim results of the Group, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the management accounts of the Group and on the information available for the time being, but not on any data or information audited or reviewed by the auditor of the Company. Financial information and other details of the Group will be disclosed in the interim results announcement of the Group for the six months ended 30 June 2010 which is expected to be published on 27 August 2010.

The Company is a subsidiary of TCL Corporation, a joint stock company established under the laws of the PRC, the shares of which are listed on the Shenzhen Stock Exchange. The purpose of this announcement is also to disclose simultaneously the information required to be disclosed by TCL Corporation for its compliance of the Shenzhen Stock Exchange requirement.

**Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.**

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

Hong Kong, 14 July 2010

*As at the date of this announcement, the Board comprises Li Dongsheng, Bo Lianming, Yu Guanghui, Shi Wanwen and Xu Fang as executive directors, Albert Thomas da Rosa, Junior, Huang Xubin and Leong Yue Wing as non-executive directors and Tang Guliang, Robert Maarten Westerhof and Wu Shihong as independent non-executive directors.*