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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)

(the “Company”)

(Stock Code: 01070)

APPOINTMENT OF ACTING CHIEF EXECUTIVE OFFICER AND ALTERNATE DIRECTOR

<p>The Board of the Company announces the appointment of Mr. HAO Yi as the Acting CEO of the Company and the Alternate Director with effect from 4 June 2013.</p>

The board of directors (the “Board”) of TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) announces the appointment of Mr. HAO Yi (“Mr. HAO”) as the acting chief executive officer of the Company (“Acting CEO”) and the alternate director (“Alternate Director”) to Mr. ZHAO Zhongyao (“Mr. ZHAO”), the chief executive officer and an executive director of the Company, with effect from 4 June 2013. Mr. ZHAO, due to health reason, is currently taking leave to recuperate. Mr. HAO, the Acting CEO and the Alternate Director, as recommended by Mr. ZHAO, is authorised to be responsible for the daily operation and management of the Company during his rest period.

Mr. HAO, aged 39, currently is the chief sales officer, a general manager of overseas business department, a member of the management executive committee of the Company. He is also a vice president of TCL Corporation (“TCL Corporation”, the Company’s ultimate holding company and the shares of which are listed on Shenzhen Stock Exchange (Stock Code: 000100)) and a director of certain subsidiaries of the Group. Mr. HAO joined TCL Corporation in March 2004 as the assistant to the chairman of its board and had been the vice president of the Company and a general manager of the Emerging Market Business Center of the Company. He has rich experience in international business. Mr. HAO graduated from York University, Toronto with a bachelor’s degree in Economics, and he also holds a degree of EMBA from Cheung Kong Graduate School of Business.

As at the date of this announcement, Mr. HAO holds 1,163 shares of the Company (the “Shares”); 622,776 unvested restricted Shares; unvested options to subscribe for 1,649,778 Shares; and 201,133 shares of TCL Communication Technology Holdings Limited, an associate of the Company. His wife also holds 201,600 shares of TCL Corporation.

Save as disclosed above, Mr. HAO has no interest in the shares of the Company and its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance and does not have any relationship with any other directors, senior management or any substantial or controlling shareholders of the Company.

There is no service contract between Mr. HAO and the Company with respect to his appointment as the Alternate Director and Mr. HAO is not entitled to receive any directors’ fees from the Company.

There is no information which is discloseable nor is/was he involved in any of the matters required to be disclosed pursuant to any of the requirements of the provisions under paragraphs 13.51(2)(h) to 13.51(2)(w) of the Listing Rules, and the Board is not aware of any other matters which need to be brought to the attention of the shareholders of the Company.

The Board would like to welcome Mr. HAO on his appointment as the Acting CEO and the Alternate Director.

On behalf of the Board
Li Dongsheng
Chairman

Hong Kong, 4 June 2013

As at the date of this announcement, the Board comprises LI Dongsheng, ZHAO Zhongyao and YU Guanghui as executive directors, Albert Thomas DA ROSA, Junior, BO Lianming, HUANG Xubin and YAN Xiaolin as non-executive directors and TANG Guliang, Robert Maarten WESTERHOF, WU Shihong and TSENG Shieng-chang Carter as independent non-executive directors.