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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)

CHANGES IN DIRECTORATE, CHIEF EXECUTIVE AND MEMBERSHIP OF EXECUTIVE COMMITTEE

The Board is pleased to announce the following changes in directorate, chief executive of the Company and membership of Executive Committee:

1. Mr. ZHAO Zhongyao has resigned as an executive director and the Chief Executive Officer of the Company and has ceased to be a member of the Executive Committee with effect from 13 August 2013;
2. Mr. HAO Yi has been appointed as an executive director and the Chief Executive Officer of the Company and a member of the Executive Committee with effect from 13 August 2013;
3. Mr. YAN Xiaolin has been re-designated as an executive director of the Company and appointed as a member of the Executive Committee with effect from 13 August 2013; and
4. Mr. SHI Wanwen has been appointed as a non-executive director of the Company with effect from 13 August 2013.

CHANGES IN DIRECTORATE, CHIEF EXECUTIVE AND MEMBERSHIP OF EXECUTIVE COMMITTEE

The board of directors (the “Board”) of TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce the following changes in the directorate, chief executive and membership of executive committee of the Company (“Executive Committee”):

1. Mr. ZHAO Zhongyao (“Mr. ZHAO”) has resigned as an executive director and the Chief Executive Officer of the Company and has ceased to be a member of the Executive Committee with effect from 13 August 2013;
2. Mr. HAO Yi (“Mr. HAO”) has been appointed as an executive director and the Chief Executive Officer of the Company and a member of the Executive Committee with effect from 13 August 2013;
3. Mr. YAN Xiaolin (“Mr. YAN”) has been re-designated as an executive director of the Company and appointed as a member of the Executive Committee with effect from 13 August 2013; and
4. Mr. SHI Wanwen (“Mr. SHI”) has been appointed as a non-executive director of the Company with effect from 13 August 2013.

RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

Mr. ZHAO has tendered his resignation as an executive director and the Chief Executive Officer of the Company with effect from 13 August 2013 due to health reason.

Mr. ZHAO assumed the office of an executive director and the Chief Executive Officer of the Company in the midst of the difficult times of the Company in 2010 and successfully led the Group to make turnaround from loss to profit and regain its competitiveness and to become one of the top 3 LCD television companies in the world in terms of the sales volume. The Board would like to take this opportunity to express its sincere gratitude to Mr. ZHAO for his valuable contributions to the Company during his tenure of service and wish him a quick recovery.

Mr. ZHAO confirmed that he has no claim whatsoever against the Company for fees, compensation for loss of office, remuneration, severance payments, pension, expenses or otherwise and there is no disagreement with the Board and there is no matter relating to his resignation that need to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited (“Stock Exchange”).

APPOINTMENT OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

Mr. HAO has been appointed as an executive director and the Chief Executive Officer of the Company with effect from 13 August 2013.

Mr. HAO, aged 40, currently is the Chief Sales Officer, the General Manager of Overseas Business Group and a member of the Management Executive Committee of the Company. He is also the 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 the board and has been the Vice President of the Company. From December 2008 to September 2010, he served as the General Manager of the Emerging Market Business Center of the Company. From June 2010 to September 2010, he was the General Manager of the North American Business Center of the Company. From August 2010 to September 2010, he assumed the position of the General Manager of the Chinese Business Center of the Company. From September 2010 to December 2012, he served as the General Manager of the Overseas Business Group of the Company. Since August 2010, Mr. HAO has been the Chief Sales Officer and a member of the Management Executive Committee of the Company. Since September 2012, he has been the Vice President of TCL Corporation. Since 1 January 2013, he has also been the General Manager of the Overseas Business Group. From June 2013 to 13 August 2013, he was the Acting Chief Executive Officer and the alternate director to Mr. ZHAO.

Before joining TCL Corporation, Mr. HAO was the E-business Sales Manager of Evans Ford Lincoln Inc. in Toronto, Canada from September 1997 to July 2001, the International Marketing Manager of Beijing Asian Star Computer Software Development Ltd. (北京亞星騰飛計算機軟件發展有限公司) from July 2001 to November 2002, and served as the assistant to President and the Business Manager in Beijing Hanwawa Software Technology Ltd. (北京漢娃娃軟件科技有限責任公司) from December 2002 to February 2004.

Mr. HAO has rich experience in international business. He was 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.

Save as disclosed above, Mr. HAO does not at present, and did not in the past three years, hold any directorship in any other listed public companies or any other position with the Company or any other members of the Group.

A service contract will be entered into between Mr. HAO and the Company. The amount of director's emoluments to be received by Mr. HAO is to be determined by the Board based on the recommendation by the remuneration committee of the Company (the "Remuneration Committee"), with reference to his duties and responsibilities with the Company and the market rate for the positions. The amount of remuneration to be approved by the Board and the Remuneration Committee will be disclosed in the next annual report of the Company. Mr. HAO's appointment shall be subject to the approval by the shareholders of the Company at the next general meeting of the Company and retirement by rotation and re-election at annual general meetings of the Company in accordance with the articles of association of the Company and the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules").

As at the date of this announcement, Mr. HAO holds:

1. 1,163 shares of the Company (the "Shares");
2. 622,776 unvested restricted Shares;
3. options to subscribe for 1,649,778 Shares;
4. 201,133 shares of TCL Communication Technology Holdings Limited ("TCL Communication"), an associate of the Company; and
5. 116 shares of Tonly Electronics Holdings Limited ("Tonly Holdings"), an associate of the Company.

As at the date of this announcement, the wife of Mr. HAO also holds 201,600 shares of TCL Corporation.

RE-DESIGNATION OF DIRECTOR

Mr. YAN has been re-designated as an executive director of the Company with effect from 13 August 2013.

Mr. YAN, aged 46, has been serving as a non-executive director of both the Company and TCL Communication since April 2013, the Chief Technology Officer (the "CTO") of TCL Corporation since December 2012 and the President of TCL Corporate Research of TCL Corporation ("TCL Corporate Research", TCL集團工業研究院) since October 2005. Mr. YAN joined TCL in May 2001. From May 2001 to December 2004, he served as the Project Manager, Director of Research Institute and Deputy General Manager of

the Research & Development Centre of the Company. From December 2004 to October 2005, he was the CTO of Components Strategic Business Unit of TCL Corporation and the Deputy Principal and Acting Principal of TCL Corporate Research. From May 2008 to November 2012, Mr. YAN was the Vice President of TCL Corporation.

Mr. YAN is also the person-in-charge of the expert group of the New Display Key Project of the 12th five-year plan of the Ministry of Science and Technology of the PRC (國家科技部十二五新型顯示重點專項總體專家組負責人), a Committee Member of the Electrical Technology Committee of the Ministry of Industry and Information Technology of the PRC (國家工信部電子科技委委員), the Director-General of the Beijing Chapter of the Society of Information Display (國際顯示學會(SID)北京分會理事長), a Director of the Display Technology Committee of the Chinese Vacuum Society (中國真空學會平板顯示技術分會理事長), a Director of the Engineering Research Centre of Digital Family Life of the PRC (國家數字家庭工程實驗室主任), an Executive Director of the Engineering Technology Research Centre of Digital Family Life of the PRC (國家數字家庭工程技術研究中心執行主任) and the Chairman of the China 3D Industry Association (中國3D產業聯盟會長).

Mr. YAN was graduated from the Institute of Plasma Physics of Chinese Academy of Science with a Doctoral Degree in July 1999. From July 1999 to May 2001, he worked as a post-doctoral fellow in the Chinese Academy of Science.

Mr. YAN has nearly 15 years of experience in the high-tech industry and enjoys a good reputation in his professional field. He was awarded or honoured the PRC Quality Entrepreneur for Endogenous Innovation (全國企業自主創新優秀人物), special allowance from the State Council of the PRC (國務院國家政府津貼), the Outstanding Expert of Contribution to Chinese Colour TV (中國彩電傑出貢獻專家), the Innovator for Chinese TV Broadcasting Technology (中國廣播電視技術創新人物), the Labour Model of Guangdong Province (廣東省勞動模範) and the Outstanding National Leader of Shenzhen (深圳市國家級領軍人才). In addition, Mr. YAN completed 12 national projects as a person-in-charge, formulated one set of International Electrotechnical Commission international standard and two sets of national standard as a group leader, as well as registered 32 patents of his inventions as the chief inventor, two of which were awarded the Gold Award and Outstanding Award of the PRC National Patent Award respectively.

Save as disclosed above, Mr. YAN does not at present, and did not in the past three years, hold any directorship in any other listed public companies or any other position with the Company or any other members of the Group.

Mr. YAN has entered into a service contract with the Company with effect from 13 August 2013. Mr. YAN is entitled to an annual director's fee of HK\$120,000 which is determined by the Board based on the recommendation by the Remuneration Committee, with reference to his duties and responsibilities with the Company and the market rate for the position. Mr. YAN's appointment shall be subject to the approval by the shareholders of the Company at the next general meeting of the Company and retirement by rotation and re-election at annual general meetings of the Company in accordance with the articles of association of the Company and the Listing Rules.

As at the date of this announcement, Mr. YAN holds:

1. options to subscribe for 283,467 Shares;
2. 34,600 unvested awarded Shares;
3. options to subscribe for 422,200 shares of TCL Communication; and
4. 531,500 shares of TCL Corporation and options to subscribe for 4,310,400 shares of TCL Corporation.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

Mr. SHI has been appointed as a non-executive director of the Company with effect from 13 August 2013.

Mr. SHI, aged 46, has been serving as the Senior Vice President of TCL Corporation since April 2008. Mr. SHI joined TCL in March 1990. From May 1990 to May 1993, he served as the Production Manager of TCL Technoly Electronics (Huizhou) Company Limited, a subsidiary of the Company. From May 1993 to May 1996, he served as the Department Head of the management and business departments of Huizhou Huatong Industry & Trade Company. From May 1996 to April 1997, he was a Manager of the Administration & Human Resources Department of TCL Electronics Group. From April 1997 to December 1997, he served as the Deputy General Manager of TCL Communication Industrial Equipment Company. From January 1998 to February 1999, he was the Manager of the General Manager Office and the assistant of the General Manager of TCL King Electronics (Shenzhen) Company Limited. From March 1999 to July 2001, he was the Deputy General Manager and then the General Manager of TCL King Electronics (Shenzhen) Company Limited. From July 2001 to December 2001, he served as the General Manager of TV Sales Department of TCL Electrical Appliance Sales Company Limited, a subsidiary of the Company. From December 2001

to May 2003, he was the General Manager of the TV Business Unit of the Multimedia Electronics Business Unit of TCL Corporation. From August 2002 to September 2005, he was the Vice President and then the President of the Multimedia Electronics Business Unit of TCL Corporation. From September 2005 to December 2007, he was the Chief Operating Officer of the Company. From June 2005 to April 2008, he was the Vice President of TCL Corporation. From June 2006 to September 2010, he was the executive director of the Company.

Mr. SHI is also serving as the President of the System Technology Business Unit of TCL Corporation, the General Manager of TCL Light Electrical Appliance (Wuhan) Company Limited, the Chairman and the General Manager of TCL Light Electrical Appliances Company Limited, a Director and the General Manager of Guangzhou Joy Network & Technology Company Limited, a Director of Shenzhen Speed Distribution Platform Company Limited, a Director of Koyoo Online Company Limited, a Director of Shenzhen Happytree Appliance Trading Limited, a Director of Huizhou Kuyu Network Technology Company Limited, a Director of TCL Business Information Technology (Huizhou) Company Limited, a Director of TCL Digital Technology (Shenzhen) Company Limited, the Chairman of Guangdong Yijiatong Technical Development of Digital Home Company Limited, the Chairman of TCL New Technology (Huizhou) Company Limited, the Chairman of TCL-Harvatek Technology (Huizhou) Company Limited, the Chairman of Huizhou TCL Environmental Protection Resource Company Limited, the Chairman of Huizhou TCL Environmental Technology Company Limited and the Chairman of TCL Obo (Tianjin) Environmental Protection Development Company Limited.

Mr. SHI was graduated from the South China University of Technology with a Bachelor degree in Wireless Technology in 1988.

Save as disclosed above, Mr. SHI does not at present, and did not in the past three years, hold any directorship in any other listed public companies or any other position with the Company or any other members of the Group.

There is a service contract for his directorship in the Company pursuant to which Mr. SHI is appointed for a term of three years commencing from 13 August 2013 subject to the approval by the shareholders of the Company at the next general meeting of the Company and retirement by rotation and re-election at annual general meetings of the Company in accordance with the articles of association of the Company and the Listing Rules. Mr. SHI is entitled to an annual director's fee of HK\$120,000 which is determined by the Board based on the recommendation by the Remuneration Committee, with reference to his duties and responsibilities with the Company and the market rate for the position.

As at the date of this announcement, Mr. SHI holds:

1. 461,008 Shares and options to subscribe for 141,778 Shares;
2. 17,314 unvested awarded Shares;
3. 83,715 shares of TCL Communication and options to subscribe for 83,600 shares of TCL Communication;
4. 46,100 shares of Tonly Holdings; and
5. 3,425,198 shares of TCL Corporation and options to subscribe for 5,935,800 shares of TCL Corporation.

CHANGES IN MEMBERSHIP OF EXECUTIVE COMMITTEE

The Board also announces that (i) upon the resignation of Mr. ZHAO as an executive director of the Company, Mr. ZHAO has ceased to be a member of the Executive Committee; (ii) Mr. HAO and Mr. YAN have been appointed as members of the Executive Committee with effect from 13 August 2013. After the aforesaid changes, the Executive Committee comprises three executive directors of the Company, namely, Mr. LI Dongsheng (Chairman), Mr. HAO and Mr. YAN.

GENERAL

Save as disclosed above, Mr. HAO, Mr. YAN and Mr. SHI have 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 do not have any relationship with any other directors, senior management or any substantial or controlling shareholders of the Company.

There is no information which is discloseable nor are/were Mr. HAO, Mr. YAN and Mr. SHI 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. SHI to the Board.

On behalf of the Board

LI Dongsheng

Chairman

Hong Kong, 14 August 2013

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