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## **TCL MULTIMEDIA TECHNOLOGY HOLDINGS LIMITED**

**TCL 多媒體科技控股有限公司**

**(the “Company”)**

*(Incorporated in the Cayman Islands with limited liability)*

*(Stock Code: 01070)*

### **VOLUNTARY ANNOUNCEMENT ESTABLISHMENT OF JOINT VENTURE WITH IMAX**

The Board is pleased to announce that on 29 October 2013, the Group entered into the Agreement with IMAX. Pursuant to the Agreement, the Group and IMAX agreed to form Joint Venture which will be engaged in the development, manufacture and distribution, for worldwide customers, of premium high-end private theatre systems, and providing both high quality day-and-date and library content for Chinese and foreign films, and standard television content and various other content, including music and gaming. The Joint Venture will integrate the new strategic ideas of “hardware, software, service and content” to provide global high-end customers with comprehensive solutions to ultra-advanced audio visual demonstration technology. The Joint Venture will also provide the Group with a new global business opportunity and further enhance the “fashionable, international and high-end” image of “TCL” brand, signifying the new business strategy and arrangement of the Group.

The board of directors (the “Board”) of TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce that on 29 October 2013, Sino Leader (Hong Kong) Limited, a wholly owned subsidiary of the Company, entered into a joint venture agreement (the “Agreement”) with an independent third party, IMAX (Hong Kong) Holdings, Limited (“IMAX”), a subsidiary of IMAX Corporation (together with its subsidiaries, the “IMAX Group”) which is a publicly traded company listed on both the New York Stock Exchange (stock code: NYSE:IMAX) and the Toronto Stock Exchange (stock code: TSX:IMX). Pursuant to the Agreement, the Group and IMAX agreed to form TCL-IMAX Entertainment Co., Limited, a joint venture in Hong Kong and certain other joint ventures in the PRC (the “Joint Venture”).

## **THE JOINT VENTURE**

Under the Agreement, the Joint Venture will be engaged in the development, manufacture and distribution, for worldwide customers, of premium high-end private theatre systems, and providing both high quality day-and-date and library content for Chinese and foreign films, and standard television content and various other content, including music and gaming. The Joint Venture will provide global high-end private theatres with comprehensive solutions to ultra-advanced audio visual demonstration technology comprising hardware, software, service and content.

## **INFORMATION ON IMAX GROUP**

IMAX Group, an innovator in entertainment technology, combines proprietary software, architecture and equipment to create unrivalled viewing experiences. Top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and, as such, IMAX Group's network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX Group is headquartered in New York, Toronto and Los Angeles, with offices in London, Tokyo, Shanghai and Beijing. As of 30 September 2013, there were 785 IMAX theatres (653 commercial multiplexes, 19 commercial destinations and 113 institutions) in 55 countries.

## **REASONS FOR AND BENEFITS OF THE ESTABLISHMENT OF JOINT VENTURE**

The Group is principally engaged in the manufacture and sale of television sets. The Board believes that the establishment of the Joint Venture with a world's leading entertainment technology innovator will bring the world's highest standard commercial audio visual demonstration technology to households. The Joint Venture will also provide the Group with a new global business opportunity and further enhance the "fashionable, international and high-end" image of TCL brand, signifying the new business strategy and arrangement of the Group.

## **GENERAL**

The entering into of the Agreement is conducted in the ordinary and usual course of business of the Group. As none of the applicable percentage ratios of the consideration of the Agreement exceeds 5%, the entering into of the Agreement does not constitute a notifiable transaction pursuant to Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited. This is a voluntary announcement made by the Group to update shareholders and potential investors of the Group regarding certain recent development of the Group's business.

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

Hong Kong, 30 October 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.*