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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)

INSIDE INFORMATION MATERIAL CHANGES ON STRATEGIES OF THE GROUP

<p>This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.</p>

This announcement is made by TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“Listing Rules”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “SFO”).

The Group expects that, in 2014, the overall growth of the global television industry will be slowed down with intensifying competition. It is evident that the television industry is becoming smart-oriented. Competition in the industry shifts from pure product features to the positioning of products in the intelligence eco-system. To capture the opportunities in the new economy brought by the rapid development in Internet, the Group will focus primarily on “intelligence + internet” and “products + services” as its main direction of future transformation, so as to introduce to the Group a “new chapter” of its future business growth.

Under the new three-year strategies set by the Group, the Group will develop a new business model of “hardware + software + contents + services” with a theme of “progressive revolution and solid foundation”, and will establish a product-driven structure with emphasis on market insights, internet-oriented product portfolio and brand globalization. Channel restructuring, setting up of O2O business mode, improvement on supply chain, uplift of efficiency will be implemented as well. Meanwhile, the Group will speedily transform its business with an internet-orientation toward an operation which provides intelligent entertainments. With emphasis on user experience, the

Company will continue to optimize the product portfolios of smart TVs and 4K Ultra high-definition TVs, build an all-in-one smart terminal product line integrated with “platforms, contents, terminal and applications”, kick off the development of game businesses, vigorously develop the construction of operating platforms, strengthen the cooperation with TCL Group and proactively cooperate with third parties in sharing resources.

The Group expects that 2014 is a critical year for the revolution in the television industry. The Group will take the initiative to change and lay a solid foundation with internet-oriented operation by providing products and services that are beyond the users’ expectations, with a view to becoming a global multimedia entertainment technology company.

On 24 February 2014, TCL Corporation (“TCL Corporation”, a company listed on The Shenzhen Stock Exchange (stock code: 000100), together with its subsidiaries, “TCL Group”) publishes its 2013 annual report which also set out the disclosure on the Group’s strategical changes. TCL Corporation is the ultimate controlling shareholder of the Company and holds approximately 61.19% of the issued capital of the Company. This announcement is made for the timely disclosure on such information disclosed by TCL Corporation.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board
LI Dongsheng
Chairman

Hong Kong, 24 February 2014

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.