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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)

RE-DESIGNATION OF DIRECTOR AND TRANSFORMATION OF THE EXECUTIVE COMMITTEE INTO THE STRATEGY EXECUTIVE COMMITTEE

The Board is pleased to announce the re-designation of Mr. BO Lianming as an executive director of the Company and his appointment as the chairman of the Strategy Executive Committee with effect from 23 October 2014.

In order to facilitate the strategic development of the Company, enhance its operation efficiency and core competitiveness and improve its management and decision-making procedures, the Board has also resolved on 23 October 2014 to transform the Executive Committee into the Strategy Executive Committee (upon which the Executive Committee no longer remains in force) so as to strengthen the powers and duties and executive capability of the Strategy Executive Committee.

RE-DESIGNATION OF DIRECTOR

The board of directors (the “Board”) of TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, collectively the “Group”) is pleased to announce that Mr. BO Lianming has been re-designated as an executive director of the Company and appointed as the chairman of the Strategy Executive Committee with effect from 23 October 2014.

In view of the Group’s milestone change of its long-term business strategy, the Board considered that having re-designated Mr. BO Lianming as an executive director would facilitate the operational development of the Company.

Before the re-designation, Mr. BO Lianming, aged 51, was a non-executive director of the Company. Mr. BO Lianming is also an executive director, the president and the chief operating officer of TCL Corporation (“TCL Corporation”, the ultimate holding company of the Company) and the chief executive officer of Shenzhen China Star Optoelectronics Technology Co., Ltd. (“CSOT”, an associated corporation of

the Company). Mr. BO Lianming held a number of management positions in TCL Corporation including vice president and financial director of TCL IT Industrial Group, vice president of TCL Components Strategic Business Unit, executive vice president of TTE Corporation, as well as human resources director, vice president and senior vice president of TCL Corporation. Besides, Mr. BO Lianming also acted as a non-executive director of TCL Communication Technology Holdings Limited (“TCL Communication”, an associated corporation of the Company) during the period from 30 May 2007 to 22 April 2013. Mr. BO Lianming has over 14 years of experience in the consumer electronics products industry. Before joining TCL Corporation in 2000, Mr. BO Lianming was the chief accountant of Shenzhen Airlines Co., Ltd.. Mr. BO Lianming holds a Doctorate Degree in Business Administration from Xi’an Jiaotong University.

Save as disclosed above, Mr. BO Lianming 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. BO Lianming is entitled to director’s fee which is 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 position. 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. BO Lianming’s appointment shall be subject to 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 of Hong Kong Limited (the “Listing Rules”).

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

1. 218,727 shares of the Company (the “Shares”) and options to subscribe for 1,155,700 Shares;
2. 65,700 shares of TCL Communication and options to subscribe for 2,879,000 shares of TCL Communication;
3. 19,103 shares of Tonly Electronics Holdings Limited, an associated corporation of the Company;
4. 1,997,381 shares of TCL Corporation and options to subscribe for 2,061,420 shares of TCL Corporation; and
5. approximately 57.58% equity interest of Tibet Shannan Star Ripple Venture Capital Partnership (Limited Partnership) (“Star Ripple”) and Star Ripple in turn holds approximately 0.34% of the registered capital of CSOT (i.e. RMB 34,912,000).

Save as disclosed above, Mr. BO Lianming 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 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 is/was Mr. BO Lianming 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.

TRANSFORMATION OF THE EXECUTIVE COMMITTEE INTO THE STRATEGY EXECUTIVE COMMITTEE

In order to facilitate the strategic development of the Company, enhance its operation efficiency and core competitiveness and improve its management and decision-making procedures, the Board has also resolved on 23 October 2014 to transform the Executive Committee (which was established in October 2005) into the Strategy Executive Committee. Subject to those matters as expressly reserved to the Board from time to time or in the terms of reference of the Strategy Executive Committee, the Board grants and delegates its powers to the Strategy Executive Committee to take responsibility for the operation and management of the Group, to lead the development of the Group in relation to exploring new directions and modes of business, to improve management flow and to enhance the operation and management efficiency.

After the transformation of the Executive Committee into the Strategy Executive Committee, the Executive Committee no longer remains in force. Chairman LI Dongsheng is no longer the chairman of the Strategy Executive Committee. The Strategy Executive Committee comprises three executive directors of the Company, namely, Mr. BO Lianming (Chairman), Mr. HAO Yi and Mr. YAN Xiaolin. Mr. BO Lianming, as the chairman of the Strategy Executive Committee, shall take charge and be responsible for implementation of the matters delegated to the Strategy Executive Committee.

On behalf of the Board
LI Dongsheng
Chairman

Hong Kong, 23 October 2014

As at the date of this announcement, the Board comprises LI Dongsheng, BO Lianming, HAO Yi and YAN Xiaolin as executive directors, Albert Thomas DA ROSA, Junior, 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.