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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)

GRANT OF SHARE OPTIONS

The Board of the Company hereby announces that on 9 March 2015, the Company granted to the Grantees, subject to their acceptance, a maximum of Share Options to subscribe for a total of 49,260,148 Shares under the Share Option Scheme.

BACKGROUND

The board of directors (the "Board") of TCL Multimedia Technology Holdings Limited (the "Company") hereby announces that on 9 March 2015, the Company granted to certain participants (the "Grantees") entitled under the share option scheme adopted by the Company on 15 February 2007 (the "Share Option Scheme"), subject to their acceptance, a maximum of share options (the "Share Options") to subscribe for a total of 49,260,148 ordinary shares of the Company of HK\$1.00 each (the "Shares") under the Share Option Scheme. Details of the aforesaid grant are as follows:

Share Options

Date of grant : 9 March 2015

Number of Shares to be : 49,260,148 Shares

issued upon exercise of

the Share Options granted in full

Exercise price of Share : HK\$4.60, which represents the highest of (i) the

Options granted closing price of the Shares on the date of grant of HK\$4.60; (ii) the average closing price of the Shares of HK\$4.416 for 5 trading days immediately preceding

the date of grant; and (iii) the par value of the Shares

Closing price of the Shares: HK\$4.60

on the date of grant

Exercise period of the Share Options

Subject to fulfillment of the performance targets for the year ending 31 December 2015, one-third of the Share Options are exercisable commencing from 9 January 2017 to 8 March 2021. Subject to fulfillment of the performance targets for the year ending 31 December 2016, another one-third of the Share Options are exercisable commencing from 9 January 2018 to 8 March 2021. Subject to fulfillment of the performance targets for the year ending 31 December 2017, the remaining one-third of the Share Options are exercisable commencing from 9 January 2019 to 8 March 2021.

If the performance targets for the years ending 31 December 2015 and/or 2016 are not achieved, the Share Options corresponding to performance targets of the relevant years shall not become exercisable as scheduled. However, in case the performance targets for the year ending 31 December 2017 are achieved, all outstanding share options shall become exercisable from 9 January 2019 to 8 March 2021.

Validity period of the Share Options

Up to 8 March 2021

Among the Share Options granted above, Share Options were granted to the following directors of the Company (the "Directors") for subscription of a total of 14,822,944 Shares. Details of which are as follows:

Name of Director	Position(s) held with the Company	Number of Shares to be issued upon exercise of the Share Options
LI Dongsheng	Executive Director/ Chairman	3,000,634
BO Lianming	Executive Director/ Chairman of the Strategy Executive Committee	6,001,268
HAO Yi	Executive Director/Chief Executive Officer	3,674,670
YAN Xiaolin	Executive Director	979,912
Albert Thomas DA ROSA, Junior	Non-Executive Director	194,410
HUANG Xubin	Non-Executive Director	194,410
SHI Wanwen	Non-Executive Director	194,410
TANG Guliang	Independent Non- Executive Director	194,410
Robert Maarten WESTERHOF	Independent Non- Executive Director	194,410
WU Shihong	Independent Non- Executive Director	194,410

Save as disclosed in this announcement, none of the Grantees of the Share Options is a Director, a chief executive or a substantial shareholder of the Company, or an associate (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited) of a Director, a chief executive or a substantial shareholder of the Company.

On behalf of the Board LI DONGSHENG

Chairman

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