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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)

APPOINTMENT OF EXECUTIVE DIRECTOR AND RESIGNATION OF NON-EXECUTIVE DIRECTOR

The Board is pleased to announce the following changes in the Company's directorship:

- (i) Ms. XU Fang has been appointed as an executive director of the Company, a member of the strategy executive committee and a member of the Remuneration Committee with effect from 21 May 2015; and
- (ii) Mr. SHI Wanwen has resigned as a non-executive director of the Company with effect from 21 May 2015.

CHANGES IN THE COMPOSITION OF THE BOARD

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 the following changes in the Company's directorship:

- (i) Ms. XU Fang ("Ms. XU") has been appointed as an executive director, a member of the strategy executive committee and a member of the remuneration committee of the Company ("Remuneration Committee") with effect from 21 May 2015; and
- (ii) Mr. SHI Wanwen ("Mr. SHI") has resigned as a non-executive director of the Company with effect from 21 May 2015.

APPOINTMENT OF EXECUTIVE DIRECTOR

Ms. XU has been appointed as an executive director of the Company, a member of the strategy executive committee and a member of the Remuneration Committee with effect from 21 May 2015.

Ms. XU, aged 52, is the vice president and human resources director of TCL Corporation (“TCL Corporation”). Ms. XU joined TCL Institute of Training of TCL Corporation as the dean in February 2004. Ms. XU became the deputy dean of TCL Institute of Leadership Development of TCL Corporation in February 2006 and the dean in April 2007. Ms. XU has been the human resources director of TCL Corporation since September 2007. From September 2007 to May 2010, Ms. XU also held the position of general manager of the Human Resources Management Centre of TCL Corporation. Ms. XU has been the vice president of TCL Corporation since October 2010.

During the period from 15 July 2009 to 21 May 2015, Ms. XU was a non-executive director of TCL Communication Technology Holdings Limited (“TCL Communication”). She was also a member of the remuneration committee and a member of the nomination committee of TCL Communication for the periods from 24 October 2011 to 21 May 2015 and from 24 February 2012 to 21 May 2015 respectively.

From September 2010 to June 2011, she concurrently held the position of chief human resources officer of the Company. From July 2009 to April 2013, Ms. XU was also an executive director of the Company and a member of the Remuneration Committee. Since October 2014, Ms. XU has been the chief human resources officer of the Company.

Ms. XU graduated from Nanjing Normal University in English Linguistics, and obtained a Master’s degree in Business Administration from New York Institute of Technology.

Save as disclosed above, Ms. XU 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 has been entered into between Ms. XU and the Company. Ms. XU is entitled to a proportional director’s fee calculated on the basis of HK\$120,000 per annum for the period from 21 May 2015 to 30 June 2015 and she is not entitled to director’s fee thereafter. Her director’s fee is determined by the Remuneration Committee, with reference to her duties and responsibilities with the Company and the market rate for the position.

Ms. XU’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 (“Listing Rules”) on The Stock Exchange of Hong Kong Limited (“Stock Exchange”).

As at the date of this announcement, Ms. XU holds:

1. 108,760 shares of the Company (“Shares”);
2. options to subscribe for 1,447,158 Shares;

3. options to subscribe for 1,565,188 shares of TCL Communication, an associate of the Company;
4. 33,919 unvested award shares of TCL Communication; and
5. 7,768 shares of Tonly Electronics Holdings Limited, an associate of the Company.

GENERAL

Save as disclosed above, Ms. XU 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 Ms. XU 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. 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 Ms. XU to the Board.

RESIGNATION OF NON-EXECUTIVE DIRECTOR

Mr. SHI has tendered his resignation as a non-executive director of the Company with effect from 21 May 2015 due to his other personal commitments which require more of his dedication and time commitment.

Mr. SHI 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.

The Board would like to take this opportunity to express its sincere gratitude to Mr. SHI for his valuable contributions to the Company during his tenure of service.

On behalf of the Board
LI Dongsheng
Chairman

Hong Kong, 21 May 2015

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