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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)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that based on the preliminary review of the unaudited management accounts by the management of the Group, the Group is expected to incur losses for the three months and nine months ended 30 September 2015 as compared to the profits recorded for the three months and nine months ended 30 September 2014.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, collectively the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “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 board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on the preliminary review of the unaudited management accounts by the management of the Group, the Group is expected to incur losses for the three months and nine months ended 30 September 2015 (the “Relevant Periods”) as compared to the profits recorded for the three months and nine months ended 30 September 2014.

Based on the information currently available, the main reasons for the expected losses during the Relevant Periods were as follows:

- (a) the overall drop in the retail sales volume and selling prices of flat panel TVs in the PRC market. According to the report from a market research company, China Market Monitor Co., Ltd., the overall retail sales volume of flat panel TVs this year in the PRC up to 27 September 2015 experienced a year-on-year drop by 14%. Under the circumstance that the overall market volume decreased, the Group adopted a more proactive competitive strategy to cope with market competitions, which nonetheless caused a drop in gross profit margin; and
- (b) the depreciation of Renminbi against US dollars, which led to exchange losses and increase in costs.

Nevertheless, the management of the Group is optimistic about the Group's future operation.

The information contained in this announcement is only based on the preliminary assessment prepared by the management of the Group for the Relevant Periods and is not based on any figures or information audited or reviewed by the Company's auditors. Shareholders and potential investors are advised to read carefully the results announcement of the Company for the Relevant Periods which is expected to be published by the Company on 20 October 2015.

On 12 October 2015, TCL Corporation ("TCL Corporation"), a company listed on Shenzhen Stock Exchange (Stock Code: 000100), issued an announcement in relation to a preview of its unaudited results for the Relevant Periods in which the business performance of the Group for the Relevant Periods has also been disclosed. TCL Corporation is the ultimate controlling Shareholder of the Company and holds approximately 64.54% of the issued share capital of the Company. The purpose of this announcement is also to disclose such information as disclosed by TCL Corporation in a timely manner.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

On behalf of the Board
LI Dongsheng
Chairman

Hong Kong, 12 October 2015

As at the date of this announcement, the Board comprises LI Dongsheng, BO Lianming, 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, TSENG Shieng-chang Carter and SO Wai Man Raymond as independent non-executive directors.