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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)

POSITIVE PROFIT ALERT FOR THE FOURTH QUARTER OF 2015

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.

Based on the preliminary review of the unaudited management accounts for the Relevant Period by the management of the Group, the Group is expected to record a profit for the Relevant Period, which is a turn from a loss to a profit when compared to the loss recorded for the Third Quarter.

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

This announcement is made by TCL Multimedia Technology Holdings Limited (the "Company" and together with its subsidiaries, 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 record a profit for the three months ended 31 December 2015 (the "Relevant Period"). Thus, there is a significant improvement on the Group's results and turn from a loss to a profit when compared to the loss of approximately HK\$440 million for the three months ended 30 September 2015 (the "Third Quarter").

Based on the information currently available, the abovementioned expected turn from a loss to a profit was primarily attributable to (i) the improvement in the overall operating performance of the Group which led to an increase in gross profit margin and (ii) appropriate hedging being carried out by the Group to eliminate exchange losses resulting from the depreciation of Renminbi against US dollars.

The information as contained in this announcement is only based on the preliminary assessment prepared by the management of the Group for the Relevant Period, 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 Group for the Relevant Period and the whole year ended 31 December 2015 which is expected to be published by 23 March 2016.

On 12 January 2016, 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 Period in which the business performance of the Group for the Relevant Period has also been disclosed. TCL Corporation is the ultimate controlling Shareholder of the Company and holds approximately 63.43% of the issued share capital of the Company. The purpose of this announcement is to disclose such information as disclosed by TCL Corporation in a timely manner.

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, 12 January 2016

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.