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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)

POSITIVE PROFIT ALERT FOR THE FIRST QUARTER OF 2016

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 significant increase in its consolidated profit for the Relevant Period, as compared to the corresponding period in last year.

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 significant increase in its consolidated profit for the three months ended 31 March 2016 (the “Relevant Period”), as compared to the corresponding period in last year. The increase was mainly attributable to the increase in overall gross profit margin as a result of the continuous improvement in the product structures of the Group.

The information as contained in this announcement is only based on the preliminary assessment on the unaudited management accounts for the Relevant Period by the management of the Group, and is not based on any figures or information reviewed by the Company's audit committee. Shareholders and potential investors are advised to read carefully the results announcement of the Group for the Relevant Period which is expected to be published by 20 April 2016.

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 April 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 Robert Maarten WESTERHOF, TSENG Shieng-chang Carter, SO Wai Man Raymond and WANG Yijiang as independent non-executive directors.