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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 NON-EXECUTIVE DIRECTORS

Reference is made to the announcement and circular of the Company dated 11 December 2015 and 28 December 2015 respectively. The Board is pleased to announce that, pursuant to the Subscription Agreement, Mr. CHENG and Mr. ABLIMIT have been appointed as non-executive directors of the Company with effect from 11 May 2016.

Reference is made to the announcement and circular of TCL Multimedia Technology Holdings Limited (the "Company", together with its subsidiaries, collectively the "Group") dated 11 December 2015 and 28 December 2015 respectively. The board of directors (the "Board") of the Company is pleased to announce that, pursuant to the subscription agreement dated 11 December 2015 ("Subscription Agreement") entered into between the Company and Leshi Zhixin Electronic Technology (Tianjin) Co., Ltd, Mr. CHENG Hau Ming ("Mr. CHENG") and Mr. Ablikim ABLIMIT ("Mr. ABLIMIT") have been appointed as non-executive directors of the Company with effect from 11 May 2016.

APPOINTMENT OF MR. CHENG

Mr. CHENG has been appointed as a non-executive director of the Company, with effect from 11 May 2016.

Mr. CHENG, aged 43, is currently the Senior Vice President, Vice Chairman of the Investment Committee and Global Head of Group Corporate Finance and Development of LeEco Holding Ltd.. Mr. CHENG is responsible for the financing, investments and mergers and acquisitions activities of LeEco Holding Ltd. and its subsidiaries and affiliates (collectively "Leshi") globally.

Before joining Leshi in August 2015, Mr. CHENG was the Head of Asia Technology, Media and Telecom at Bank of America Merrill Lynch. Prior to that, Mr. CHENG was Managing Director and Head of Asia Ex-Japan IBD Technology Group and was also Head of Asia Ex-Japan Consumer Retail Group at Goldman Sachs. Mr. CHENG joined Goldman Sachs in 2007 and before that, Mr. CHENG worked at Citi, where he was a Director in the Technology, Media and Telecommunications Group.

Mr. CHENG began his investment banking career with Salomon Brothers in 1996. Mr. CHENG has worked in Palo Alto, New York and Hong Kong during his 20 years in investment banking.

Mr. CHENG graduated from the University of California, Berkeley in 1995 with a Bachelor of Arts degree in Economics and Chinese Language from the University of California.

Mr. CHENG 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 letter of appointment would be entered into between Mr. CHENG and the Company. Mr. CHENG is entitled to an annual director's fee of HK\$225,000 (which is payable on a pro rata basis by reference to the length of his service as a director of the Company for any non-full year service) plus discretionary bonuses, which was determined by the Board based on the recommendation by the remuneration committee of the Company, with reference to his duties and responsibilities with the Company and the market rate for the position.

Mr. CHENG's appointment is for a fixed term of three years commencing from 11 May 2016 and 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 the Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

As at the date of this announcement, Mr. CHENG does not hold any interest in the shares of the Company and its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance and does 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 Mr. CHENG 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.

APPOINTMENT OF MR. ABLIMIT

Mr. ABLIMIT has been appointed as a non-executive director of the Company, with effect from 11 May 2016.

Mr. ABLIMIT, aged 35, is currently the Vice President of Strategic Management of LeEco Holding Ltd.. He joined Leshi in 2014 and reports directly to Leshi's chief executive officer, Mr. JIA Yueting. Mr. ABLIMIT takes the overall responsibility of Leshi's global strategic planning and strategic operation and management to promote ecological business development and investment planning and management. He is also jointly responsible for Leshi's organizational structure and organizational performance management. In addition, he is in charge of synergizing Leshi's ecosystem segments and cross-sector coordination, internal governance and management, and information systems planning and development.

Mr. ABLIMIT graduated from the Department of Biology at Tsinghua University with a Bachelor degree in 2004, and from Tsinghua University School of Economics and Management with a Master degree in 2006. Before joining Leshi, he served as the executive director of Roland Berger Strategy Management Consultants (Shanghai) Ltd., responsible for business development and project management in the fields of Internet, consumer goods and aviation.

Mr. ABLIMIT 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 letter of appointment would be entered into between Mr. ABLIMIT and the Company. Mr. ABLIMIT is entitled to an annual director's fee of HK\$225,000 (which is payable on a pro rata basis by reference to the length of his service as a director of the Company for any non-full year service) plus discretionary bonuses, which was determined by the Board based on the recommendation by the remuneration committee of the Company, with reference to his duties and responsibilities with the Company and the market rate for the position.

Mr. ABLIMIT's appointment is for a fixed term of three years commencing from 11 May 2016 and 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 Listing Rules.

As at the date of this announcement, Mr. ABLIMIT does not hold any interest in the shares of the Company and its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance and does 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 Mr. ABLIMIT 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 express its warmest welcome to Mr. CHENG and Mr. ABLIMIT for joining the Board.

On behalf of the Board
LI Dongsheng
Chairman

Hong Kong, 10 May 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.