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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 THIRD 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 turn from loss into profit in its consolidated profit for the Relevant Period as compared to the same period last year.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities 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 turn from loss into profit in its consolidated profit for the nine months ended 30 September 2016 (the “Relevant Period”), as compared to the corresponding period in 2015.

The aforesaid expected turn from loss into profit was mainly attributable to (i) the continuous growth of sales in the third quarter of 2016 with continuous improvement in product sales structure; (ii) the initial results of cost-reduction measures implemented by the Company; and (iii) the exchange gain/loss being under control due to the relatively stable exchange rate(s) during the third quarter of this year as compared to a greater loss in exchange due to the significant fluctuation of exchange rate(s) in the third quarter of last year.

The information as contained in this announcement is only based on the preliminary assessment on the unaudited management accounts 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 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 24 October 2016.

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

On behalf of the Board
LI Dongsheng
Chairman

Hong Kong, 11 October 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, HUANG Xubin, Winston Shao-min CHENG and Abulikemu ABULIMITI as non-executive directors, and Robert Maarten WESTERHOF, TSENG Shieng-chang Carter, SO Wai Man Raymond and WANG Yijiang as independent non-executive directors.