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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**

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 is pleased 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 record a significant increase in its consolidated profit for the six months ended 30 June 2017 as compared to that of the corresponding period in 2016.

**Shareholders 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**”) is pleased 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 six months ended 30 June 2017 (the “**Relevant Period**”), as compared to that of the corresponding period in 2016.

The aforesaid expected significant increase in the consolidated profit was mainly attributable to (i) the relatively great extent of increase in sales volume and sales revenue of business; (ii) the improvement of product structure; and (iii) the control of sales and distribution cost and administrative expense leading to a reduction of expense ratio.

The Company is still in the process of finalizing its results for the Relevant Period. 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 on or about 27 July 2017.

**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, 12 July 2017

*As at the date of this notice, the board of Directors comprises LI Dongsheng, BO Lianming, YAN Xiaolin and XU Fang as executive Directors, Albert Thomas DA ROSA, Junior, HUANG Xubin, Abulikemu ABULIMITI and LIU Hong as non-executive Directors, and Robert Maarten WESTERHOF, TSENG Shieng-chang Carter, SO Wai Man Raymond and WANG Yijiang as independent non-executive Directors.*