

*(For Immediate Release)*

## **TCL Formed a Strategic Partnership with Sampo Corporation of Taiwan to Develop Business in the Taiwan Market**

(8 December 2011, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) is pleased to announce that its ultimate holding company, TCL Corporation, has formed a strategic partnership with Sampo Corporation of Taiwan (“Sampo”) to strengthen mutual strategic cooperation and to jointly explore business opportunities in the China and Taiwan markets.

On 5 December, Mr. Li Dongsheng, Chairman of TCL Corporation and TCL Multimedia, and Mr. Felix Chen, President of Sampo, together with other senior management of both parties participated in the press conference at Regent Hotels & Resorts Taipei, held by TCL and Sampo. A strategic partnership will be formed by both parties to enable closer cooperation in selling TCL-branded TVs to the Taiwan market through Sampo’s agencies and distribution network.

Having built a 70-year brand and rich experience in the industry, Sampo is a well-known home electronic appliance enterprise with a mature sales network and after-sales service system in Taiwan. TCL Multimedia, as a leading TV manufacturer in mainland China, ranked No. 7 in terms of LCD TV market share in the global market and No. 2 in the PRC TV Market in the third quarter of 2011, according to the latest DisplaySearch report. TCL Multimedia owns a series of innovative and leading TV product series, including 3D TVs, Smart TVs and cloud TVs etc. Leveraging TCL Corporation’s 8.5-generation LCD panel production line and supply chain dominance, TCL Multimedia hopes to create value to consumers and to bring highly satisfactory product experiences and services to consumers in Taiwan, which is also the aim of the entry of TCL-branded TVs into the Taiwan market.

Mr. Li Dongsheng, Chairman of TCL Multimedia said, “TCL has been cooperating closely with Taiwanese enterprises in areas such as purchasing LCD panels, mobile phone chips and digital TV chips in Taiwan in recent years. Our partnership with Sampo signifies the official entry of TCL-branded TVs’ official into the Taiwan market. Looking forward, the Group will continue to realize its development strategy of “Vertical integration, Innovation and Internationalization” to further strengthen its partnership with Sampo in terms of R&D of products, including Smart TV, 3D TV, etc., to achieve mutual benefits. The collaboration will also enable the Group to further enhance its competitiveness and to achieve a win-win

situation. TCL hopes to carry on its collaboration with Sampo in various ways and to look for more opportunities for cooperation in order to contribute more effort to the development of both parties' enterprises as well as the economies and societies of mainland China and Taiwan."

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### **About TCL Multimedia**

TCL Multimedia Technology Holdings Limited is one of the largest TV manufacturers globally and its products are sold all over the world. Headquartered in China, TCL Multimedia operates its manufacturing plants and R&D centres across all major continents. The Group's largest shareholder is TCL Corporation. For more information, please visit our website at <http://multimedia.tcl.com>.

### **Investor & Media Inquiries**

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