



[For Immediate Release]

TCL Multimedia Joined Forces with Hunan Broadcasting System, to Introduce the Home Entertainment Television, TCL Mango TV+

* * * * *

Strives to build a perfect strategic layout for the industry ecosystem

(2 September 2014, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) hosted in Changsha, Hunan Province a grand product launch event “Dominant Players in Entertainment Offers Endless Pleasures” and announced a cooperation arrangement with Hunan Broadcasting System (HBS), the most powerful entertainment platform in China, under which it will launch a new TV+ Home Entertainment Television product series – TCL MangoTV+ – creating a new trendy home entertainment offering and completing its strategic layout of the ecosystem in the industry.

Through this cooperation arrangement, TCL will provide entertainment products and services while HBS, as the most energetic TV broadcasting entertainment brand in China, will provide the best entertainment content, as well as a broadcasting platform to launch TCL Mango TV+ series which features comprehensive entertainment functions, as part of its innovative TV entertainment experience reform seeking to change users’ entertainment habits in living rooms.

The TCL Mango TV+ series comprises two models, 40” and 55” that are present in seamless integrated craftsmanship coupled with a smooth case design with a mango color metal frame and metal trim on the bottom. The two colors, black mango and white mango represent a major breakaway from the otherwise understated conventional TV set color scheme of either black or grey. The brand new Mango Remote, in orange or white color, is ergonomically designed with curves. Its shape and color are more or less the same of a real mango fruit. The simple Mango user interface is easy and convenient to operate.

In terms of content, TCL Mango TV+ has exclusive rights to programme sectors including “Mango TV” and “Sneak Peek”. On the top of Phoenix military programmes, SBS, TCL Mango TV+ also has exclusive online broadcasting rights to other popular programmes with HBS. TCL Mango TV+ is also the only internet TV platform for these programmes. In addition, via embedded TCL Mango TV+ interactive zone, users can interact with the most popular varieties and entertainment programmes of Hunan Channel, and also accumulate points for redemption of peripheral TV products and gifts.

Mr. Hao Yi, Chief Executive Officer of TCL Multimedia said, “TCL Multimedia advocates ‘This is entertainment as it should be’ while HBS embraces ‘Culture of Happiness’. both parties are dominant players in the entertainment industry and both share the same philosophy. We believe TCL Mango TV+ will usher in the new era of home entertainment interaction, which serves as one of the important initiatives for TCL’s transformation into an entertainment technology enterprise. As a tailor-made model through a close cooperation between TV brand and the first cross-industry institution in Broadcasting System, the product features advantages including a comprehensive coverage of entertainment content which is constantly being updated and expanded. Thus, it will attract more young customers who will in turn develop into fan groups. Through this cooperation arrangement with HBS, TCL hopes that its TV+ home entertainment TV series will earn wider recognition and customer base, expediting TCL’s internet-oriented and entertainment-oriented transformation.”



Mr. Hao Yi, the Chief Executive Officer of TCL Multimedia

~ END ~

About TCL Multimedia

Headquartered in China, TCL Multimedia Technology Holdings Limited (HKSE stock code: 01070) is one of the leading players in the global TV industry, engaged in the research and development, manufacturing and distribution of consumer electronic products. Through a new product-and-user-oriented business model that focuses primarily on a “double +” strategy which includes “intelligence + internet” and “products + services” as the main direction, striving to become a global entertainment technology enterprise that provides integrated entertainment solution to customers. According to the latest DisplaySearch report, the Group ranked No.5 in the global LCD TV market with a market share of 5.4% in the first quarter of 2014. The Group ranked No.3 in the PRC LCD TV market with a market share of 16.0%.

For more information, please visit its website: <http://multimedia.tcl.com>

Investor and Media Inquiry:

iPR Ogilvy & Mather

Juliana Li / Aven Yu / Natalie Tang

Tel: (852) 2169 0467 / 2136 6176 / 3920 7640

E-mail: tclmultimedia@iprogilvy.com