

(For immediate release)

TCL Multimedia Launches the First Wechat-linked TV Pioneered Value-added Applications

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(4 September 2014, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) hosted in Beijing a product launch event “TV+ Home Entertainment TV Beyond Your Imagination – The First Wechat-linked TV” and announced the launch of value-added applications in its TV+ Home Entertainment TV, pioneered embedding of Wechat functions in a TV set. This new model is available at 360buy, Limited (www.360buy.com) from 4 September.

Through the connectivity to Wechat, TV+ Home Entertainment TV features six innovative functions including “We-social”, “We-operation”, “We-video”, “We-channel”, “We-home” and “We-service”, providing revolutionary experiences from video-on-demand, tailor-made programme list and convenient after-sales. Of these, “We-social” enables interaction between users and their friends on Wechat when they are watching TV via pop-up screens and screen-capture functions in real time. “We-operation” allows users to control TV via Wechat voice commands. “We-video” allows users to choose and watch video resources and check out TV programmes of all channels within a week. “We-channel” makes tailor-made programme schedule possible. “We-home” facilitates video sharing with family members anytime and anywhere. In addition, “We-service” offers simpler, more prompt and efficient after-sale service for users.

Mr. Hao Yi, Chief Executive Officer of TCL Multimedia said, “Through the full connectivity between a TV set and Wechat function, TCL enables users to obtain information, communicate and share moments with friends. TV has truly become a prime home entertainment and interaction platform. In the future, more interactive functions will be designed and developed for TV+ home entertainment TV together with the Wechat team, bringing more value-added experiences beyond their expectations. TV+ home entertainment TV enables ongoing extension and upgrading of contents, including video, game, living and education. It supports added-value and multi system, providing users better value-for-money experiences and takes the industry back into the era of high-value-add products.”



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

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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