



(For Immediate Release)

**TCL Multimedia's LCD TV Sales Volume Rose 5.7% year-on-year
To 1,536,620 Sets in August 2014**

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Inaugural Disclosure of the Number of TCL Activated Smart TV Users

(10 September 2014, Hong Kong) – **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia" or the "Group", HKSE stock code: 01070) today announced sales volumes of its TV products for August 2014.

TCL Multimedia's LCD TV sales volume for August 2014 increased by 5.7% over the same period of last year to 1,536,620 sets. Of which, the sales volume of smart TVs increased by 32.8% year-on-year to 247,055 sets.

In the PRC Market, the Group's LCD TV sales volume decreased by 13.9% year-on-year to 752,816 sets in August. Sales volume of smart TVs was 231,389 sets, marking a 30.0% year-on-year increase. The sales volume of smart TVs comprised 30.7% of the Group's total LCD TV sales volume in the PRC Market for the month of August.

In the Overseas Markets, the Group's LCD TV sales volume increased by 35.3% year-on-year to 783,804 sets during the month of August. Of these, the Group's LCD TV sales volume in the Emerging Markets increased by 21.9% year-on-year to 440,359 sets while its LCD TV sales volumes in the North American Markets and Strategic OEM business were satisfactory, with increases of 43.0% and 97.7% year-on-year, respectively.

The Group has been proactively implementing its "double +" transformation strategy, which adopts a product-and-user-oriented approach. To improve corporate transparency and tie in with the implementation of the "double +" strategy, starting from August 2014, the Group discloses the number of activated smart TV users from TCL Group's Huan.TV (one of the largest Internet Smart TV service providers in China): the number of activated smart TV users was 174,188 for August 2014; 1,574,685 since January of 2014 and 5,847,024 for accumulated total (as at August of 2014). Daily Active Users stood at 1,366,065.

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August 2014 (Unaudited figures)

	Accumulated Total (As at August 2014)	August 2014	August 2013	Year- on-year Change (%)	January- August 2014	January- August 2013	Year- on-year Change (%)
LCD TV sales volume	N/A	1,536,620	1,453,987	+5.7%	10,257,427	10,253,722	0.0%
Of which: LED	N/A	1,517,538	1,443,935	+5.1%	10,234,606	9,742,520	+5.1%
Backlight LCD TV	N/A	247,055	186,091	+32.8%	1,832,586	1,449,814	+26.4%
Smart TV	N/A	73,047	203,155	-64.0%	986,619	1,644,250	-40.0%
3D TV							
— PRC Market	N/A	752,816	874,645	-13.9%	4,807,397	5,931,491	-19.0%
— Overseas Markets	N/A	783,804	579,342	+35.3%	5,450,030	4,322,231	+26.1%
TCL Activated Smart TV Users⁽¹⁾⁽²⁾	5,847,024	174,188	147,237	+18.3%	1,574,685	1,158,516	+35.9%
Daily Active Users⁽¹⁾⁽³⁾	N/A	1,366,065	N/A	N/A	N/A	N/A	N/A

⁽¹⁾Through the “double +” strategy, the new user-centric business model captures big data and provides more customized services in order to enhance core competitiveness and generate more sustainable operating income streams.

⁽²⁾ TCL Activated Smart TV Users refers to users who have used Internet TV web service more than once

⁽³⁾ Daily Active Users refers to users who have used Internet TV web service more than once within a day

In addition, the Group recently announced the introduction of the first Wechat-linked TV, which saw the launch for the first time value-added applications in its TV+ Home Entertainment TV, and pioneered embedding of Wechat functions in a TV set. 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.

Furthermore, the Group joined forces with Hunan Broadcasting System (“HBS”) to introduce the home entertainment television, TCL Mango TV+. 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.

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Product Launch of TCL Wechat TV



Product Launch of TCL Mango TV+

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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, mainly engaged in the research and development, manufacturing and distribution of consumer electronic products. The Group adopts a new 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 DisplaySearch report, the Group ranked No.3 in the global LCD TV market share with a 6.5% market share in 2013. The Group remained its No.1 position in the PRC LCD TV market with a market share of 18.1%. Its ultimate holding company is TCL Corporation.

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

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