



(For Immediate Release)

**TCL Multimedia's LCD TV Sales Volume Dropped 10.2% year-on-year
to 1,645,485 Sets in September 2014**

*** * * * ***

**Sales Volume of Smart TVs in the PRC Market was 623,188 units
up by 91.8% year-on-year**

**Number of TCL Activated Smart TV Users for September was 194,157
up by 23.8% year-on-year**

(9 October 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 September 2014.

TCL Multimedia's LCD TV sales volume for September 2014 decreased by 10.2% over the same period of last year to 1,645,485 sets. Of which, the sales volume of smart TVs increased by 93.3% year-on-year to 642,225 sets.

In the PRC Market, the Group's LCD TV sales volume decreased by 10.7% year-on-year to 973,707 sets in September. The sales volume of smart TVs was 623,188 sets, a 91.8% increase year-on-year. The sales volume of smart TVs comprised 64.0% of the total LCD TV sales volume in the PRC Market for the month of September.

In the Overseas Markets, the Group's LCD TV sales volume decreased by 9.3% year-on-year to 671,778 sets during the month of September. Of these, the Group's LCD TV sales volume in the Emerging Markets decreased by 19.6% year-on-year to 430,365 sets while its LCD TV sales volumes in the North American Markets and Strategic OEM business were satisfactory, with increases of 54.8% and 31.4% 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 smart TV users was 194,157 for September 2014; 1,768,842 since January of 2014 and 6,041,181 for accumulated total (as at September of 2014). Daily Active Users stood at 1,317,467.

~ Cont'd ~



September 2014 (Unaudited figures)

	Accumulated Total (As at September 2014)	September 2014	September 2013	Year- on-year Change (%)	January- September 2014	January- September 2013	Year- on-year Change (%)
LCD TV sales volume	N/A	1,645,485	1,831,496	-10.2%	11,902,912	12,085,218	-1.5%
Of which: LED	N/A	1,634,798	1,826,005	-10.5%	11,869,404	11,568,525	+2.6%
Backlight LCD TV	N/A	642,225	332,228	+93.3%	2,474,811	1,782,042	+38.9%
Smart TV	N/A	82,406	266,422	-69.1%	1,069,025	1,910,672	-44.0%
3D TV							
— PRC Market	N/A	973,707	1,090,699	-10.7%	5,781,104	7,022,190	-17.7%
— Overseas Markets	N/A	671,778	740,797	-9.3%	6,121,808	5,063,028	+20.9%
TCL Activated Smart TV Users⁽¹⁾⁽²⁾	6,041,181	194,157	156,795	+23.8%	1,768,842	1,315,311	+34.5%
Daily Active Users⁽¹⁾⁽³⁾	N/A	1,317,467	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

On 28 September 2014, the Group hosted the first TCL “T-fans Festival” with the theme of “Live with colors”. More than a hundred “T-fans” representatives all over China attended the event and witnessed the launch of the brand new “T-fans Community”, as well as the debut of Little T, the mascot of “T-fans”. “T-fans” visited the production lines of LCD screens at Shenzhen China Star Optoelectronics Technology and TCL Industry Institute Mansions, and had sharing and interactions with the management of TCL Multimedia. “T-fans” also experienced a line-up of innovative products of TCL, including TV+ Family Entertainment Curved Series H9600, TCL TV+ Game Series E5700 and E6700, TCL Mango TV+ M90, TCL TV+’s first Wechat-linked TV A71C and the Game Console T² with a focus on game features as well.

The “T-fans” party of the night was a rave of entertainment. As the exclusive collaborative partner from the TV industry for “The Voice of China – Season 3”, the Group invited Chen Bing and Xia Heng, popular participants from “The Voice of China” to the event. Not only did they sing their signature song, but also closely interact with the fans and pushed the atmosphere to a climax. 28 September also marked the 33 years of establishment of TCL, “T-fans” celebrated the birthday of TCL together. It was also the first time for Little T, the mascot of “T-fan Community” to meet the “T-fans” and received a warm welcome.

~ Cont’d ~



Group photo of the “T-fans”



Mr. Hao Yi, CEO of TCL Multimedia made a speech



Chen Bing, popular participant of “The Voice of China” sang her signature song

~ 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, 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>.

For further information, please contact:

iPR Ogilvy and Mather

Natalie Tang / Aven Yu / Juliana Li

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

Email: tclmultimedia@iprogilvy.com