

(For Immediate Release)

TCL Multimedia Achieved a Staged Progress in its “Double+” Strategic Transformation

Launches the World’s First Golive TV Home Theatre Globally Wechat TV 2.0 to Provide Users with a More Exquisite Experience

(17 November 2014, Hong Kong) –**TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) announced today achievement of a staged progress in its “Double+” strategic transformation, and the launch of the Golive TV home theatre (“Golive”) service and TCL Wechat TV 2.0.

TCL launched an innovative service, **Golive**. As the first application software in the world to be either embedded in or downloaded to an all-in-one TV set, Golive brings movies that are previously available only on theatrical showing trails in cinemas to TV home theatre, thereby created an innovative channel that allows movies to be distributed on TVs and providing TCL users the joy of watching blockbusters titles at home. Golive sources movies in three categories: movies that are on the current theatrical trails in cinemas, movies that fall short of making their way towards theatrical screening, as well as movies that have just finished screening yet still attractive enough for paid viewing. First, movies that have been debuted for theatrical screening for over a week will be available on TV home theatre with slightly cheaper fees than those showing in cinemas to avoid direct competition yet will accomplish the goal of achieving parallel screening with the cinemas. Second, since there are about 70% of the movies made in the global movie market that failed in making their ways towards screening on cinemas after the production, they have become a new source of movies for Golive since it was first to introduce to the system. Third, users can watch movies that have just finished screening but still attractive for paid viewing with Golive.

As households are the target customers of Golive, it is suitable for people of all age groups especially in those in non-Tier 1, 2 cities and rural areas where number of cinemas is not sufficient. Golive can penetrate into every household through TV home theatre and raise box-office revenue. In terms of TV sales, Golive can further promote the development of large-screen and high-definition TVs. In addition, built on the cloud service platform and technology, Golive has established a new business model by working with a manufacturing giant of terminals which is able to make available a large number of TV terminals. It is this critical mass that helps entice participation from movie distributors and filming studios to cooperate with TCL in a box-office revenue sharing model.

On the other hand, TCL Wechat TV has become well sought-after in the market since the joint-debut with Tencent in September. As of the end of October 2014, the number of TV+ Smart TVs with activated Wechat function has exceeded 51,000 sets with over 75,000 bound Wechat accounts, thereby substantiated the value of TCL Wechat TV operation. The newly launched TCL Wechat TV 2.0 will add a powerful voice search function, a custom programme playlist, as well as sharing and recommendation functions for programme playlists, etc. to provide users with a more exquisite experience. Meanwhile, the business model of TV+ Smart TVs Ecosystem has gradually taken shape, with a forecast income of over RMB30 million for 2015 from online video advertising revenue sharing alone.

Mr. Hao Yi, CEO of TCL Multimedia said, “Golive is the only mobile internet cinema platform in the world that covers numerous TV and mobile phone brands and involves direct cooperation with movie distributors, filming studios, major TV stations and advertisers. In the future, the critical mass of smart

TV and mobile terminal users is expected to bring in high traffic and revenue to Golive, from which TCL Multimedia will benefit. In addition, TCL Wechat TV, as an important product for the Group, has started to see its value as a business model being realized. With further upgrades of its functions, Wechat TV will help broaden the Group's revenue sources while enhancing user experience."



Mr. Hao Yi, CEO of TCL Multimedia
introduced Golive and Wechat TV 2.0



Golive TV home theatre

This press release is also dispatched via official Wechat account "TCL 投資者關係". You are welcome to visit for more.

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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 users. According to the latest DisplaySearch report, the Group ranked No.4 in the global LCD TV market with a market share of 5.5% in the first half of 2014. The Group ranked No.1 in the PRC LCD TV market with a market share of 17.1%.

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

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