



(For Immediate Release)

TCL Multimedia's LCD TV Sales Volume was 1,345,378 Sets in November 2014 **Sales volume of Smart TVs increased by 16.2% year-on-year to 361,309 Sets**

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Number of TCL Activated Smart TV Users for November was 226,055 **up by 22.4% year-on-year**

(8 December 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 November 2014.

Affected by the weak overall demand on the market, TCL Multimedia's LCD TV sales volume for November 2014 decreased by 24.8% from the same period last year to 1,345,378 sets. In particular, the sales volume of smart TVs increased by 16.2% year-on-year to 361,309 sets.

In the PRC Market, offline sales were affected by the upsurge in online sales during the Singles' Day on 11 November. As a result, the Group's LCD TV sales volume decreased by 18.4% year-on-year to 784,282 sets in November. The sales volume of smart TVs increased by 12.0% year-on-year to 333,385 sets as it was driven by the sales of products of brands other than TCL. The sales volume of smart TVs comprised 42.5% of the Group's total LCD TV sales volume in the PRC Market for the month of November.

In the Overseas Markets, the Group's LCD TV sales volume decreased by 32.3% year-on-year to 561,096 sets during November because of the tight supply of display panels. In particular, the Group's LCD TV sales volume in the Emerging Markets decreased by 27.8% year-on-year to 332,506 sets.

The number of activated smart TV users from TCL Group's Huan.TV (one of the largest Internet Smart TV service providers in China) for November 2014 was 226,055; 2,218,012 since January of 2014 and 6,490,351 for accumulated total (as at November of 2014). Daily Active Users stood at 1,457,339.

November 2014 (Unaudited figures)

	Accumulated Total (As at November 2014)	November 2014	November 2013	Year-on- year Change (%)	January- November 2014	January- November 2013	Year-on- year Change (%)
LCD TV sales volume	N/A	1,345,378	1,789,111	-24.8%	14,574,275	15,072,035	-3.3%
Of which: LED Backlight LCD TVs	N/A	1,338,719	1,788,243	-25.1%	14,523,518	14,552,138	-0.2%
Smart TVs	N/A	361,309	310,819	+16.2%	3,145,069	2,330,154	+35.0%
3D TVs	N/A	46,862	215,073	-78.2%	1,164,797	2,285,639	-49.0%
— PRC Market	N/A	784,282	960,551	-18.4%	7,176,261	8,660,185	-17.1%
— Overseas Markets	N/A	561,096	828,560	-32.3%	7,398,014	6,411,850	+15.4%
Number of TCL Activated Smart TV Users⁽¹⁾⁽²⁾	6,490,351	226,055	184,748	+22.4%	2,218,012	1,683,062	+31.8%
Daily average number of active users for 7 days⁽¹⁾⁽³⁾	N/A	2,191,062	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 average number of active users for 7 days would be disclosed from this month, which refers to the number of unrepeated users visiting within the past 7 days of the day, single or multiple visits from the same user was counted as one user.

In addition, TCL Multimedia announced the launch of the Golive TV home theatre (“Golive”) service and TCL Wechat TV 2.0 on 17 November. 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 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 terminal user group is expected to bring in high traffic and revenue to Golive and TCL Multimedia. Meanwhile, the newly launched TCL Wechat TV 2.0 will add a powerful voice search function, a customized programme playlist, as well as sharing and recommendation functions for programme playlists, etc. to provide users with a more exquisite experience.



Golive TV home theatre

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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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