



(For Immediate Release)

TCL Multimedia's LCD TV Sales Volume Amounted to 1,613,839 Units in January 2015

* * * * *

Sales Volume of Smart TVs increased by 24.7% Year-on-Year

(6 February 2015, 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 January 2015.

TCL Multimedia's LCD TV sales volume for January 2015 decreased by 4.6% from the same period last year to 1,613,839 sets. In particular, the sales volume of smart TVs increased by 24.7% year-on-year to 515,160 sets.

In the PRC Market, the Group's LCD TV sales volume increased by 11.4% year-on-year to 1,097,127 sets in January, which continues its upward trend for two consecutive months. The sales volume of smart TVs increased by 18.8% year-on-year to 476,338 sets, which comprised 43.4% of the Group's total LCD TV sales volume in the PRC Market for the month of January.

In the Overseas Markets, the Group's LCD TV sales volume decreased by 27.0% year-on-year to 516,712 sets in January. In particular, the Group's LCD TV sales volume in the Emerging Markets decreased by 24.8% year-on-year to 288,527 sets. Sales performance of the North American Market is relatively satisfactory, with a year-on-year growth of 31.5%.

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 January 2015 was 385,582; and 7,132,192 for accumulated total (as at January of 2015). Daily average number of active users for 7 days stood at 2,559,938.

January 2015 (Unaudited figures)

	Accumulated Total (As at January 2015)	January 2015	January 2014	Year-on-year Change (%)
LCD TV sales volume	N/A	1,613,839	1,692,339	-4.6%
Of which: LED Backlight LCD TVs	N/A	1,616,070	1,691,944	-4.5%
Smart TVs	N/A	515,160	413,073	+24.7%
– PRC Market	N/A	1,097,127	984,442	+11.4%
– Overseas Markets	N/A	516,712	707,897	-27.0%
Number of TCL Activated Smart TV Users⁽¹⁾⁽²⁾	7,132,192	385,582	375,548	+2.7%
Daily average number of active users for 7 days⁽¹⁾⁽³⁾	N/A	2,559,938	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 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.

On 8 January, TCL Multimedia attended the 48th Consumer Electronics Show (CES) held in Las Vegas, the United States of America as well as the “Global Top Brands” award ceremony organized by International Data Group (“IDG”). TCL has made it to the league of “Top 50 Global Consumer Electronics Brands” and “Top 10 Consumer Electronics Pioneer Brands of China” for seven consecutive years. TCL is also rated as one of the “Top 20 Global Television Brands”. These rankings are testimony to the awareness and influence of the TCL brand in both domestic and overseas markets. TCL Multimedia also exhibited its 55-inch TCL TV+ Quantum Dot TV with the latest cutting-edge display technology and the world’s largest 110-inch 4K Ultra High Definition (UHD) Curved TV and an overseas version of WeChat TV that is customized for users in Europe and America, of which its flagship TV+ model H9700, China’s first Quantum Dot TV, caught attention of the audience at CES.



The TCL booth



TCL's trophies of "Top 50 Global Consumer Electronics Brands", "Top 10 Consumer Electronics Pioneer Brands of China and "Top 20 Global Television Brands"

~ 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, 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 5.6% and ranked No.3 in the PRC LCD TV market with a market share of 15.3% during the first three quarters of 2014.

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