

For Immediate Release

TCL Multimedia's LCD TV Sales Volume Rises 20% To 1.6 million Units in March 2015

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(7 April 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 March 2015.

TCL Multimedia's LCD TV sales volume for March 2015 increased by 19.7% from the same period last year to 1,598,843 sets. In particular, the sales volume of smart TVs increased by 125.7% year-on-year to 437,493 sets.

In the PRC Market, the Group's LCD TV sales volume increased by 22.6% year-on-year to 684,995 sets in March 2015. The sales volume of smart TVs grew by 94.6% year-on-year to 352,747 sets, accounting for 51.5% of the Group's total LCD TV sales volume in the PRC Market for the month of March.

In the Overseas Markets, the Group's LCD TV sales volume increased by 17.6% year-on-year to 913,848 sets in March 2015. The Group's LCD TV sales volume in the Emerging Markets rose by 57% year-on-year to 565,485 sets. Sales volume in the North American Market also recorded a growth of 73% year-on-year.

The number of activated smart TV users for March 2015 operated by Huan was 226,198; accumulated users totaled 7,769,780 as of end of March 2015; daily average number of active users was 2,899,924 (Source: Huan Technology Co., Ltd. (“Huan”)).

March 2015 (Unaudited)

	Accumulated Total (As at March 2015)	March 2015	March 2014	Year-on- year Change (%)	January- March 2015	January- March 2014	Year-on-year Change (%)
LCD TV sales volume	N/A	1,598,843	1,335,510	+19.7%	4,163,590	3,825,794	+8.8%
Of which LED							
Backlight LCD TVs	N/A	1,599,879	1,335,656	+19.8%	4,159,307	3,825,400	+8.7%
Smart TVs	N/A	437,493	193,844	+125.7%	1,173,240	719,760	+63.0%
– PRC Market	N/A	684,995	558,691	+22.6%	2,170,513	1,800,732	+20.5%
– Overseas Markets	N/A	913,848	776,819	+17.6%	1,993,077	2,025,062	-1.6%
Number of Activated Smart TV Users⁽¹⁾	7,769,780	226,198	168,721	+34.1%	1,022,710	698,730	+46.4%
Daily Average Number of Active Users⁽²⁾	N/A	2,899,924	N/A	N/A	N/A	N/A	N/A

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

(2) Daily Average Number of Active Users refers to the number of unrepeated individual users who visit within 7 days



TCL exhibits at Hannover Consumer Electronics, Information and Communication Fair (CeBIT)

The Consumer Electronics, Information and Communication Fair (CeBIT) was held on 16 March 2015 at the Hannover Convention Centre, Germany. China's Deputy Prime Minister Mr. MA Kai and German Vice-Chancellor Mr. Sigmar GABRIEL, jointly led the Sino-German delegates to visit the TCL booth in the central pavilion of the exhibition. CeBIT is the world's largest leading IT exhibition, and China was the official Partner Country for this year's event. More than 600 Chinese enterprises participated in the exhibition, with TCL taking a leading position on the centre stage. The Group showcased such innovative products and services as its Smart Home System and multi-party HD video conferencing cloud platform service. TCL 110 4K UHD Curved TV and the TCL Smart Home Robots were the highlights of the show.



TCL Exhibition Booth



TCL 110 4K UHD Curved 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, 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 customers. According to the latest DisplaySearch figures, the Group ranked No.4 in the global LCD TV market with a market share of 5.4% in 2014. TCL brand LCD TVs ranked No.3 in the PRC market with a market share of 16.0%.

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

*Issued by Cornerstones Communications Ltd. on behalf of **TCL Multimedia Technology Holdings Limited**. For further information, please contact:*

Cornerstones Communications Ltd.

Harriet Lau / Ivan Kau

T: (852) 2903 9290 / 2903 9285

M: (852) 9199 2965 / 9804 2385

E: tcl.multimedia@cornerstonescom.com

