

For Immediate Release

**TCL Multimedia's LCD TV Sales Volume was 1,374,381 Sets in April 2015
Sales Volume of Smart TVs Increased by 50.6% Year-on-Year to 494,019 Sets**

* * * * *

(8 May 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 April 2015.

TCL Multimedia's LCD TV sales volume for April 2015 decreased by 12.6% from the same period last year to 1,374,381 sets, while the sales volume of smart TVs increased by 50.6% year-on-year to 494,019 sets.

In the PRC Market, the Group's LCD TV sales volume decreased by 10.2% year-on-year to 754,479 sets in April 2015. According to the latest AVC network monitoring data, the overall sales volume for LCD TV in the PRC market for the first quarter grew by 15% year-on-year, absorbing market demands in advance to cause weaker April sales demands as compared to the same period last year. As such, sales volume of the Group in April decreased year-on-year due to the market situation. Nevertheless, the sales volume of smart TVs grew by 43.8% year-on-year to 433,613 sets, accounting for 57.5% of the Group's total LCD TV sales volume in the PRC Market for the month of April.

In the Overseas Markets, the Group's LCD TV sales volume decreased by 15.3% year-on-year to 619,902 sets in April 2015. The Group's LCD TV sales volume in its Strategic ODM business increased by 21.4% to 327,066 sets, contributing from the successful development of new customers. LCD TV sales in the Emerging Markets was affected by market sentiments and decreased by 47.6% year-on-year to 194,215 sets.

The number of activated smart TV users for April 2015 operated by Huan was 421,239; accumulated users totaled 8,191,523 as of end of April 2015; and daily average number of active users was 3,153,045 (Source: Huan Technology Co., Ltd. (“Huan”)).

April 2015 (Unaudited)

	Accumulated Total (As at April 2015)	April 2015	April 2014	Year-on-year Change (%)	January- April 2015	January- April 2014	Year-on-year Change (%)
LCD TV sales volume	N/A	1,374,381	1,572,580	-12.6%	5,537,971	5,398,374	+2.6%
Of which LED							
Backlight LCD TVs	N/A	1,366,508	1,572,248	-13.1%	5,525,815	5,397,648	+2.4%
Smart TVs	N/A	494,019	328,042	+50.6%	1,667,259	1,047,802	+59.1%
– PRC Market	N/A	754,479	840,359	-10.2%	2,924,992	2,641,091	+10.7%
– Overseas Markets	N/A	619,902	732,221	-15.3%	2,612,979	2,757,283	-5.2%
Number of TCL Activated Smart TV Users⁽¹⁾	8,191,523	421,239	178,212	+136.4%	1,444,453	876,942	+64.7%
Daily Average Number of Active Users⁽²⁾	N/A	3,153,045	N/A	N/A	N/A	N/A	N/A

⁽¹⁾ Number of TCL Activated Smart TV Users refers to the number of users who used the internet TV web service for more than once

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



- 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 customers. According to the latest Display Search figures, the Group ranked No.4 in the global LCD TV market with a market share of 5.4% in 2014 and ranked No.3 in the PRC LCD TV market with a market share of 16.0%. For more information, please visit its website: <http://multimedia.tcl.com>

*This press release is issued by Cornerstones Communications Ltd. on behalf of **TCL Multimedia Technology Holdings Limited**. For further information, please contact:*

Cornerstones Communications Ltd.

Kylie Yeung / Ivan Kau / Tina Shi

T: (852) 2903 9293 / 2903 9285 / 2903 9283

F: (852) 2887 1712

E: tcl.multimedia@cornerstonescom.com

