

For Immediate Release

**TCL Multimedia's LCD TV Sales Volume was 1,100,444 Sets in May 2015
Sales Volume of Smart TVs Increased by 53.2% Year-on-Year to 260,063 Sets**

* * * * *

([5] June 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 May 2015.

TCL Multimedia's LCD TV sales volume for May 2015 was 1,100,444 sets which remained flat year-on-year, while the sales volume of smart TVs increased by 53.2% year-on-year to 260,063 sets.

In the PRC Market, the Group's LCD TV sales volume decreased by 1.5% year-on-year to 442,510 sets in May 2015. Sales volume of smart TVs grew by 47.7% year-on-year to 209,509 sets, accounting for 47.3% of the Group's total LCD TV sales volume in the PRC Market for the month of May.

In the Overseas Markets, the Group's LCD TV sales volume increased by 1.0% year-on-year to 657,934 sets in May 2015.

The number of activated smart TV users for May 2015 operated by Huan was 442,313; accumulated users totaled 8,633,836 as of end of May 2015; and daily average number of active users was 3,319,012 (Source: Huan Technology Co., Ltd. (“Huan”)).

May 2015 (Unaudited)

	Accumulated Total (As at May 2015)	May 2015	May 2014	Year-on-year Change (%)	January-May 2015	January-May 2014	Year-on-year Change (%)
LCD TV sales volume	N/A	1,100,444	1,100,623	0.0%	6,638,415	6,498,997	+2.1%
Of which LED Backlight LCD TVs	N/A	1,099,090	1,100,051	-0.1%	6,624,905	6,497,699	+2.0%
Smart TVs	N/A	260,063	169,732	+53.2%	1,927,322	1,217,534	+58.3%
— PRC Market	N/A	442,510	449,138	-1.5%	3,367,502	3,090,229	+9.0%
— Overseas Markets	N/A	657,934	651,485	+1.0%	3,270,913	3,408,768	-4.0%
Number of TCL Activated Smart TV Users⁽¹⁾	8,633,836	442,313	190,856	+131.8%	1,886,766	1,067,798	+76.7%
Daily Average Number of Active Users⁽²⁾	N/A	3,319,012	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