

For Immediate Release

**TCL Multimedia's LCD TV Sales Volume was 1,078,033 Sets in June 2015
Sales Volume of Smart TVs Increased Significantly by 84.5% Year-on-Year to 358,181 Sets**

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(8 July 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 June 2015.

TCL Multimedia's LCD TV sales volume for June 2015 was 1,078,033 sets which increased by 1.9% year-on-year, while the sales volume of smart TVs increased significantly by 84.5% year-on-year to 358,181 sets.

In the PRC Market, the Group's LCD TV sales volume increased by 7.4% year-on-year to 500,906 sets in June 2015. Sales volume of smart TVs grew by 82.4% year-on-year to 295,525 sets, accounting for 59.0% of the Group's total LCD TV sales volume in the PRC Market for the month of June.

In the Overseas Markets, the Group's LCD TV sales volume decreased by 2.5% year-on-year to 577,127 sets in June 2015. Of which, the Group's LCD TV sales volume in its Strategic ODM business increased by 13.6% year-on-year to 150,567 sets, however, LCD TV sales volume in the Emerging Markets decreased by 13.7% year-on-year to 317,325 sets.

The number of activated smart TV users for June 2015 operated by Huan was 429,035; accumulated users totaled 9,062,871 as of end of June 2015; and daily average number of active users was 3,440,254 (Source: Huan Technology Co., Ltd. (“Huan”)).

June 2015 (Unaudited)

	Accumulated Total (As at June 2015)	June 2015	June 2014	Year-on-year Change (%)	January- June 2015	January- June 2014	Year-on-year Change (%)
LCD TV sales volume	N/A	1,078,033	1,058,103	+1.9%	7,716,448	7,557,100	+2.1%
Of which LED Backlight LCD TVs	N/A	1,074,182	1,060,338	+1.3%	7,699,087	7,558,037	+1.9%
Smart TVs	N/A	358,181	194,146	+84.5%	2,285,503	1,411,680	+61.9%
— PRC Market	N/A	500,906	466,367	+7.4%	3,868,408	3,556,596	+8.8%
— Overseas Markets	N/A	577,127	591,736	-2.5%	3,848,040	4,000,504	-3.8%
Number of TCL Activated Smart TV Users⁽¹⁾	9,062,871	429,035	163,596	+162.3%	2,315,801	1,231,394	+88.1%
Daily Average Number of Active Users⁽²⁾	N/A	3,440,254	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

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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 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:*

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