

For Immediate Release

**TCL Multimedia's LCD TV Sales Volume was 1,148,466 Sets in July 2015
Sales Volume of Smart TVs Increased Significantly by 82.7% Year-on-Year to 317,548 Sets**

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(7 August 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 July 2015. In an effort to refine the Group’s business segments and promote the business development of the TCL brand, starting from 1 July 2015, Emerging Markets Business Centre has been focusing on brand development and its sales figures for non-TCL brand have been incorporated in Strategic ODM Business Centre. Corresponding comparative figures in 2014 have been adjusted accordingly.

TCL Multimedia’s LCD TV sales volume for July 2015 decreased by 1.3% year-on-year to 1,148,466 sets, of which sales volume of smart TVs increased significantly by 82.7% year-on-year to 317,548 sets.

The Group’s total sales volume of LCD TVs in the PRC Market decreased by 18.7% to 404,954 sets in July 2015, of which sales volume of smart TVs grew by 25.2% year-on-year to 195,155 sets, accounting for 48.2% of LCD TV sales volume for the month of July.

In the Overseas Markets, the Group’s LCD TV sales volume increased by 11.7% year-on-year to 743,512 sets in July 2015 which was mainly attributed to the growth in the North American business.

The number of activated smart TV users for July 2015 operated by Huan was 469,193; accumulated users totaled 9,532,064 as of end of July 2015; and daily average number of active users was 3,570,107 (Source: Huan Technology Co., Ltd. (“Huan”)).

July 2015 (Unaudited)

	Accumulated Total (As at July 2015)	July 2015	July 2014	Year-on-year Change (%)	January-July 2015	January-July 2014	Year-on-year Change (%)
LCD TV sales volume	N/A	1,148,466	1,163,707	-1.3%	8,864,914	8,720,807	+1.7%
Of which LED Backlight LCD TVs	N/A	1,147,738	1,159,031	-1.0%	3,577,003	3,856,409	-7.2%
Smart TVs	N/A	317,548	173,851	+82.7%	2,603,051	1,585,531	+64.2%
– PRC Market	N/A	404,954	497,985	-18.7%	4,273,362	4,054,581	+5.4%
– Overseas Markets	N/A	743,512	665,722	+11.7%	4,591,552	4,666,226	-1.6%
Number of TCL Activated Smart TV Users⁽¹⁾	9,532,064	469,193	169,103	+177.5%	2,784,994	1,400,497	+98.9%
Daily Average Number of Active Users⁽²⁾	N/A	3,570,107	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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