

For Immediate Release

TCL Multimedia's LCD TV Sales Volume was 1,622,544 Sets in August 2015 Accumulated Total Users Exceeded 10 Million

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(8 September 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 August 2015.

TCL Multimedia's LCD TV sales volume for August 2015 increased by 5.6% year-on-year to 1,622,544 sets, of which sales volume of smart TVs increased significantly by 163.1% year-on-year to 649,956 sets.

The Group's total sales volume of LCD TVs in the PRC Market decreased by 8.9% year-on-year to 685,850 sets in August 2015, of which sales volume of smart TVs grew by 58.9% year-on-year to 367,701 sets, accounting for 53.6% of LCD TV sales volume for the month of August. The Group's sales volume of Curve TVs in the PRC Market ranked No.1 among domestic brands in August, holding the No.1 position among domestic players in the curve TV market for 15 consecutive weeks (Source : China Market Monitor) .

In the Overseas Markets, the Group's LCD TV sales volume increased by 19.5% year-on-year to 936,694 sets in August 2015 which was mainly attributed to the strong growth in the North American business.

The number of activated smart TV users for August 2015 operated by Huan was 517,473; accumulated users totaled 10,049,537 as of end of August 2015; and daily average number of active users was 3,772,342 (Source: Huan Technology Co., Ltd. (“Huan”)).

August 2015 (Unaudited)

	Accumulated Total (As at August 2015)	August 2015	August 2014	Year-on-year Change (%)	January-August 2015	January-August 2014	Year-on-year Change (%)
LCD TV sales volume	N/A	1,622,544	1,536,620	+5.6%	10,487,458	10,257,427	+2.2%
Of which LED Backlight LCD TVs	N/A	1,623,244	1,517,538	+7.0%	10,470,069	10,234,606	+2.3%
Smart TVs	N/A	649,956	247,055	+163.1%	3,253,007	1,832,586	+77.5%
– PRC Market	N/A	685,850	752,816	-8.9%	4,959,212	4,807,397	+3.2%
– Overseas Markets	N/A	936,694	783,804	+19.5%	5,528,246	5,450,030	+1.4%
Number of TCL Activated Smart TV Users⁽¹⁾	10,049,537	517,473	174,188	197.1%	3,302,467	1,574,685	109.7%
Daily Average Number of Active Users⁽²⁾	N/A	3,772,342	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

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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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