

For Immediate Release

**TCL Multimedia's LCD TV Sales Volume was 1,976,813 Sets in September 2015
Sales Volume of Smart TVs was 930,558 Sets**

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(9 October 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 September 2015.

TCL Multimedia's LCD TV sales volume for September 2015 increased by 20.1% year-on-year to 1,976,813 sets, of which sales volume of smart TVs increased by 44.9% year-on-year to 930,558 sets.

The Group's total sales volume of LCD TVs in the PRC Market increased by 9.7% year-on-year to 1,068,349 sets in September 2015, of which sales volume of smart TVs was 593,814 sets, accounting for 55.6% of LCD TV sales volume for the month of September.

In the Overseas Markets, the Group's LCD TV sales volume increased by 35.2% year-on-year to 908,464 sets in September 2015.

The number of activated smart TV users for September 2015 operated by Huan was 543,921; accumulated users totaled 10,593,458 as of end of September 2015; and daily average number of active users was 3,964,692 (Source: Huan Technology Co., Ltd. (“Huan”)).

September 2015 (Unaudited)

	Accumulated Total (As at September 2015)	September 2015	September 2014	Year-on-year Change (%)	January-September 2015	January-September 2014	Year-on-year Change (%)
LCD TV sales volume	N/A	1,976,813	1,645,485	+20.1%	12,464,271	11,902,912	+4.7%
Of which LED Backlight LCD TVs	N/A	1,975,704	1,634,798	+20.9%	12,445,773	11,869,404	+4.9%
Smart TVs	N/A	930,558	642,225	+44.9%	4,183,565	2,474,811	+69.0%
— PRC Market	N/A	1,068,349	973,707	+9.7%	6,027,561	5,781,104	+4.3%
— Overseas Markets	N/A	908,464	671,778	+35.2%	6,436,710	6,121,808	+5.1%
Number of TCL Activated Smart TV Users⁽¹⁾	10,593,458	543,921	194,157	+180.1%	3,846,388	1,768,842	+117.5%
Daily Average Number of Active Users⁽²⁾	N/A	3,964,692	1,317,467	+200.9%	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 DisplaySearch figures, the Group ranked No.3 in the global LCD TV market with a market share of 6.0% in the first quarter of 2015 and ranked No.3 in the PRC LCD TV market with a market share of 15.8%. 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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