

For Immediate Release

TCL Multimedia's LCD TV Sales Volume was 1,309,218 Sets in October 2015 Accumulated Smart TV Users Totalled 11,050,332

* * * * *

(9 November 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 October 2015.

TCL Multimedia's LCD TV sales volume for October 2015 decreased by 1.3% year-on-year to 1,309,218 sets, of which sales volume of smart TVs increased significantly by 72.7% year-on-year to 533,526 sets.

The Group's total sales volume of LCD TVs in the PRC Market up by 11.7% year-on-year to 682,652 sets in October 2015, of which sales volume of smart TVs was 373,792 sets, accounting for 54.8% of LCD TV sales volume for the month of October.

In the Overseas Markets, the Group's LCD TV sales volume down by 12.4% year-on-year to 626,566 sets in October 2015.

The number of activated smart TV users for October 2015 operated by Huan was 456,874; accumulated users totalled 11,050,332 as of end of October 2015; and daily average number of active users was 4,394,764 (Source: Huan Technology Co., Ltd. (“Huan”)).

October 2015 (Unaudited)

	Accumulated Total (As at October 2015)	October 2015	October 2014	Year-on- year Change (%)	January- October 2015	January- October 2014	Year-on- year Change (%)
LCD TV sales volume	N/A	1,309,218	1,325,985	-1.3%	13,773,489	13,228,897	+4.1%
Of which LED							
Backlight LCD TVs	N/A	1,308,363	1,315,395	-0.5%	13,754,136	13,184,799	+4.3%
Smart TVs	N/A	533,526	308,949	+72.7%	4,717,091	2,783,760	+69.5%
– PRC Market	N/A	682,652	610,875	+11.7%	6,710,213	6,391,979	+5.0%
– Overseas Markets	N/A	626,566	715,110	-12.4%	7,063,276	6,836,918	+3.3%
Number of TCL Activated Smart TV Users⁽¹⁾	11,050,332	456,874	223,115	+104.8%	4,303,262	1,991,957	+116.0%
Daily Average Number of Active Users⁽²⁾	N/A	4,394,764	2,025,958	+116.9%	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

- 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 IHS Technology figures, the Group ranked No.3 in the global LCD TV market with a market share of 5.7% and ranked No.3 in the PRC LCD TV market with a market share of 14.9% in the first half of 2015. 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