

For Immediate Release

TCL Multimedia's LCD TV Sales Volume Increased by 13.7% Year-on-Year to 1,529,838 Sets in November 2015
Accumulated Smart TV Users Totalled 11,441,203

* * * * *

(8 December 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 November 2015.

TCL Multimedia's LCD TV sales volume for November 2015 increased by 13.7% year-on-year to 1,529,838 sets, of which sales volume of smart TVs increased by 60.4% year-on-year to 579,363 sets.

The Group's total sales volume of LCD TVs in the PRC Market up by 1.1% year-on-year to 793,113 sets in November 2015, of which sales volume of smart TVs was 421,383 sets, accounting for 53.1% of LCD TV sales volume for the month of November.

In the Overseas Markets, the Group's LCD TV sales volume was up by 31.3% year-on-year to 736,725 sets in November 2015.

The number of activated smart TV users for November 2015 operated by Huan was 390,871; accumulated users totalled 11,441,203 as of end of November 2015; and daily average number of active users was 4,580,898 (Source: Huan Technology Co., Ltd. (“Huan”)).

For new product launch, TCL Multimedia debuted its highly cost-effective Ultra-thin Real 4K Wide Color Gamut TV, C1 in November in Hong Kong. The all-metallic product is only 9.9 mm thin, equipped with a 64-bit processor and built-in Android system set-top box, fully demonstrating the C1 TV's integrated advantages of software and hardware to bring users in Hong Kong a new smart life experience.

November 2015 (Unaudited)

	Accumulated Total (As at November 2015)	November 2015	November 2014	Year-on-year Change (%)	January-November 2015	January-November 2014	Year-on-year Change (%)
LCD TV sales volume	N/A	1,529,838	1,345,378	+13.7%	15,303,327	14,574,275	+5.0%
Of which LED Backlight LCD TVs	N/A	1,529,028	1,338,719	+14.2%	15,283,164	14,523,518	+5.2%
Smart TVs	N/A	579,363	361,309	+60.4%	5,296,454	3,145,069	+68.4%
– PRC Market	N/A	793,113	784,282	+1.1%	7,503,326	7,176,261	+4.6%
– Overseas Markets	N/A	736,725	561,096	+31.3%	7,800,001	7,398,014	+5.4%
Number of TCL Activated Smart TV Users⁽¹⁾	11,441,203	390,871	226,055	+72.9%	4,074,751	2,218,012	+83.7%
Daily Average Number of Active Users⁽²⁾	N/A	4,580,898	2,191,062	+109.1%	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



TCL Multimedia debuted its highly cost-effective Ultra-thin Real 4K Wide Color Gamut TV, C1 in Hong Kong.



C1 fully demonstrated its combined advantages in software and hardware
- 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