



For Immediate Release

TCL Multimedia's LCD TV Sales Volume Was 2,039,263 Sets in December 2015 to Achieve A Single-Month Record High

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Accumulated Smart TV Users Totalled 11,924,856

(8 January 2016, 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 December 2015.

TCL Multimedia's LCD TV sales volume for December 2015 increased by 2.0% year-on-year to 2,039,263 sets to achieve a single-month record high, of which sales volume of smart TVs increased by 58.8% year-on-year to 968,608 sets. For the full year of 2015, overall LCD TV sales volume increased by 4.6% year-on-year to 17,342,590 sets, which fell slightly short of the annual sales target of 17,500,000 sets.

The Group's total sales volume of LCD TVs in the PRC Market was down by 9.1% year-on-year to 1,211,554 sets in December 2015, of which sales volume of smart TVs was 761,316 sets, accounting for 62.8% of LCD TV sales volume for the month of December. For the full year of 2015, LCD TV sales volume in the PRC market was up by 2.4% year-on-year to 8,714,880 sets.

In the Overseas Markets, the Group's LCD TV sales volume was up by 24.1% year-on-year to 827,709 sets in December 2015. For the full year of 2015, LCD TV sales volume in the Overseas Market was up by 7.0% year-on-year to 8,627,710 sets.

The number of activated smart TV users for December 2015 operated by Huan was 483,653; accumulated users totalled 11,924,856 as of end of December 2015; and daily average number of active users was 4,800,723 (Source: Huan Technology Co., Ltd. ("Huan")).

TCL Multimedia announced the introduction of Letv Zhixin Electronic Technology Co., Ltd ("LeTV")' as a strategic investor on 11 December 2015. LeTV will subscribe for 348,850,000 shares of TCL Multimedia at HK\$6.50 per share, representing approximately 20.1% of the total issued shares as enlarged by the allotment and issue of the subscription shares. On 14 December 2015, TCL Multimedia and LeTV hosted a press conference in Shenzhen to announce plans for further strategic cooperation. The two parties will tap into the market of large panel Internet users in the living room, jointly develop innovative products, high quality content and vertically integrated services to leverage their combined user base, and establish mechanism for monetization of user value.



December 2015 (Unaudited)

	Accumulated Total (As at December 2015)	December 2015	December 2014	Year-on- year Change (%)	January- December 2015	January- December 2014	Year-on- year Change (%)
LCD TV sales volume	N/A	2,039,263	1,999,574	+2.0%	17,342,590	16,573,849	+4.6%
Of which LED							
Backlight LCD TVs	N/A	2,037,089	1,993,585	+2.2%	17,320,253	16,517,103	+4.9%
Smart TVs	N/A	968,608	610,020	+58.8%	6,265,062	3,755,089	+66.8%
— PRC Market	N/A	1,211,554	1,332,727	-9.1%	8,714,880	8,508,988	+2.4%
— Overseas Markets	N/A	827,709	666,847	+24.1%	8,627,710	8,064,861	+7.0%
Number of TCL Activated Smart TV Users⁽¹⁾	11,924,856	483,653	256,259	+88.7%	4,558,404	2,474,271	+84.2%
Daily Average Number of Active Users⁽²⁾	N/A	4,800,723	2,268,959	+111.6%	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



Representatives from TCL Corporation, TCL Multimedia and LeTV attended the strategic cooperation conference in Shenzhen



Chairman and CEO of TCL Corporation Mr. Li Dongsheng (middle) and Chairman and CEO of LeTV Mr. Jia Yueting (right) on stage answering questions regarding the strategic cooperation



Li Dongsheng (left) and Jia Yueting (right) shake hands after signing the cooperation agreement

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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 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:*

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