



For Immediate Release

TCL Multimedia's LCD TV Sales Volume Increased by 12.2% Year-on-Year to 1,810,420 Sets in January 2016

Smart TVs Accounted for 64.5% of Sales Volume in the PRC Market Sustaining Growth Trend

(4 February 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 January 2016.

TCL Multimedia's LCD TV sales volume for January 2016 increased by 12.2% year-on-year to 1,810,420, of which sales volume of smart TVs increased significantly by 74.9% year-on-year to 900,888 sets.

In the PRC Market, the Group's total sales volume of LCD TVs was up by 7.8% year-on-year to 1,182,285 sets in January 2016, of which sales volume of smart TVs was 762,702 sets, accounting for 64.5% of LCD TV sales volume for the month of January, sustaining growth trend.

In the Overseas Markets, the Group's total sales volume of LCD TVs grew by 21.6% year-on-year to 628,135 sets in January 2016, which was mainly attributed to the strong growth in the North American business. LCD TV sales volume in its Strategic ODM business also recorded an increase of 23.7% year-on-year.

The number of activated smart TV users for January 2016 operated by Huan was 721,324; accumulated users totalled 12,646,180 as of end of January 2016; and daily average number of active users was 5,237,131 (Source: Huan Technology Co., Ltd. ("Huan")).

From January 6 to 8, TCL Multimedia attended the 2016 Consumer Electronics Show ("CES") held in Las Vegas, United States, as well as the "Global Top Brands" award ceremony organized by the US International Data Group ("IDG"). For the eighth consecutive year, TCL was honoured with "Top 50 Global Consumer Electronics Brand", "Top 10 Chinese Consumer Electronics Brand" and "2014-2015 Top 20 Global TV". At the CES, TCL launched globally its high-end flagship QUHD X1 product series and was named a 2016 Innovation Awards Honoree, demonstrating to global consumers the innovative technological strengths of Chinese consumer electronics brands.



January 2016 (Unaudited)

	Accumulated Total (As at January 2015)	January 2016	January 2015	Year-on-year Change (%)
LCD TV sales volume	N/A	1,810,420	1,613,839	+12.2%
Of which: Smart TVs	N/A	900,888	515,160	+74.9%
— PRC Market	N/A	1,182,285	1,097,127	+7.8%
— Overseas Markets	N/A	628,135	516,712	+21.6%
Number of TCL Activated Smart TV Users⁽¹⁾	12,646,180	721,324	385,582	+87.1%
Daily Average Number of Active Users⁽²⁾	N/A	5,237,131	2,559,938	+104.6%

⁽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 launched its new products at the CES Global Press Day



Vice President of TCL Multimedia Mr Wang Rulin



TCL Exhibition Booth at CES



TCL unveiled a full range of flagship products

- 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:*

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