



For Immediate Release

TCL Multimedia's LCD TV Sales Volume was 743,372 Sets in February 2016

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Sales Volume of Smart TVs Increased by 35.6% Year-on-Year to 299,064 Sets

(8 March 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 February 2016.

Affected by seasonal factors, TCL Multimedia's LCD TV sales volume for February 2016 decreased by 21.8% from the same period last year to 743,372 sets, of which sales volume of smart TVs increased by 35.6% year-on-year to 299,064 sets. Accumulated sales volume of LCD TVs between January and February 2016 decreased slightly by 0.4% year-on-year.

In the PRC Market, the Group's total LCD TV sales volume down by 34.7% year-on-year to 253,718 sets in February 2016. The sales volume of smart TVs was 181,058 sets, accounting for 71.4% of LCD TV sales volume for the month of February. Accumulated sales volume of LCD TVs between January and February 2016 fell slightly by 3.3% year-on-year.

In the Overseas Markets, the Group's LCD TV sales volume declined by 13.0% year-on-year to 489,654 sets in February 2016. Accumulated sales volume of LCD TVs between January and February 2016 grew by 3.6% year-on-year.

The number of activated smart TV users for February 2016 operated by Huan was 508,517; accumulated users totaled 13,154,697 as of end of February 2016; and daily average number of active users was 5,777,496 (Source: Huan Technology Co., Ltd. (“Huan”).

February 2016 (Unaudited)

	Accumulated Total (As at February 2016)	February 2016	February 2015	Year-on- year Change (%)	January - February 2016	January - February 2015	Year-on- year Change (%)
LCD TV sales volume	N/A	743,372	950,908	-21.8%	2,553,792	2,564,747	-0.4%
Of which: Smart TVs	N/A	299,064	220,587	+35.6%	1,199,952	735,747	+63.1%
— PRC Market	N/A	253,718	388,391	-34.7%	1,436,003	1,485,518	-3.3%
— Overseas Markets	N/A	489,654	562,517	-13.0%	1,117,789	1,079,229	+3.6%
Number of TCL Activated Smart TV Users⁽¹⁾	13,154,697	508,517	411,390	+23.6%	1,229,841	796,972	+54.3%
Daily Average Number of Active Users⁽²⁾	N/A	5,777,496	2,825,022	+104.5%	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 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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