



For Immediate Release

Experience “Intelligent + Internet” at TCL Spring Product Presentation

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TCL Releases High-end Quantum Dot TV X1 Model and PLUS 10 Tablet PC in China

(7 April 2016, Hong Kong) – **TCL Corporation** ("TCL Corporation" ", SZSE stock code: 100.SZ), together with **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia", HKSE stock code: 1070) and **TCL Communication Technology Holdings Limited** ("TCL Communication", HKSE stock code: 2618) unveiled a full range of heavy-weight new products at the 2015 Spring New Product Presentation in Shenzhen today. As the most important product presentation of the TCL group of companies in the year, it is a complete showcase of TCL's latest innovations under the “double+” transformation strategy, jointly presented by TCL Multimedia, TCL Communication, the Home Appliance Division, the Smart Home Division, the Internet Application and Service Division and other divisions. The key highlights of the presentation are TCL's unrivalled display technology capability, advantages from its full industry chain coverage, its leading position as a pioneer in smart device manufacturing as well as internet applications and services on an international scale.

TCL Multimedia Debuts QUHD TV Series Flagship Model X1 in China

The most alluring product at the presentation is TCL Multimedia's high-end QUHD TV. This product has built in an image processing engine and utilises multi-dimensional integrated image enhancement technology and quantum dot display material to deliver a cinematic display performance that far surpasses the display technology of LED TVs and provides even better colour display qualities when compared to OLED TVs, thereby setting new standards for next-generation TVs. On top of that, QUHD TV also comes with industry-leading hardwares, superior audio device and the smart TV+OS system. These bring users unmatched home entertainment experience and set new development trends for TVs.

QUHD TVs consist of two distinctive product series, namely the X and the C series. The new flagship X1 model was the winner of the CES 2016 Innovation Award and was highly commended as the most eye-catching TV model at the show in Las Vegas, the United States. The presentation marks its official release in China. Equipped with the most up-to-date technology and high-end features of the TV industry, the X1 model is a perfect illustration of TCL's leading Quantum Dot technology. It brings together the following premium features:

- industry-leading Dolby Vision HDR technology
- partitioned precise backlight control
- black crystal screen
- MEMC motion enhancement and other multi-dimensional integrated image enhancement technologies





- Harman Kardon S-class curved stereo
- Nordic modernist design

X1 not only sets new standards for new generation TVs globally with the ultimate picture quality and premium audio performance, but it is also the best embodiment of TCL Corporation's scientific and technological strength.

TCL has also launched the C product series led by C2, including models such as the flagship C2-CUDG, sports model C1-CUD, classic model C1-UDG\UD, 9.9mm ultra-thin curved surfaces model (C2-CUDG\C1-CUD), 9.9mm ultra-thin flat panel model (C1-UDG\UD), providing consumers with a wealth of choices and making the C product series the preferred choice for young consumer groups for affordable luxury products. Other cutting edge technologies used to further enhance consumer experience includes:

- magnificent image quality processing engine
- MEMC motion enhancement
- 2nd generation of C sports,
- TV+ OS 3.0

TCL Communication's 2-in-1 PLUS 10 Tablet PC Makes Its Domestic Debut to Tap into the China Business Segment

TCL has been committed to providing its users the ultimate experience of products and services. TCL Communication released PLUS 10, a 2-in-1 Tablet PC equipped with Windows 10 operating system, which has won much attention for its excellent processing power and innovative detachable keyboard designs, greatly enhancing its practicability and portability. PLUS 10's innovative 4G LTE keyboard can connect as Wi-Fi hotspot for up to 15 smart devices, satisfying the needs of business users in particular. Additionally, PLUS 10 is equipped with impressive stereo dual speaker, sufficient battery stand-by time of over 8 hours and full desktop experience.

In addition, Jeffery Yang, Chief Operating Officer and President of China region at TCL Communication, declares the strategic plan in the China region. He stated that TCL Communication will utilize the symbol of TCL + V (Victory) to interpret new brand strategy - "Tout Comme La Vie Like Life" and make all-round transformation in product, price, channel and brand with the aim to improve competitiveness of TCL Communication's products in China's market. Furthermore, TCL Communication will tap into the China's market with its internationalized operation capabilities, innovative technological strength, rich patent reserves, cooperative relationships with operators, extensive sales channels of open market, increasingly sophisticated internet applications and service system as well as sophisticated and efficient management operation team.

Smart Kitchen Creates an Open Ecosystem with Industrial Linkage and Upgrade for Smart





Living

At the presentation, TCL also exhibited major breakthroughs in smart home sector - Smart Kitchen. As an integral part of TCL's smart home system, TCL's Smart Kitchen creates an open ecosystem which begins with smart kitchen appliances to deeply integrate with smart home services. Through unified protocol standards and cloud service, TCL consolidates internal and external products as well as value-added services to provide users with one-stop smart kitchen solutions of cooking, socialising and entertainment.

The synergy from a variety of smart products further upgrades TCL Corporation's internal industry chains, enabling consumers to fully enjoy high-quality life experience brought by new business model of "Buy Products, Enjoy Service".

Strategy and Progress of the Internet Business First Released

Ever since the establishment of the Internet Application and Service Division in 2015, TCL has been actively building and strengthening its internet application service operation platform covering mobile internet, smart TV and smart household appliances.

TCL's Internet Application and Service Division has been actively improving the business structure comprising Home Internet Unit, Mobile Internet Unit, and Smart Home Unit, Cloud Platform Unit, Online Education Unit and Innovation Incubator Unit. It is committed to building a "Double 100 million" user asset management platform for home users and mobile users in the next three years. As of 31 December 2015, TCL's activated users on TV+ platform of smart television have totalled 11.9 million and the average daily active users have reached 4.801 million, representing a 111.6% year-on-year increase. The four vertical sub-ecosystem, including video, education, games and life, have seen rapid developments.

As a global manufacturer of smart products and an internet application services business enterprise, TCL Corporation's 2016 Spring Product Presentation covers almost all kinds of consumer electronic products, reflecting its confidence of applying innovation to achieve growth in 2016 amid a highly competitive market. TCL has shown perseverance in its path of transformation upgrade. It focuses on improving its product technological, manufacturing, branding, globalization as well as internet service capabilities. The showcase of full-industry new products released at the presentation is a perfect display of these four core capabilities of TCL.





TCL 2016 Spring New Product Presentation



TCL Multimedia launches the new Q UHD TV series enabled by the Q UHD technology



TCL Communication displays its first Windows 10 2-in-1 tablet - PLUS 10

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 Display Search figures, the Group ranked No.4 in the global LCD TV market with a market share of 5.4% in 2014. TCL brand LCD TVs ranked No.3 in the PRC market with a market share of 16.0%. For more information, please visit its website: <http://multimedia.tcl.com>

About TCL Communication

TCL Communication Technology Holdings Limited (“TCL Communication” or the “Company”; HKSE stock code: 02618) together with its subsidiaries and its affiliates (collectively the “Group”) designs, manufactures and markets an expanding portfolio of mobile and internet products worldwide under two key brands – **ALCATEL ONETOUCH** and **TCL**. The Group’s portfolio of products is currently sold in China and over 170 countries throughout the Americas, Europe, the Middle East, Africa and Asia Pacific. According to telecommunication research firm Gartner and company’s data, the Group ranked No. 4 and No. 7 among global phone manufacturers and global smartphone manufacturers respectively in the fourth quarter of 2014. The Group also achieved breakthrough in tablet sales and ranked No. 7 among global tablet manufacturers. Headquartered in Shenzhen, China, TCL Communication operates its highly efficient manufacturing plant and R&D centres in various provinces of the PRC. It employs over 14,000 people in China, Hong Kong and overseas.

TCL Communication is one of the few companies in Hong Kong or China who owns or licenses 2G,



2.5G, 2.75G, 3G and 4G patented technologies. It is also able to independently develop products and solutions for the GSM, GPRS, EDGE, CDMA, WCDMA, TD-SCDMA and LTE. For more information, please visit its website at <http://tclcom.tcl.com>.

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