



**For Immediate Release**

## **TCL Multimedia's LCD TV Sales Volume was 1,649,602 Sets in March 2016**

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### **Sales Volume of Smart TVs Doubled Year-on-Year to 879,032 Sets**

(7 April 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 March 2016.

TCL Multimedia's LCD TV sales volume for March 2016 increased by 3.2% from the same period of last year to 1,649,602 sets, of which sales volume of smart TVs surged 100.9% year-on-year to 879,032 sets. Accumulated sales volume of LCD TVs between January and March 2016 rose by 1.0% year-on-year to 4,203,394 sets, while sales volume of smart TVs roared by 77.2% year-on-year to 2,078,984 sets.

In the PRC Market, the Group's total LCD TV sales volume up by 15.0% year-on-year to 850,930 sets in March 2016, of which sales volume of smart TVs was 482,304 sets, accounting for 56.7% of LCD TV sales volume for the month of March. Accumulated sales volume of LCD TVs between January and March 2016 increased by 3.3% year-on-year to 2,401,433 sets.

In the Overseas Markets, the Group's LCD TV sales volume declined by 7.0% year-on-year to 798,672 sets in March 2016. Accumulated sales volume of LCD TVs between January and March 2016 slightly decreased by 2.0% year-on-year to 1,801,961 sets.

The number of activated smart TV users for March 2016 operated by Huan was 345,152; accumulated users totaled 13,499,849 as of end of March 2016; and daily average number of active users was 5,762,014 (Source: Huan Technology Co., Ltd. (“Huan”)).

### **March 2016 (Unaudited)**

	Accumulated Total (As at March 2016)	March 2016	March 2015	Year-on- year Change (%)	January - March 2016	January - March 2015	Year-on- year Change (%)
<b>LCD TV sales volume</b>	N/A	<b>1,649,602</b>	<b>1,598,843</b>	<b>+3.2%</b>	<b>4,203,394</b>	<b>4,163,590</b>	<b>+1.0%</b>
Of which: Smart TVs	N/A	879,032	437,493	+100.9%	2,078,984	1,173,240	+77.2%
— PRC Market	N/A	850,930	740,054	+15.0%	2,401,433	2,324,058	+3.3%
— Overseas Markets	N/A	798,672	858,789	-7.0%	1,801,961	1,839,532	-2.0%
<b>Number of TCL Activated Smart TV Users<sup>(1)</sup></b>	<b>13,499,849</b>	<b>345,152</b>	<b>226,198</b>	<b>+52.6%</b>	<b>1,574,993</b>	<b>1,022,710</b>	<b>+54.0%</b>
<b>Daily Average Number of Active Users<sup>(2)</sup></b>	N/A	<b>5,762,014</b>	<b>2,899,924</b>	<b>+98.7%</b>	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

On 23 March, TCL Multimedia held the 2015 annual results presentation in Hong Kong, in which more than 140 investors and analysts from various international financial institutes, and over 30 reporters from domestic and overseas media attended. At the event, the Group showcased its latest smart TV products and its Chief Executive Officer (“CEO”), Mr. Bo Lianming also conducted a hands-on demonstration of the smart bicycle integrated with 2<sup>nd</sup> generation C Movement application of C1 Ultra-thin Smart TV, which drew lots of attention.



*TCL Multimedia showcased new smart TVs at the annual results presentation and its CEO, Mr. Bo Lianming conducted a hands-on demonstration of the new product himself.*

On 30 March, TCL and LeTV jointly organized the “Strategic Cooperation Milestones Press Conference” in Beijing and announced significant progress of their strategic cooperation since December 2015. TCL Multimedia has received orders to provide LeTV with 1.2 million sets of super TVs and to guarantee the supply of 500,000 sets of panels in 2016. GoLive, a strategic investment of the Group in online cinema, will enter LeTV’s super TV desktop for the first time, offering TCL Multimedia additional high quality contents to complement its “product + services” business model. On top of that, the two parties will further strengthen their joint advertising operational capabilities. TCL Multimedia expects to generate RMB50 million advertising revenue from TV start-up and shutdown ads in 2016.



*TCL Multimedia and LeTV jointly organized the “Strategic Cooperation Milestones Press Conference” in Beijing, Mr. Tony Liang, Vice President and Mr. Michael Wang, Chief Financial Officer of TCL Multimedia met and communicated with the media from Hong Kong after the press conference .*



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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 5.56% and ranked No.3 in the PRC LCD TV market with a market share of 14.04% in 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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