



**For Immediate Release**

## TCL Multimedia's LCD TV Sales Volume Up by 17.7% Year-on-Year to 1,618,046 Sets in April 2016

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### Sales Volume of Smart TVs Increased by 50.8% Year-on-Year to 744,755 Sets

(6 May 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 April 2016.

TCL Multimedia's LCD TV sales volume for April 2016 increased by 17.7% from the same period of last year to 1,618,046 sets, of which sales volume of smart TVs increased by 50.8% year-on-year to 744,755 sets. Accumulated sales volume of LCD TVs from January to April 2016 rose by 5.1% year-on-year to 5,821,440 sets, while sales volume of smart TVs roared by 69.4% year-on-year to 2,823,739 sets.

In the PRC Market, the Group's total LCD TV sales volume up by 3.6% year-on-year to 828,591 sets in April 2016, of which sales volume of smart TVs was 504,462 sets, accounting for 60.9% of LCD TV sales volume for the month of April. Accumulated sales volume of LCD TVs from January to April 2016 increased by 3.4% year-on-year to 3,230,024 sets.

In the Overseas Markets, the Group's LCD TV sales volume rose by 37.4% year-on-year to 789,455 sets in April 2016, which was mainly contributed from the North American Market and the Emerging Markets. Accumulated sales volume of LCD TVs from January to April 2016 was 2,591,416 sets, increasing by 7.4% year-on-year.

The number of activated smart TV users for April 2016 operated by Huan was 363,701; accumulated users totaled 13,863,550 as of end of April 2016; and daily average number of active users was 5,913,123 (Source: Huan Technology Co., Ltd. ("Huan")).

### April 2016 (Unaudited)

	Accumulated Total (As at April 2016)	April 2016	April 2015	Year-on- year Change (%)	January - April 2016	January - April 2015	Year-on- year Change (%)
<b>LCD TV sales volume</b>	N/A	1,618,046	1,374,381	+17.7%	5,821,440	5,537,971	+5.1%
Of which: Smart TVs	N/A	744,755	494,019	+50.8%	2,823,739	1,667,259	+69.4%
— PRC Market	N/A	828,591	799,972	+3.6%	3,230,024	3,124,030	+3.4%
— Overseas Markets	N/A	789,455	574,409	+37.4%	2,591,416	2,413,941	+7.4%
<b>Smart TV Penetration Rate in the PRC Market (excluding ODM business) (%)</b>	N/A	61.5%	57.5%	N/A	63.2%	49.8%	N/A
<b>Number of TCL Activated Smart TV Users<sup>(1)</sup></b>	13,863,550	363,701	421,239	-13.7%	1,938,694	1,444,453	+34.2%
<b>Daily Average Number of Active Users<sup>(2)</sup></b>	N/A	5,913,123	3,153,045	+87.5%	N/A	N/A	N/A

<sup>(1)</sup> Number of TCL Activated Smart TV Users refers to the number of users who used the internet TV web service for more than once

<sup>(2)</sup> Daily Average Number of Active Users refers to the number of unrepeated individual users who visit within 7 days

TCL 2016 Spring New Product Presentation was successfully held in Shenzhen on 7 April. During the presentation, TCL Multimedia debuted its high-end QUHD TV model X1, making it the most alluring product at the event. Equipped with the most up-to-date technology and high-end features of the TV industry, the X1 model is a perfect illustration of the leading Quantum Dot technology. It not only sets new standards for new generation TVs globally with the ultimate picture quality and premium audio performance, but also fully embodies the scientific and technological strength of the Group.



*TCL 2016 Spring New Product Presentation*



*TCL Multimedia debuts its flagship QUHD TV series enabled by the QUHD technology*

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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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