



For Immediate Release

TCL Multimedia's LCD TV Sales Volume Up by 15.6% Year-on-Year to 1,272,021 Sets in May 2016

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Sales Volume of Smart TVs Surged by 114.7% Year-on-Year to 558,463 Sets

(7 June 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 May 2016.

TCL Multimedia's LCD TV sales volume for May 2016 increased by 15.6% from the same period of last year to 1,272,021 sets, of which sales volume of smart TVs soared by 114.7% year-on-year to 558,463 sets. Accumulated sales volume of LCD TVs from January to May 2016 rose by 6.9% year-on-year to 7,093,461 sets, while sales volume of smart TVs surged by 75.5% year-on-year to 3,382,202 sets.

In the PRC Market, the Group's total LCD TV sales volume up by 10.3% year-on-year to 508,291 sets in May 2016, of which sales volume of smart TVs (excluding ODM business) was 277,555 sets, accounting for 64.6% of LCD TV sales volume for the month of May. Accumulated sales volume of LCD TVs from January to May 2016 increased by 4.3% year-on-year to 3,738,315 sets.

In the Overseas Markets, the Group's LCD TV sales volume rose by 19.4% year-on-year to 763,730 sets in May 2016, which was mainly contributed from the North American Market and the Emerging Markets. Accumulated sales volume of LCD TVs from January to May 2016 was 3,355,146 sets, increasing by 9.9% year-on-year from the same period of last year.

The number of activated smart TV users for May 2016 operated by Huan was 350,562; accumulated users totaled 14,214,112 as of end of May 2016; and daily average number of active users was 6,086,722 (Source: Huan Technology Co., Ltd. (“Huan”)).

May 2016 (Unaudited)

	Accumulated Total (As at May 2016)	May 2016	May 2015	Year-on- year Change (%)	January - May 2016	January - May 2015	Year-on- year Change (%)
LCD TV sales volume	N/A	1,272,021	1,100,444	+15.6%	7,093,461	6,638,415	+6.9%
Of which: Smart TVs	N/A	558,463	260,063	+114.7%	3,382,202	1,927,322	+75.5%
— PRC Market	N/A	508,291	460,949	+10.3%	3,738,315	3,584,979	+4.3%
— Overseas Markets	N/A	763,730	639,495	+19.4%	3,355,146	3,053,436	+9.9%
Proportion of Smart TV in the PRC Market (excluding ODM business) (%)	N/A	64.6%	47.3%	N/A	63.4%	49.5%	N/A
Number of TCL Activated Smart TV Users⁽¹⁾	14,214,112	350,562	442,313	-20.7%	2,289,256	1,886,766	+21.3%
Daily Average Number of Active Users⁽²⁾	N/A	6,086,722	3,319,012	+83.4%	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

TCL Multimedia signed an MOU with ELARABY Group (“ELARABY”), the largest home appliance enterprise in Egypt, on 19 May. Following the Sino-Egyptian strategic cooperation, a joint-venture TV manufacturing plant will be set up in Egypt to tap into the broad prospect of the Middle East and African markets. Driven by China’s Belt and Road initiative, the combined potential TV demand in Arabic, African and Mediterranean Free Trade Zone is expected to reach approximately 20 million sets per annum (source: GfK data). Seizing this rising opportunity, TCL Multimedia will integrate with ELARABY’s manufacturing capabilities of diversified products and its extensive sales channels to realise significant synergistic benefits for both sides.



TCL Signed MOU with Strategic Partner ELARABY

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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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