



For Immediate Release

TCL Multimedia's LCD TV Sales Volume Up by 35.7% Year-on-Year to 1,463,417 Sets in June 2016

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Sales Volume of Smart TVs Soared by 96.1% Year-on-Year to 702,454 Sets

(8 July 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 June 2016.

TCL Multimedia's LCD TV sales volume for June 2016 increased by 35.7% from the same period of last year to 1,463,417 sets, of which sales volume of smart TVs soared by 96.1% year-on-year to 702,454 sets. Accumulated sales volume of LCD TVs from January to June 2016 rose by 10.9% year-on-year to 8,556,878 sets, while sales volume of smart TVs surged by 78.7% year-on-year to 4,084,656 sets.

In the PRC Market, the Group's total LCD TV sales volume up by 6.9% year-on-year to 542,324 sets in June 2016, of which sales volume of smart TVs (excluding ODM business) was 237,108 sets, accounting for 56.7% of LCD TV sales volume for the month of June. Accumulated sales volume of LCD TVs from January to June 2016 increased by 4.6% year-on-year to 4,280,639 sets.

In the Overseas Markets, the Group's LCD TV sales volume rose by 61.4% year-on-year to 921,093 sets in June 2016, which was mainly contributed by the continued growth in the North America Market. The growth in the Emerging Marketing spurred by the effect of Brazilian Olympic, and the strategic ODM business also recorded a significant increase, which represents a year-on-year increase of 65.6% and 44.2% respectively. Accumulated sales volume of LCD TVs from January to June 2016 was 4,276,239 sets, increasing by 18.0% from the same period of last year.

The number of activated smart TV users for June 2016 operated by Huan was 343,559; accumulated users totaled 14,557,671 as of end of June 2016; and daily average number of active users was 6,244,653 (Source: Huan Technology Co., Ltd. ("Huan")).

June 2016 (Unaudited)

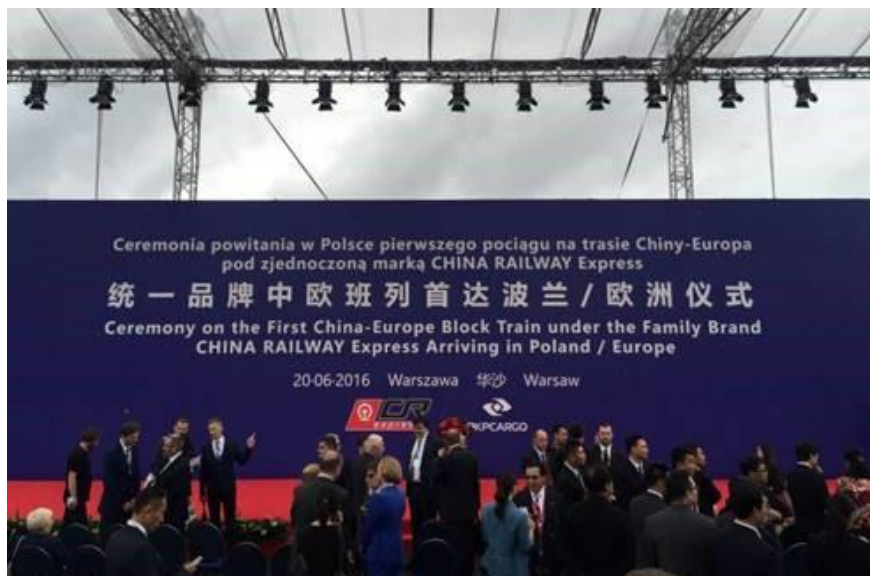
	Accumulated Total (As at June 2016)	June 2016	June 2015	YoY Change (%)	January - June 2016	January - June 2015	YoY Change (%)
LCD TV sales volume	N/A	1,463,417	1,078,033	+35.7%	8,556,878	7,716,448	+10.9%
Of which: Smart TVs	N/A	702,454	358,181	+96.1%	4,084,656	2,285,503	+78.7%
— PRC Market	N/A	542,324	507,179	+6.9%	4,280,639	4,092,158	+4.6%
— Overseas Markets	N/A	921,093	570,854	+61.4%	4,276,239	3,624,290	+18.0%
Proportion of Smart TV in the PRC Market (excluding ODM business) (%)	N/A	56.7%	59.0%	N/A	62.6%	50.7%	N/A
Number of TCL Activated Smart TV Users ⁽¹⁾	14,557,671	343,559	429,035	-19.9%	2,632,815	2,315,801	+13.7%
Daily Average Number of Active Users ⁽²⁾	N/A	6,244,653	3,440,254	+81.5%	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

During the state visit to Poland on 20 June 2016, China's President Xi Jinping and Polish President Andrzej Duda jointly attended the Ceremony on the First China-Europe Block Train under the Family Brand China Railway Express Arriving in Poland. Mr. Li Dongsheng, chairman of TCL Multimedia, was the only representative of Chinese enterprises to participate in the ceremony. After the ceremony, President Xi presented to Polish President that TCL is one of China's largest home appliances manufacturers with its TV production base established in Poland. Upon the arrival of the block train, TCL took up 33 of the 41 carriages of products, which was praised by President Duda.

As the competition among global consumer electronics products has become increasingly fierce, supply chain efficiency and cost directly affect the competitiveness of enterprises. The China-Europe Block Train has reduced the transportation lead time of TCL Multimedia from 38 days to 23 days, greatly improving logistic efficiency, reducing cost and accelerating market response as well as enhancing TCL Multimedia's competitiveness in Europe.



TCL Multimedia Chairman Li Dongsheng was invited to the ceremony on the First China-Europe Block Train under the Family Brand China Railway Express Arriving in Poland



Handshake between President Xi and Chairman Li



President Xi presented Chairman Li to President Duda and introduced the deep relationship between TCL and Poland



China-Poland cargo trains boost bilateral trade and reduce the transportation lead time of TCL Multimedia

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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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