



For Immediate Release

**TCL Multimedia's LCD TV Sales Volume Up by 47.5% Year-on-Year
to 1,694,439 Sets in July 2016**

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Sales Volume of Smart TVs Soared by 174.1% Year-on-Year to 870,451 sets

(8 August 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 July 2016.

TCL Multimedia's LCD TV sales volume for July 2016 increased by 47.5% from the same period of last year to 1,694,439 sets, of which sales volume of smart TVs soared by 174.1% year-on-year to 870,451 sets. Accumulated sales volume of LCD TVs from January to July 2016 rose by 15.6% year-on-year to 10,251,317 sets, while sales volume of smart TVs surged by 90.4% year-on-year to 4,955,107 sets.

In the PRC Market, the Group has fully utilized its advantage of curved TVs by increasing resource, while stepping up efforts to sell 4K TVs. The total LCD TV sales volume was up by 35.3% year-on-year to 577,278 sets in July 2016, of which sales volume of smart TVs (excluding ODM business) was 268,939 sets, accounting for 58.4% of LCD TV sales volume for the month of July. Accumulated sales volume of LCD TVs from January to July 2016 increased by 7.5% year-on-year to 4,857,917 sets.

In the Overseas Markets, the Group's LCD TV sales volume rose by 54.7% year-on-year to 1,117,161 sets in July 2016, which was mainly contributed by the continued growth in the North America Market. The effect of Brazilian Olympic continued to spur growth in the Emerging Market and the strategic ODM business also recorded a significant increase, which represents a year-on-year increase of 77.8% and 31.4%, respectively. Accumulated sales volume of LCD TVs from January to July 2016 was 5,393,400 sets, increasing by 24.1% from the same period of last year.

The number of activated smart TV users for July 2016 operated by Huan was 394,489; accumulated users totaled 14,952,160 as of end of July 2016; and daily average number of active users was 6,354,257 (Source: Huan Technology Co., Ltd. ("Huan")).

July 2016 (Unaudited)

	Accumulated Total (As at July 2016)	July 2016	July 2015	YoY Change (%)	January - July 2016	January - July 2015	YoY Change (%)
LCD TV sales volume	N/A	1,694,439	1,148,466	+47.5%	10,251,317	8,864,914	+15.6%
Of which: Smart TVs	N/A	870,451	317,548	+51.4%	4,955,107	2,603,051	+90.4%
— PRC Market	N/A	577,278	426,511	+35.3%	4,857,917	4,518,669	+7.5%
— Overseas Markets	N/A	1,117,161	721,955	+54.7%	5,393,400	4,346,245	+24.1%
Proportion of Smart TV in the PRC Market (excluding ODM business) (%)	N/A	58.4%	48.2%	N/A	62.2%	50.5%	N/A
Number of TCL Activated Smart TV Users ⁽¹⁾	14,952,160	394,489	469,193	-15.9 %	3,027,304	2,784,994	+8.7%
Daily Average Number of Active Users ⁽²⁾	N/A	6,354,257	3,570,107	+78.0%	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 announced the signing of an MOU with a leading Brazilian home appliance enterprise SEMP ("SEMP") on 22 July 2016, to mutually invest BRL200 million, equivalent to approximately USD60 million, in the joint venture company ("JV Company") SEMP TCL incorporated in Brazil, with formal operations commenced on 1 August 2016. The JV Company aims to increase its market share of TV products to 10% in Brazil with the top three ranking in the industry within three years. Of which, sales volume of TCL branded products is expected to exceed 800,000 sets, reaching a market share of 8% in Brazil. Benefitting from SEMP's extensive sales network in Brazil, wealth of local experience and TCL's strong supply chain management (from screen manufacturing to whole-unit assembly) as well as excellent product strength, both parties will achieve mutual synergies. The cooperation will also accelerate TCL's entry into the local mid-to-high end home appliance market to penetrate into the high-potential South American market.



TCL Multimedia's Chief Executive Officer Mr. BO Lianming (middle), Chief Financial Officer Mr. Michael Wang (2nd from the left), Executive Deputy General Manager of Overseas Business Centre Mr. Farris Xie (1st from the left), CEO of SEMP TCL JV Company Dr. Ricardo Freitas (2nd from the right) and VP of SEMP Mr. Felipe Hennel Fay (1st from the right) attended the Joint Venture 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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