

**For Immediate Release**

## TCL Multimedia's LCD TV Sales Volume Increased by 24.4% Year-on-Year to 2,018,668 sets in August 2016

\* \* \* \* \*

## Sales Volume of Smart TVs Surged by 71.2% Year-on-Year to 1,112,777 sets

(7 September 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 August 2016.

TCL Multimedia's LCD TV sales volume for August 2016 increased by 24.4% from the same period of last year to 2,018,668 sets, of which sales volume of smart TVs soared by 71.2% year-on-year to 1,112,777 sets. Accumulated sales volume of LCD TVs from January to August 2016 rose by 17.0% year-on-year to 12,269,985 sets, while sales volume of smart TVs surged by 86.5% year-on-year to 6,067,884 sets.

In the PRC Market, benefiting from the increased orders from Internet customers, the total LCD TV sales volume was up by 6.4% year-on-year to 783,075 sets in August 2016, of which sales volume of smart TVs (excluding ODM business) was 386,152 sets, accounting for 62.6% of LCD TV sales volume for the month of August. Accumulated sales volume of LCD TVs from January to August 2016 increased by 7.3% year-on-year to 5,640,992 sets.

In the Overseas Markets, the Group's LCD TV sales volume rose by 39.4% year-on-year to 1,235,593 sets in August 2016, which was mainly contributed by the continued growth in North America and Emerging Markets, the new business in Brazil etc., and significant increase in strategic ODM business. Accumulated sales volume of LCD TVs from January to August 2016 was 6,628,993 sets, increasing by 26.7% from the same period of last year.

The number of activated smart TV users for August 2016 operated by Huan was 395,208; accumulated users totaled 15,347,368 as of end of August 2016; and daily average number of active users was 6,545,703 (Source: Huan Technology Co., Ltd. ("Huan")).

### August 2016 (Unaudited)

	Accumulated Total (As at August 2016)	August 2016	August 2015	YoY Change (%)	January - August 2016	January - August 2015	YoY Change (%)
<b>LCD TV sales volume</b>	N/A	2,018,668	1,622,544	+24.4%	12,269,985	10,487,458	+17.0%
Of which: Smart TVs	N/A	1,112,777	649,956	+71.2%	6,067,884	3,253,007	+86.5%
— PRC Market	N/A	783,075	736,112	+6.4%	5,640,992	5,254,781	+7.3%
— Overseas Markets	N/A	1,235,593	886,432	+39.4%	6,628,993	5,232,677	+26.7%
<b>Proportion of Smart TV in the PRC Market (excluding ODM business) (%)</b>	N/A	62.6%	53.6%	N/A	62.2%	51.0%	N/A
<b>Number of TCL Activated Smart TV Users <sup>(1)</sup></b>	15,347,368	395,208	517,473	-23.6%	3,422,512	3,302,467	+3.6%
<b>Daily Average Number of Active Users <sup>(2)</sup></b>	N/A	6,545,703	3,772,342	+73.5%	N/A	N/A	N/A

<sup>(1)</sup> Number of TCL Activated Smart TV Users refers to the number of users who use 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

Note: Due to the reporting and calculating issue for the number of activated smart TV users of TCL Linux models during the end of 2014 to March 2015, the adjustment was made for the month of April to September in 2015 with increased 200,000 per month by TCL Huan Network, thus resulting in a year-on-year decline for the related data in 2016.

TCL Multimedia launched its brand new Quantum Dot P2 TV series (TCL 金剛觀影王) with Tencent Video at the press conference held on 6 August 2016, where two-time Olympic judo champion Xian Dongmei was invited to unveil the official launch of this P2 series. P2 series adopts QUHD quantum dot display technology, and equipped with various world's leading innovative technologies and internet applications, including TCL's exclusive patent of brilliant image processing engine and smart TV+ OS system. Additionally, P2 series is configured with MEMC motion enhancement and industry-leading Dolby Vision HDR technologies, to restore a more realistic viewing experience.

The main selling point of P2 series is its firstly-introduced model of "Buy hardware get content free", which combines the outstanding strength of hardware and massive free content from both sides. The content is provided by Tencent Video, covering "Penguin Cinema" (企鵝影院), "First-class Theater" (鼎級劇場) and Tencent Sports contents (騰訊體育資源), etc. The inception of "Buy hardware get content free" fully demonstrates that TCL is striving to discard the mindset of traditional TV manufacturers thoroughly and introduce a new business model, in order to achieve a breakthrough by strategic transformation in the Internet era.



*Two-time Olympic judo champion Xian Dongmei (2<sup>nd</sup> from the left) was invited to unveil the official launch of TCL's latest P2 series*



*New product launch event*

*-End-*

#### 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. The Group ranked No.3 in the global LCD TV market with a market share of 6.5% in the first quarter of 2016 according to the latest IHS Technology figures and Company data, and ranked No.3 in the PRC LCD TV market with a market share of 15.0% in the first half of 2016 according to CMM's report. 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:*

**Cornerstones Communications Ltd.**

Kylie Yeung / Ivan Kau / Sara Qian / Victoria Chiu

T: (852) 2903 9293 / 2903 9285 / 2903 9282 / 2903 9281

F: (852) 2887 1712

E: [tcl.multimedia@cornerstonescom.com](mailto:tcl.multimedia@cornerstonescom.com)