

For Immediate Release

TCL Launches High-end Sub-brand XESS To Tap into Global High-end Segment

* * *

China's Volleyball Figurehead Lang Ping Appointed as Brand Ambassador for XESS TV products

(28 September 2016, Hong Kong) – **TCL Corporation** ("TCL Corporation", SZSE stock code: 100.SZ) and **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia", HKSE stock code: 1070) jointly hosted the TCL 2016 autumn new product presentation in Guangzhou today. To capture opportunities from consumption upgrade and to further strengthen its international development, TCL proudly introduced its high-end sub-brand XESS. On the same occasion, it also presented its high-end TV series X1 and X2 TV series, and S1 series of big screen products. The new sub-brand XESS was unveiled by China's most respected national volleyball team head coach Ms Lang Ping who has been appointed as ambassador of the XESS brand.

New XESS Products Launched and China's Most Respected Volleyball Figurehead Ms Lang Ping Appointed as XESS Brand Ambassador

The new XESS's X1 and X2 series of TVs were highlights of the event. Applying state-of-the-art technology, these high-end smart product series are equipped with the best ever light-emitting material - Yue Cai quantum dot display material, to achieve a 110% of the industry's highest colour gamut, pure colour performance and precise colour expression. The X1 models adopt the most advanced local dimming backlight technology, Dolby Vision High Dynamic Range technology and the superior Harman Kardon stereo; while X2 models are designed in the Nordic minimalist style with 7.9mm ultra-thin screen and rimless design that impressed the audience with its unique exterior.

In addition, XESS TVs have built-in smart home control centers with three core scene-oriented content platforms, namely Magic Theater, Home Mode and Smart Mode, as well as a brand new TCL TV + OS 3.0 system. Products are also installed with Tencent video applications, offering a rich variety of contents covering entertainment programmes, sports, movies, etc.

Another event highlight was having Ms Lang Ping, China's most respected volleyball figurehead. She was joined by Mr. Li Dongsheng, chairman and CEO of TCL Corporation, at the presentation to unveil the launch of XESS brand and become the ambassador of XESS TVs. TCL has invited Lang Ping to the event, whose image of "originating from China, attaching to the world" is in line with what TCL wishes to reflect in its new brand.

The XESS brand reflects "the pursuit of excellence by elites". Its core brand value of "enlighten lives with quality and style" is reflected through four areas, namely "advanced technologies", "high-end configuration", "artistic design" and "stylish personality". The X1 and X2 TV series are the joint masterpiece of 40 top designers from six countries. They deliver high visual performance and fine sound quality, and are in stylish exterior designs which truly demonstrate the perfect combination of high quality and superb taste.

Commenting on the high-end sub-brand XESS, Mr. Li said, "For TCL, the XESS brand embodies three meanings. First, as a pioneer of Chinese enterprise with internationalization perspective, we firmly believe that having a strong Chinese brand is the key to success. Through advanced technological innovation, revolutionary design concept, and unparalleled quality, the XESS brand will further strengthen the TCL's brand influence internationally. Second, XESS is a new brand to cater for consumption upgrade and to address the rising demand of high-end consumers through its upgraded quality and technology. Third, TCL will leverage its 'double +' strategy to enhance its capabilities in smart products with internet applications. It will also incorporate the benefits of 'smart + internet' to offer excellent customer experience in products and services."

Innovative Technology to Offer Better User Experience

Other companies under the TCL Corporation also presented new products at the presentation. TCL Communication launched its XESS big screen S1 series. S represents "Super Pad" concept which also means ultra-thin panel. The product aims at satisfying the needs of different users and is equipped with different applications. Two new mobile phone models - TCL 950 and TCL 580 were presented at the event. They offer a full range of business functions to enhance work efficiency, providing businessmen one-stop mobile business solutions. TCL Home also released a variety of new products including the first Chinese refrigerator that meets the new GB Energy Consumption, sewage-proof washing machine, smart air conditioner, and smart and healthy appliances, etc. It aims to apply the concept of health technology into product design and innovation and is committed to providing excellent user experience with an objective to establish a smart and healthy lifestyle.

TCL Forges New Ecological System Through "Smart + Internet" Concept

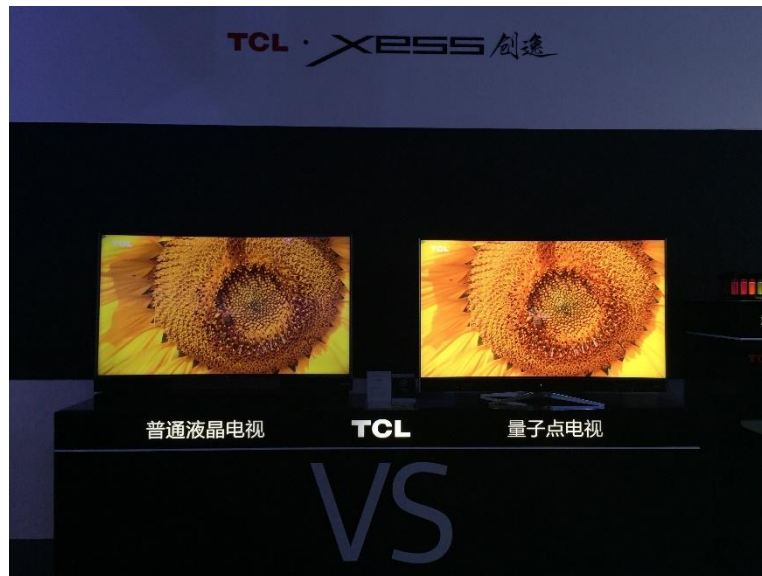
In recent years, TCL has established an industrial layout of "smart manufacturing + internet services", with an aim to create better user experience in products and services through three scenes focusing on home, mobile and business. As of 30 June 2016, the number of accumulative activated users of GoLive, the world's first platform for watching on-show movies on TV, reached over 10 million. As the ecological chain in education, entertainment, lifestyle and gaming matures, the merits of TCL's internet application in differentiated contents and services begin to emerge.



TCL Multimedia Launched XESS TV Products



MS Lang Ping Appointed as XESS Brand Ambassador



Quantum Dot TV

-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, it strives to become a “global entertainment technology enterprise” that provides integrated entertainment solution to users. 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. 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