

For Immediate Release

TCL and Leshi Announce Another Strategic Breakthrough

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Strive to Develop China's Largest Smart TV Advertising Platform Covering Nearly 20 Million Households

(29 September 2016, Hong Kong) **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia", HKSE stock code: 01070) today announces another major collaboration with Leshi. The two giants will foster in-depth strategic cooperation and are committed to providing brand-new smart life experience for millions of households in China. This is another major breakthrough after their strategic cooperation in December last year.

As agreed by both parties at the beginning of this year, TCL smart TVs will be equipped with the EUI operating system developed by Leshi, covering ecological areas such as content, membership and advertisement. It is expected that TCL products will contain more content developed by Leshi as well as its EUI operating system, and more Leshi products supported by TCL's technologies and channels will also be launched in the markets.

Exclusive Broadcast Rights of World Cup Qualification Matches Millions of Viewers to Enjoy the Exciting Event

As a highlight of this cooperation, Leshi, which owns the exclusive live broadcast rights of the World Cup Qualification Match involving China's national team, will enable the match to be shown on TCL's various TV models. It is expected that nearly 10 million of TCL smart TV users will enjoy and share the exciting sports game with Leshi's. Following this, TCL and Leshi will fully cooperate in major contents including sports, animation, arts, entertainment and other exciting areas.

As one of the world's largest LCD TV manufactures and distributors, TCL Multimedia enjoys strong competence in the integration of comprehensive industrial chains ranging from upstream screen manufacturing, chip development to whole-unit assembly, as well as large-scale logistics and after-sales services. On the other hand, Leshi owns enormous amount of copyrights in terms of content resources including movies, sports and music, with extensive experience in operation. The two giants will fully leverage on the synergies and enjoy the advantages of resources sharing, aiming to provide higher product quality for their users. TCL and Leshi have already completed the docking of advertising platforms covering nearly 20 million households, and are dedicated to building the largest smart TV advertising platform in China.

At present, TCL owns 2,000 core flagship stores and over 20,000 retail stores in domestic appliance market with a countrywide spread of sales channels. In recent years, Leshi has explored a unique e-commerce marketing strategy coupled with online and offline sales channels. They will further achieve connectivity in sales channels to leverage fully on their respective edges in developing new markets.

Accelerate Internationalization Process and Develop into Overseas Markets

Apart from the cooperation in smart platforms, content and commercial advertising, TCL is committed to promoting the internationalization process and will team up with Leshi to expand into overseas markets. They have successfully made their respective inroads into India, Vietnam and other Southeast Asian countries; TCL Multimedia also announced its cooperation with SEMP, a leading Brazilian home appliance enterprise, to set up a joint venture for penetrating into local and mid-to-high end appliances market in South America.

Following the announcement of the strategic collaboration in December 2015, in-depth cooperation has been conducted between TCL and Leshi. In March this year, they announced that TCL would supply 1.2 million sets of super TVs to Leshi and would provide guarantee of 500,000 panels. Meanwhile, GoLive, a strategic investment of TCL in online cinema, would be loaded into Leshi's super TV desktop for the first time, offering additional high quality contents to complement its "product + services" business model.

2017 will be a year of frequent cooperation between the two giants, with a major focus on the development in integration of online and offline channels. The mutual partnership will promote vertical integration of TCL and create further synergies of ecological resources with Leshi, bringing more brand new experience for its consumers.



Mr. BO Lianming (right), CEO of TCL Multimedia exchanges souvenirs with Mr. GAO Fei (left), President of Leshi Video and Chairman of LeSports

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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. 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:*

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