

**For Immediate Release**

**TCL Multimedia's LCD TV Sales Volume Increased by 12.9% Year-on-Year  
to 2,232,009 sets in September 2016**

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**Sales Volume of Smart TVs and 4K TVs Up by 52.7% and 66.1% Year-on-Year Respectively**

(11 October 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 September 2016.

TCL Multimedia's LCD TV sales volume for September 2016 increased by 12.9% from the same period of last year to 2,232,009 sets, of which sales volumes of smart TVs and 4K TVs were up by 52.7% and 66.1% year-on-year to 1,420,802 sets and 545,239 sets, respectively. Accumulated sales volume of LCD TVs from January to September 2016 rose by 16.3% year-on-year to 14,501,994 sets, while sales volumes of smart TVs and 4K TVs surged by 79.0% and 118.2% year-on-year to 7,488,686 sets and 2,722,175 sets, respectively.

In the PRC Market, the total LCD TV sales volume was down by 2.4% year-on-year to 1,083,774 sets in September 2016, of which sales volume of smart TVs accounted for 67.9% (excluding ODM business) of LCD TV sales volume for the month of September, while sales volume of 4K TVs accounted for 40.0% (excluding ODM business) of LCD TV sales volume for the same month. Accumulated sales volume of LCD TVs from January to September 2016 increased by 5.6% year-on-year to 6,724,766 sets.

In the Overseas Markets, the Group's LCD TV sales volume rose by 32.6 % year-on-year to 1,148,235 sets in September 2016, which was mainly contributed by the continued strong growth in Emerging Markets and North America, and significant increase in strategic ODM business. Accumulated sales volume of LCD TVs from January to September 2016 was 7,777,228 sets, increasing by 27.5 % from the same period of last year.

The number of activated smart TV users for September 2016 operated by Huan was 397,848; accumulated users totaled 15,745,216 as of end of September 2016; and daily average number of active users was 6,734,969 (Source: Huan Technology Co., Ltd. ("Huan")).

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## September 2016 (Unaudited)

	Accumulated Total (As at September 2016)	September 2016	September 2015	YoY Change (%)	January - September 2016	January - September 2015	YoY Change (%)
<b>LCD TV sales volume</b>	<b>N/A</b>	<b>2,232,009</b>	<b>1,976,813</b>	<b>+12.9%</b>	<b>14,501,994</b>	<b>12,464,271</b>	<b>+16.3%</b>
Of which: Smart TVs	N/A	1,420,802	930,558	+52.7%	7,488,686	4,183,565	+79.0%
— PRC Market	N/A	1,083,774	1,110,581	-2.4%	6,724,766	6,365,362	+5.6%
— Overseas Markets	N/A	1,148,235	866,232	+32.6%	7,777,228	6,098,909	+27.5%
<b>Proportion of Smart TV in the PRC Market (excluding ODM business) (%)</b>	<b>N/A</b>	<b>67.9%</b>	<b>55.6%</b>	<b>N/A</b>	<b>63.1%</b>	<b>51.7%</b>	<b>N/A</b>
<b>Proportion of 4K TV in the PRC Market (excluding ODM business) (%)</b>	<b>N/A</b>	<b>40.0%</b>	<b>29.5%</b>	<b>N/A</b>	<b>34.3%</b>	<b>19.2%</b>	<b>N/A</b>
<b>Number of TCL Activated Smart TV Users <sup>(1)</sup></b>	<b>15,745,216</b>	<b>397,848</b>	<b>543,921</b>	<b>-26.9%</b>	<b>3,820,360</b>	<b>3,846,388</b>	<b>-0.7%</b>
<b>Daily Average Number of Active Users <sup>(2)</sup></b>	<b>N/A</b>	<b>6,734,969</b>	<b>3,964,692</b>	<b>+69.9%</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

<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

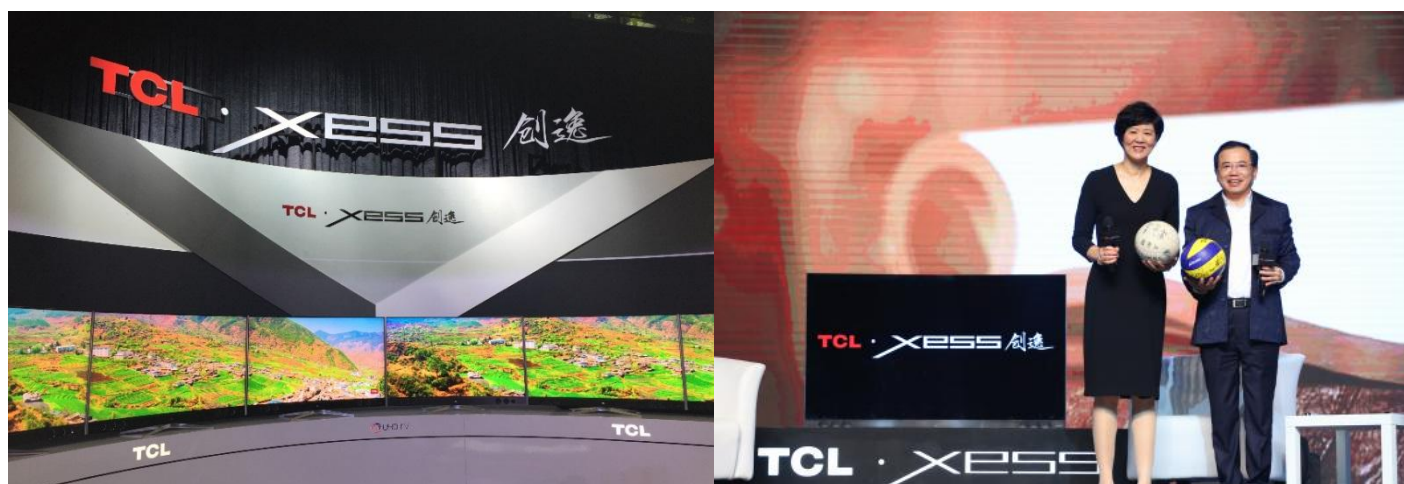
Note: Due to the reporting and calculating issue for the number of activated smart TV users of TCL Linux models during the end of 2014 to March 2015, the adjustment was made for the month of April to September in 2015 with increased 200,000 per month by TCL Huan Network, thus resulting in a year-on-year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

TCL 2016 Autumn New Product Presentation was successfully held in Guangzhou on 28 September. During the presentation, TCL Multimedia debuted its high-end sub-brand XESS and high-end TV products X1 and X2 TV series. The XESS brand reflects "the pursuit of excellence by elites" with its core brand value of "enlighten lives with quality and style". The new XESS brand was unveiled by China's most respected national volleyball team head coach Lang Ping who has been appointed as an ambassador of the brand.

In addition, the Group was awarded the Quantum Dot Technology Gold Award presented jointly by Deutscher Industrie und Handelskammertag (DIHK) and International Data Group (IDG) at IFA Product Technical Innovation Award 2016 held in Berlin, Germany in the same month. As one of the major Chinese home appliance exhibitors, the Group showcased its 8K UHD Curved TV and a full range of latest TV products on the same occasion, including brand new flagship products of QUHD TV Xclusive X1 and Cityline Series TV, etc.

With its successful transformation and proactive development in the overseas markets, TCL continues to rank first in the Chinese TV manufacturing industry for 11 years consecutively, with a brand value of RMB76.569 billion, according to 2016 Chinese Brands Evaluation Of Top 100. This truly demonstrates that TCL's brand influence is increasing at home and abroad.

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*China's most respected national volleyball team head coach Lang Ping appointed as an ambassador of the XESS brand*



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*TCL ranks first in the Chinese TV manufacturing industry for 11 years consecutively, according to 2016 Chinese Brands Evaluation Of Top 100*

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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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