

For Immediate Release

**TCL Multimedia's LCD TV Sales Volume Increased by 41.2% Year-on-Year
to 1,849,015 sets in October 2016**

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**Sales Volume of Smart TVs and 4K TVs Surged by 101.1% and 135.5% Year-on-Year
Respectively**

(7 November 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 October 2016.

TCL Multimedia's LCD TV sales volume for October 2016 increased by 41.2% from the same period of last year to 1,849,015 sets, of which sales volumes of smart TVs and 4K TVs surged by 101.1% and 135.5% year-on-year to 1,072,787 sets and 410,873 sets, respectively. Accumulated sales volume of LCD TVs from January to October 2016 rose by 18.7% year-on-year to 16,351,009 sets, while sales volumes of smart TVs and 4K TVs increased significantly by 81.5% and 120.3% year-on-year to 8,561,473 sets and 3,133,048 sets, respectively.

In the PRC market, the total LCD TV sales volume was up by 26.8% year-on-year to 886,596 sets in October 2016, of which sales volume of smart TVs accounted for 72.3% (excluding ODM business) of LCD TV sales volume for the month of October, while sales volume of 4K TVs accounted for 40.2% (excluding ODM business) of LCD TV sales volume for the same month. Accumulated sales volume of LCD TVs from January to October 2016 increased by 7.7% year-on-year to 7,611,362 sets.

In the overseas markets, the Group's LCD TV sales volume rose by 57.7% year-on-year to 962,419 sets in October 2016, which was mainly attributable to the continued strong growth in emerging markets and North American market as well as further improved product mix and expanded sales channels. Accumulated sales volume of LCD TVs from January to October 2016 was 8,739,647 sets, increasing by 30.3% from the same period of last year.

The number of activated smart TV users for October 2016 operated by Huan was 459,704; accumulated users totaled 16,204,920 as of end of October 2016; and daily average number of active users was 7,074,959 (Source: Huan Technology Co., Ltd. ("Huan")).

The proportion (%) of TCL Multimedia's accumulated sales volume of smart TV and 4K TV in the PRC market (excluding ODM business) from January to October 2016 were 64.1% and 35.0%, respectively, exceeding its 2016 full year target of 62% and 32%, respectively.

TCL Multimedia's accumulated total number of activated smart TV users as at October 2016 and its daily average number of active users in October 2016 reached 16,204,920 and 7,074,959, respectively, fulfilling the 2016 full year target ahead of schedule, which are 16,000,000 and 6,700,000, respectively.

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October 2016 (Unaudited)

	Accumulated Total (As at October 2016)	October 2016	October 2015	YoY Change (%)	January - October 2016	January - October 2015	YoY Change (%)
LCD TV sales volume	N/A	1,849,015	1,309,218	+41.2%	16,351,009	13,773,489	+18.7%
Of which: Smart TVs	N/A	1,072,787	533,526	+101.1%	8,561,473	4,717,091	+81.5%
— PRC Market	N/A	886,596	699,056	+26.8%	7,611,362	7,064,418	+7.7%
— Overseas Markets	N/A	962,419	610,162	+57.7%	8,739,647	6,709,071	+30.3%
Proportion of Smart TV in the PRC Market (excluding ODM business) (%)	N/A	72.3%	54.8%	N/A	64.1%	52.1%	N/A
Proportion of 4K TV in the PRC Market (excluding ODM business) (%)	N/A	40.2%	23.7%	N/A	35.0%	19.6%	N/A
Number of TCL Activated Smart TV Users ⁽¹⁾	16,204,920	459,704	456,874	+0.6%	4,280,064	4,303,262	-0.5%
Daily Average Number of Active Users ⁽²⁾	N/A	7,074,959	4,394,764	+61.0%	N/A	N/A	N/A

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

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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, it strives to build a comprehensive ecosystem for smart TVs that provides users with an exquisite experience with its smart products and services. The Group ranked among the top three in the global LCD TV market with a market share of 6.0% in the first half of 2016 according to the latest IHS Technology figures, and ranked among the top three 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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