

For Immediate Release

**TCL Multimedia's Accumulated Sales Volume of LCD TV as of November up by 17.2%
Year-on-Year to 17,935,429 Sets**

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Sales Volume of Smart TVs and 4K TVs up by 55.2% and 113.7% Year-on-Year Respectively

(7 December 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 November 2016.

TCL Multimedia's LCD TV sales volume for November 2016 increased by 3.6% from the same period of last year to 1,584,420 sets, of which sales volumes of smart TVs and 4K TVs increased by 55.2% and 113.7% year-on-year to 898,883 sets and 378,875 sets, respectively. Accumulated sales volume of LCD TVs from January to November 2016 rose by 17.2% year-on-year to 17,935,429 sets, while sales volumes of smart TVs and 4K TVs increased significantly by 78.6% and 119.6% year-on-year to 9,460,356 sets and 3,511,923 sets, respectively.

In the PRC market, due to the price competition from online promotion in November, the total LCD TV sales volume declined by 16.1% year-on-year to 706,683 sets in November 2016. Of which, sales volume of smart TVs accounted for 81.1% (excluding ODM business) of LCD TV sales volume for the month of November, while sales volume of 4K TVs accounted for 48.1% (excluding ODM business) of LCD TV sales volume for the same month. Accumulated sales volume of LCD TVs from January to November 2016 increased by 5.2% year-on-year to 8,318,045 sets.

In the overseas markets, the Group's LCD TV sales volume rose by 27.6% year-on-year to 877,737 sets in November 2016, which was mainly attributable to the continued growth in the emerging markets and the North American market. Accumulated sales volume of LCD TVs from January to November 2016 was 9,617,384 sets, increasing by 30.0% from the same period of last year.

The number of activated smart TV users for November 2016 operated by Huan was 477,525; accumulated users totaled 16,682,445 as of end of November 2016; and daily average number of active users was 7,247,996 (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 November 2016 were 65.5% and 36.1%, 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 November 2016 and its daily average number of active users in November 2016 reached 16,682,445 and 7,247,996, respectively, fulfilling the 2016 full year target ahead of schedule, which are 16,000,000 and 6,700,000, respectively.

On 5 December, 2016, TCL Corporation ("TCL Corporation", SZSE stock code: 000100), together with TCL Multimedia are included in the eligible shares list of the Northbound Shenzhen Trading Link and the Southbound Hong Kong Trading Link under Shenzhen-Hong Kong Stock Connect, respectively. The Shenzhen-Hong Kong Stock Connect will offer the alternative investing channels in both Mainland China and Hong Kong markets. It is expected to attract more China and overseas investors and enhance the liquidity of both stock markets, boosting trading volume and increasing the stock valuations.

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November 2016 (Unaudited)

| | Accumulated Total (As at November 2016) | November 2016 | November 2015 | YoY Change (%) | January - November 2016 | January - November 2015 | YoY Change (%) |
|--|---|------------------|------------------|----------------------|-------------------------------|-------------------------------|----------------------|
| LCD TV sales volume | N/A | 1,584,420 | 1,529,838 | +3.6% | 17,935,429 | 15,303,327 | +17.2% |
| Of which: Smart TVs | N/A | 898,883 | 579,363 | +55.2% | 9,460,356 | 5,296,454 | +78.6% |
| — PRC Market | N/A | 706,683 | 842,095 | -16.1% | 8,318,045 | 7,906,513 | +5.2% |
| — Overseas Markets | N/A | 877,737 | 687,743 | +27.6% | 9,617,384 | 7,396,814 | +30.0% |
| Proportion of Smart TV in the PRC Market (excluding ODM business) (%) | N/A | 81.1% | 53.1% | N/A | 65.5% | 52.2% | N/A |
| Proportion of 4K TV in the PRC Market (excluding ODM business) (%) | N/A | 48.1% | 20.8% | N/A | 36.1% | 19.8% | N/A |
| Number of TCL Activated Smart TV Users ⁽¹⁾ | 16,682,445 | 477,525 | 390,871 | +22.2% | 4,757,589 | 4,074,751 | +16.8% |
| Daily Average Number of Active Users ⁽²⁾ | N/A | 7,247,996 | 4,580,898 | +58.2% | 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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