

**For Immediate Release**

## TCL Multimedia's Sales Volume of LCD TV for the First Quarter of 2017 Reached 4,702,169 Sets

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## Sales Volume of Smart TVs and 4K TVs Surged by 48.6% and 47.6% Year-on-Year Respectively

(6 April 2017, Hong Kong) **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia" or the "Group", HKSE stock code: 01070) today announced sales volumes of its TV products from January to March 2017 (the "First Quarter").

TCL Multimedia's LCD TV sales volume for the First Quarter of 2017 increased by 11.9% from the same period of last year to 4,702,169 sets, of which sales volumes of smart TVs and 4K TVs increased by 48.6% and 47.6% year-on-year to 3,088,766 sets and 1,099,155 sets, respectively.

In the PRC market, the total LCD TV sales volume dropped by 7.7% year-on-year to 2,216,255 sets in the First Quarter of 2017, of which sales volume of smart TVs accounted for 75.7% (excluding ODM business) of LCD TV sales volume for the First Quarter, while sales volume of 4K TVs accounted for 40.5% (excluding ODM business) of LCD TV sales volume for the same period.

In the overseas markets, the Group's LCD TV sales volume rose by 38.0% year-on-year to 2,485,914 sets in the First Quarter of 2017, which was mainly attributable to continued strong growth in the North American market and the emerging markets.

The number of activated smart TV users for January to March 2017 operated by Huan was 1,797,753; accumulated users totaled 19,087,187 as of end of March 2017; and daily average number of active users was 8,613,932 (Source: Huan Technology Co., Ltd. ("Huan")).

### From January to March 2017 (Unaudited)

	Accumulated Total (As at March 2017)	January – March 2017	January – March 2016	YoY Change (%)
<b>LCD TV sales volume</b>	<b>N/A</b>	<b>4,702,169</b>	<b>4,203,394</b>	<b>+11.9%</b>
Of which: Smart TVs	N/A	3,088,766	2,078,984	+48.6%
— PRC Market	N/A	2,216,255	2,401,433	-7.7%
— Overseas Markets	N/A	2,485,914	1,801,961	+38.0%
Proportion of Smart TV in the PRC Market (excluding ODM business) (%)	N/A	75.7%	63.7%	N/A
Proportion of 4K TV in the PRC Market (excluding ODM business) (%)	N/A	40.5%	32.5%	N/A
<b>Number of TCL Activated Smart TV Users <sup>(1)</sup></b>	<b>19,087,187</b>	<b>1,797,753</b>	<b>1,574,993</b>	<b>+14.1%</b>
<b>Daily Average Number of Active Users <sup>(2)</sup></b>	<b>N/A</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

TCL Multimedia held its 2017 New Product Launch Presentation in Beijing, China on 29 March, themed as "Made a Different World". During the presentation, apart from unveiling its new flagship TV products, namely, the third generation high-end quantum dots TV XESS X2 and X3 series, C2 Theater TV, and P3 golden curved TV, TCL also shared the grand debut of the new internet brand "FFALCON" and four of its new I series products. Furthermore, the Group announced the in-depth collaborations with Tencent and Alibaba respectively; in order to enrich its content resources on TVs and target the market of younger generations.



The third generation high-end quantum dots TV XESS X2 and X3 series



The grand debut of the new internet brand "FFALCON"

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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 No.3 in the global LCD TV market with a market share of 9.0% in 2016 according to the latest IHS Technology and the Company’s shipment data, and ranked No.3 in the PRC LCD TV market with a market share of 14.2% in 2016 according to CMM’s report. The Group is included in the eligible shares list of the Shenzhen-Hong Kong Stock Connect. 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:*

### **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](mailto:tcl.multimedia@cornerstonescom.com)