



For Immediate Release

Over 20,000 Sets of TCL FFALCON I55 TVs Sold in the First 7 Days After Launch

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Equipped with 4K All Ecological HDR, Dolby Vision & USB3.0 Hub

(10 April, 2017, Hong Kong) – **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia", HKSE stock code: 1070) announced the grand debut of its internet TV brand "FFALCON" at the recent TCL 2017 New Product Launch, and four of its new I series products were unveiled, namely I55, I55C, I49, and I32. Within only seven days after FFALCON I55 was launched on 29 March, it has received an enthusiastic response and pre-sold over 20,000 sets at the JD.com.

As the first flagship product of the FFALCON brand, FFALCON I55 is equipped with various unparalleled advanced technologies. In terms of core display quality, it has the popular Ultra High Definition 4K large screen, Vertical Alignment, and all ecological High Dynamic Range technologies to display enriched light and dark details and reproduce a wider range of colors on screens that create an immersive experience for users.

In addition, FFALCON I55 is the only TV that supports Dolby Vision within the RMB6,000 price range in China. Its quality and technology surpass other similar products in the internet TV industry, and it is notable for its high price-performance ratio.

The FFALCON I55 also deploys a Mstar838A high performance central processing unit, with Cortex A53 quad-core CPU and quad-core T820 GPU, along with 2GB DDR3 RAM + 16GB eMMC5.0 ROM to achieve incomparable overall functionality. It has a USB3.0 hub, which is rarely seen in similar products. The stylish design and vast content support by Tencent Video means FFALCON I55, an exceptionally competitive smart TV, realises the expectation of many users.

Apart from the JD.com, the sales channel of FFALCON I55 will be expanded to other online platforms such as TMall and Taobao. Due to the strong backing of the TCL brand and the in-depth collaborative operations with online content providers, namely Tencent and Alibaba, the market expects considerable success for the FFALCON brand.

" 'Simple Joy, Simple Love' is the brand motto of FFALCON," says Mr. Tony Guo, Vice President of TCL Multimedia, General Manager of TV+ Business Centre and CEO of FFALCON Technology, "In order to pursue quality information, we have to first acquire a remarkable content collection capability. No matter it is in the operational or interactive sphere, we seek the ultimate user experience. We simplify through our big data and experiential design, and provide users with pure simple entertainment. Aside from that, our aftersales service discerns us from other internet TV brands and offers us the biggest competitive advantage. Leveraging on our global TCL service network, we can provide users all over the world with carefree and efficient aftersales service."

Specifications of FFALCON I55	
Energy Efficiency Rating	Grade Three
Screen Size	55 inches
Screen Definition	Ultra High Definition 4K (3840 x 2160)
HDR Display	All Ecological High Dynamic Range
Dolby Vision	Supportive
Operating System	FFUI
CPU	1.7GHz
GPU	MaliT820 MP2
USB3.0 Hub	1
Power	135W
Official Selling Price	RMB3,699 (Discount Price)



Adhering to the brand motto of “Simple Joy, Simple Love”, FFALCON’s I55 is equipped with advanced technologies



TCL unveiled its “FFALCON” brand and the I55 series at the 2017 New Product Launch

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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:*

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