



For Immediate Release

TCL and Tencent Jointly Create Family Internet Portal with FFALCON

(18 April 2017, Hong Kong) **TCL Corporation** ("TCL Corporation", Shenzhen Stock Exchange: 100.SZ), **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia", HKSE stock code: 1070.HK) and Tencent recently held an in-depth business cooperation meeting with the theme of "Powerhouse Alliance to Triumph in the War of Family Internet" in Shenzhen. Senior Management from both companies, namely, Tencent Chairman of the Board and CEO Mr. Ma Huateng, Tencent President Mr. Lau Chi Ping, TCL Corporation Chairman of the Board and CEO Mr. Li Dongsheng, TCL Corporation President and TCL Multimedia CEO Mr. Bo Lianming, FFALCON Technology CEO Mr. Guo Tong, attended the meeting. This marks the second meeting the companies have had since the new product launch presentation held last month to further discuss in detail their collaboration, and officially commence the extensive cooperation in the arena of family internet.

At the meeting, Mr. Ma Huateng elaborated on the abundant copyright content Tencent possesses, which comprises tens of thousands of quality movies, TV dramas, live sports matches, variety shows, animations, and documentaries, etc.. At the same time, Tencent is committed to its original production strategy of creating superior internet content with a competitive edge. In 2017, the proportion of original content streamed on Tencent Video is expected to increase significantly. Tencent will analyse the big data of smart TV, which is an important portal for family internet, as well as utilise the results gathered from artificial intelligence and cloud computing, to further confer internet value for smart TV.

On this in-depth collaboration between FFALCON Technology and Tencent, Mr. Li Dongsheng commented, "This cooperation is a key step in establishing the strategy for smart living room. We will commence a collaborative operation, which is devoted to proceeding in a multi-dimensional approach towards bringing together hardware products, content services, big data integration, and artificial intelligence, in order to capture the valuable family internet gateway, and to conquer the most important area in the era of interconnectedness."

The inaugural TV product of FFALCON Technology, I55 series, has been the market's focal point since its grand debut. The FFALCON brand has been described as a revolutionary in the internet TV industry. The pre-sale volume of the FFALCON I55 has exceeded 10,000 sets within 24 hours of its launch. At the time of the launch, over 2,600 sets were rapidly sold at its official online outlet, and its positive rating at the JD.com reached 99%, topping the popularity chart of the site. Within only three days of its launch, the FFALCON I55 TV products went out of stock.

The market expects this collaboration to be a testament to FFALCON'S capability in further bringing together hardware and content. It puts hardware at the core, and connects content and application to create a complete ecological chain. It also provides an enhanced hardware, enriched content, more comprehensive internet service, and a more mature and reliable production and supply chain, thus revolutionising the internet TV industry and inaugurating a new age of the internet.



TCL Corporation Chairman and CEO Mr. Li Dongsheng (3rd from right) and Tencent Chairman of the Board and CEO Mr. Ma Huateng (4th from right) along with the senior management of both companies attended the in-depth business cooperation meeting



FFALCON Technology CEO Mr. Guo Tong presented the FFALCON brand TVs at the meeting

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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 through 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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