



(For Immediate Press Release)

**TCL Launches its New Products Series of X6/C5/P6 at
International Consumer Electronics Fair 2017 in Berlin
The New X6 Quantum SeriesTV Received the
“Quantum Technology Gold Award”**

(4 Sep 2017, Hong Kong) The International Consumer Electronics Fair 2017 (IFA), the technology showcase that draws the attention of consumers and industry worldwide, has opened in Berlin. As one of the world's leading television manufacturers, **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia", HKSE stock code: 1070.HK) launched three new X/C/P television series, namely, the X6 XESS Private Theatre, the C5 Cityline Bluetone television, and the P6 Ultra High-Definition Thin television at the IFA 2017. Among the debuting products, the X6 XESS Private Theatre received the "Quantum Dot Technology Gold Award" at the IFA Product Technical Innovation Award jointly presented by Deutscher Industrie-und Handelskammertag (DIHK) and the International Data Group (IDG). The accolade is one of the most prestigious awards at the IFA. Meanwhile, the C5 Cityline Bluetone television was named the "Product of the Year" at the 13th China Household Appliances Innovation Award presented by the China Household Electrical Appliances Association. These achievements not only demonstrate the technological strength of TCL Multimedia, but also show the world the innovative expertise of a Chinese brand in the realm of smart products.

Launch of Three New Product Series with Distinct Brand Positioning

TCL Multimedia's launch of the X/C/P series precisely aims at satisfying and exploring the needs of the consumer. The X series, or XESS, utilises sophisticated technology and aesthetics to target elite families that pursue quality and luxury. The C series, also known as Cityline, based on the sense of modernity that drives cosmopolitan fashion, targets the middle-class family consumers who aspire to refined and tasteful living. The P series, representing Popular, created with trendiness and high cost-performance value in mind, brings the best experience to the masses that seek quality. These three new product series combined advanced technology and innovative design to make known to consumers worldwide the strength of a Chinese brand in creating high-end top products, and led the development of the industry worldwide.

While the target consumer groups of the three product series are diverse, they have all incorporated TCL's "Little T" artificial intelligence (A.I.) technology. Formulated as a solution to the issues of inconvenience in interaction, difficulties in obtaining content, and the lack of interconnectedness in smart products, the "Little T" A.I. technology actualises the control of television without a remote control. This technology also offers users direct access to the content they require and personalised content recommendation, so that users can enjoy the best quality audiovisual content with the simplest maneuver.

Cutting-edge Technology Illustrates the Spirit of Craftsmanship

Artificial intelligence is expanding across the globe and making an impact to people's life at all levels. As a leading television manufacturer in research & development in the world, TCL Multimedia implements the innovative technology to its new products, as well as boosts the investment in the R&D field and explores the A.I. technology.

The debut of the 85-inch Quantum X6 XESS Private Theatre is not only equipped with Dolby Vision High Dynamic Range technology, but also used stable and reliable inorganic quantum dot materials. The X6 XESS also has high color gamut, capacity, chromaticity and duration, which results in

extreme display quality. In addition, X6 series products adopted Local Dimming 600 partitioned backlight control technology and realised a 12,000,000:1 contrast ratio, and installed with the QUHD display quality engine exclusively developed by TCL Multimedia, encompassing three core technologies – highly sensitive color control, high brightness control, and smart local light control. The X6 product series is the first batch of top-tier televisions supporting 12 sound channels with Dolby Atmos DTS: X audio technology and Harman Kardon 7.1.4 audio system, bringing the users enjoyment of high-end private cinema.

The C5 City Bluetone television has a thin 9.9 mm body with a +5.6mm seamless metal framework, and an integrated screwless backboard, which illustrates flawless beauty in 360 degrees. In terms of audio quality, C5 is equipped with Harman Kardon audio system, thereby combining aesthetics with acoustics. The P6 Ultra High-definition Thin television has a super narrow framework with a width of 4.88 width and a body width of 7.99 mm. The integrated craft and perfect design demonstrates the art and beauty of simplicity.

Germany is one of the manufacturing centres in the world and widely recognised as the role model of craftsmanship. By introducing the TCL branded products to the world at IFA, Chairman of TCL Corporation Mr. Li Dong Sheng, said, “Technology innovation is the core of our corporate development. TCL’s products have dominated a favourable position in the international market. We have devised a strategic plan in the core display technology and the development of artificial intelligence and its application. In the future, TCL will continue to implement the ‘double +’ strategic transformation with the support of ‘Smart+Internet’ and ‘Product+Service’ strategies. It will also strives to achieve further breakthrough in the technology area by innovation, aiming to build up the Group’s competitive strengths to support its internationalisation and break down competition barriers.”

TCL’s Global Strategy Yielding Good Results

TCL’s strategies of “Product is king, experience is core” have created a favourable position for the Group in the international market. The global shipment of the Group’s televisions in 2016 amounted to approximately 20 million sets, ranking No.3 in the World according to the market research institution IHS Technology and the Company’s data. The sales of the Group have made positive performance in recent years in North American market and TCL was elected as “The fastest Growing Television Brand” for the third consecutive year. In the first half 2017, the sales volume of TCL’s television in the North American market saw an year-on-year surge of over 200%, making the Group the third largest television brand in the region. (Source: IHS)

1 st Half 2017 (Q1 and Q2) (‘000 sets)						
	2015	2016	YoY%	2017	YoY%	2 year growth
Samsung	4,149	4,255	3%	4,303	1%	4%
Vizio	3,244	3,332	3%	2,474	-26%	-24%
TCL	234	605	159%	1,825	202%	681%
LGE	1,469	1,632	11%	1,753	7%	19%
Sony	728	818	12%	626	-23%	-14%
Hisense	298	493	65%	461	-6%	55%
Sharp	355	8	-98%	260	3036%	-27%
Hitachi	96	84	-12%	93	11%	-3%
RCA	363	241	-34%	83	-65%	-77%
Haier	127	59	-54%	37	-38%	-71%
Other	4,081	3,589	-12%	3,299	-8%	-19%
Grand Total	15,143	15,115	0%	15,214	1%	0%

*All TV’s in US only

In addition, in the area of smart technologies and artificial intelligence, TCL is one of the pioneering internet television manufacturer and operation service enterprises and leads the transformation from traditional broadcast television to internet television, and then progresses to smart Television.

With the implementation of the Internet of things, television is gradually becoming the connector and carrier of home appliances, and taking the role of the family controlling centre. TCL is committed to providing the users quality and a convenient technology life.



The area of TCL's exhibition desk at IFA amounted to more than 1,800 square meters



TCL XL XESS Private Theatre was awarded with the "Quantum Dot Technology Gold Award" by DIHK and IDG



TCL C5 City Bluetone TV and P6 Ultra High-Definition Thin TV

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 7.3% in the first quarter of 2017 according to the latest IHS Technology figures and the Company’s shipment data, and ranked No.3 in the PRC LCD TV market with a market share of 13.6% in the first half of 2017 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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