

For Immediate Release

**TCL Multimedia's Sales Volume of LCD TV for the First Three Quarters of 2017
Was up by 11.1% Year-on-year to 16,114,518 Sets
Accumulated Users of Smart TV Reached 21.76 Million**

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**TCL's Sales Volume in North America for the First Three Quarters Surged by 97.4% YOY
Ranking No.3**

(12 October 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 July to September 2017 (the "Third Quarter") and from January to September 2017 (the "First Three Quarters").

TCL Multimedia's LCD TV sales volume for the Third Quarter of 2017 increased by 9.5% year-on-year to 6,511,126 sets, of which sales volumes of smart TVs and 4K TVs increased by 19.9% and 26.5% year-on-year to 4,082,170 sets and 1,508,281 sets, respectively. For the First Three Quarters of 2017, LCD TV sales volume rose by 11.1% year-on-year to 16,114,518 sets, of which sales volumes of smart TVs and 4K TVs increased by 36.2% and 37.2% year-on-year to 10,201,833 sets and 3,735,201 sets, respectively.

In the PRC market, according to the latest weekly LCD TV market report from China Market Monitor Co., Ltd. ("CMM"), the accumulative sales volume of offline TV market declined by 20.7% year-on-year as of 1 October 2017, the 40th week of the year. TCL Multimedia's sales performance was well above the industry average and its product mix was further improved. The LCD TV sales volume declined by 10.8% year-on-year to 2,179,592 sets in the Third Quarter of 2017, of which sales volumes of smart TVs and 4K TVs accounted for 74.0% (excluding ODM business) and 40.0% (excluding ODM business) of LCD TV sales volume for the same period, respectively. For the First Three Quarters of 2017, the total LCD TV sales volume dropped by 10.1% year-on-year to 6,046,475 sets, of which sales volumes of smart TVs and 4K TVs accounted for 74.7% (excluding ODM business) and 40.4% (excluding ODM business) of LCD TV sales volume for the same period, respectively.

In the overseas markets, the Group's LCD TV sales volume grew by 23.7% and 29.5% year-on-year to 4,331,534 sets and 10,068,043 sets, respectively, in the Third Quarter and the First Three Quarters of 2017, which were mainly attributable to its strong sales performance in the North American market and the emerging markets such as Brazil. The sales volume in the North American market in the First Three Quarters rose significantly by 97.4% year-on-year. According to the latest market research report from NPD, TCL's market share in August in the North American market surged to 16.3% from 10.4% in June, and ranked No.3.

The number of activated smart TV users for the First Three Quarters of 2017 operated by Huan was 4,475,385; the number of accumulated users reached 21,764,819 as of end of September 2017; and daily average number of active users was 9,875,658 (Source: Huan Technology Co., Ltd. ("Huan")).

From January to September 2017 (Unaudited)

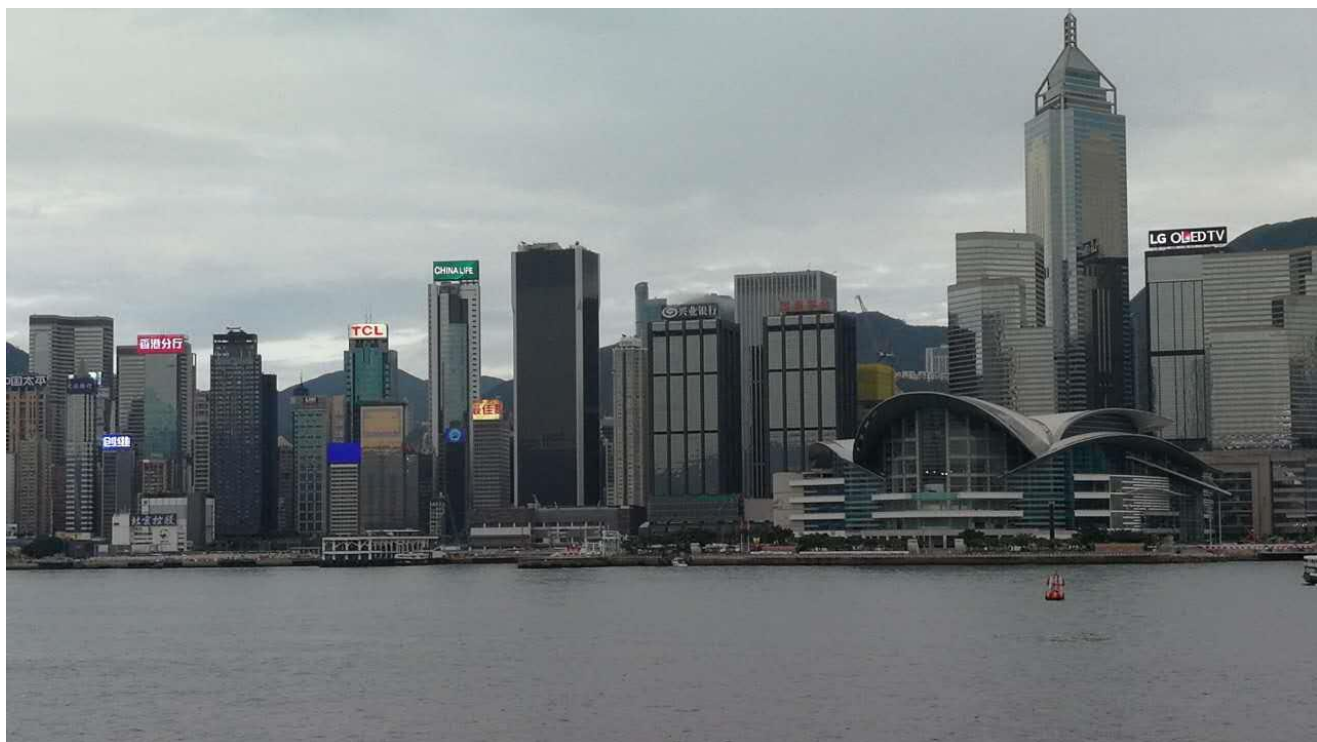
	Accumulated Total (As at September 2017)	January - September 2017	January - September 2016	YoY Change	July - September 2017	July - September 2016	YoY Change
LCD TV sales volume	N/A	16,114,518	14,501,994	11.1%	6,511,126	5,945,116	9.5%
Of which: Smart TVs	N/A	10,201,833	7,488,686	36.2%	4,082,170	3,404,030	19.9%
— PRC Market	N/A	6,046,475	6,724,766	-10.1%	2,179,592	2,444,127	-10.8%
— Overseas Markets	N/A	10,068,043	7,777,228	29.5%	4,331,534	3,501,079	23.7%
Proportion of Smart TV in the PRC Market (excluding ODM business) (%)	N/A	74.7%	63.1%	N/A	74.0%	63.9%	N/A
Proportion of 4K TV in the PRC Market (excluding ODM business) (%)	N/A	40.4%	34.3%	N/A	40.0%	35.1%	N/A
Number of TCL Activated Smart TV Users ⁽¹⁾	21,764,819	4,475,385	3,820,360	17.1%	1,461,432	1,187,545	23.1%
Daily Average Number of Active Users ^{(2) (3)}	N/A	9,875,658	6,734,969	46.6%	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

⁽³⁾ September 2017 data

As an international metropolis, Hong Kong is one of the major international financial centers in the world. Well-known brands around the world have put their rooftop billboards on the skyscrapers along the Victoria Harbour. To enhance the brand marketing strategy, TCL's outdoor brand billboard has made its re-debut in an eye-catching place along the Victoria Harbour. Through the internationalisation strategy, TCL has continued to improve the brand awareness and lead the world's TV industry. According to the IHS Technology figures for the first half of 2017, TCL ranked No.3 in the global LCD TV market in terms of shipment.



TCL rooftop billboard is again displayed along the Victoria Harbour



The view of the TCL brand billboard from Kowloon



With its attention grabbing and dominant position

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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 7.1% in the first half of 2017 according to the latest IHS Technology figures, 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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