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## **TCL MULTIMEDIA TECHNOLOGY HOLDINGS LIMITED**

**TCL 多媒體科技控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 01070)

### **POSITIVE PROFIT ALERT**

**AND**

### **NOTIFICATION OF BOARD MEETING**

#### **POSITIVE PROFIT ALERT**

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

Based on the preliminary review of the unaudited management accounts for the Relevant Period by the management of the Group, the Group is expected to record a significant increase in its consolidated profit for the Relevant Period as compared to that of the corresponding period in 2016.

**Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

#### **NOTIFICATION OF BOARD MEETING**

The Board of the Company hereby announces that a meeting of the Board will be held on 28 March 2018, Wednesday, for the purposes of, among others, approving the annual results of the Company and its subsidiaries for the Relevant Period and the publication of the same on the websites of The Stock Exchange of Hong Kong Limited and the Company.

The Board would also consider recommending the payment of a final dividend for the Relevant Period.

## **POSITIVE PROFIT ALERT**

This announcement is made by TCL Multimedia Technology Holdings Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) (the “Listing Rules”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “SFO”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on the preliminary review of the unaudited management accounts by the management of the Group, the Group is expected to record a significant increase in its consolidated profit for the year ended 31 December 2017 (the “Relevant Period”), as compared to that of the corresponding period in 2016.

The aforesaid expected significant increase in the consolidated profit was mainly attributable to:

- (i) a significant increase in the annual sales volume and revenue, performance in Mainland China market was well above the industry average level whilst overseas markets (especially the North American market and the Brazilian market) also performed extremely well, all attributable to the advantages brought about by the vertical integration of industry chain that the Company has long devoted effort in;
- (ii) the significant enhancement of product capabilities of the Company leading to continuous improvement of product mix and the significant increase of the brand price index;
- (iii) the rebound in overall gross profit margin (including gross profit margin in the Mainland China market) in the fourth quarter benefiting from the fall in the price of panels in the second half of the year;
- (iv) the continuous significant drop in the overall cost rate as a result of the Company’s continuous organisation simplification and cost reduction and efficiency enhancement; and
- (v) the one-off gains recorded after the completion of capital increase of Shenzhen Thunderbird Network Technology Company Limited\* (深圳市雷鳥網絡科技有限公司) whereby it introduced Tencent Digital (Shenzhen) Company Limited\* (騰訊數碼(深圳)有限公司) as its second largest shareholder.

The Company is still in the process of finalizing its results for the Relevant Period. The information as contained in this announcement is only based on the preliminary assessment on the unaudited management accounts by the management of the Group for the Relevant Period, and is not based on any figures or information audited or reviewed by the Company's auditors or audit committee. Shareholders and potential investors are advised to read carefully the results announcement of the Group for the Relevant Period which is expected to be published on 28 March 2018.

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The Board would also consider recommending the payment of a final dividend for the Relevant Period.

On behalf of the Board  
**BO Lianming**  
*Chairman*

Hong Kong, 12 February 2018

*As at the date of this announcement, the Board comprises BO Lianming, WANG Cheng Kevin, YAN Xiaolin and WANG Yi Michael as executive directors, Albert Thomas DA ROSA, Junior, HUANG Xubin, ZHANG Zhiwei and LIU Hong as non-executive directors, and Robert Maarten WESTERHOF, TSENG Shieng-chang Carter, WANG Yijiang and LAU Siu Ki as independent non-executive directors.*

\* *for identification purpose only*