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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)

(the “Company”)

Voluntary Announcement
Explanation on the Status of Impact of
the Proposed List of Products with Chinese Origin
announced by the United States of America
on the Company

This announcement is made by Company on a voluntary basis.

In view of the Office of the United States Trade Representative announcing on 4 April 2018 a proposed list of products of Chinese origin that would be subject to an additional 25% import tariff (“List”), TCL Corporation (the shares of which are listed on the Shenzhen Stock Exchange (Stock Code: 000100), together with its subsidiaries “**TCL Group**”), the ultimate controlling shareholder of the Company, has on 9 April 2018 published an announcement on the Shenzhen Stock Exchange (“**TCL Group Announcement**”) to explain the implications of the List on the existing business segments of TCL Group, in which it is stated, among others, that whilst TCL Group has relatively strong brand competitiveness and marketing ability over the world, the List has a limited impact on it and TCL Group will take all effective measures to safeguard corporate interests. Some of the content of the TCL Group Announcement relates to the Company. For details please refer to the TCL Group Announcement (only available in Chinese: http://www.cninfo.com.cn/cninfo-new/disclosure/szse_main/bulletin_detail/tru e/1204592699?announceTime=2018-04-09%2007:58) .

In order to facilitate investors or potential investors to further understand the Company's current strategy in response to the List, please be informed that the Company has started planning to increase the production capacity of the Mexican factory and to take other measures to reduce the impact on the Company's operation in the United States of America. Based on the unaudited management report, the Company's overall business in the United States steadily increased in the first quarter of 2018. In addition, the Company has manufacturing bases in Mexico, Poland, and Southeast Asia, with a global business layout. The Company believes that the List has limited impact on the Company and the Company will pay close attention to changes in relevant circumstances and maintain communication with investors.

On behalf of the Board

LI Dongsheng

Chairman

Hong Kong, 9 April 2018

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