



**To: Business Editors
For Immediate Release**

TCL Multimedia Joins Industry Giants to Invest in Lerong Zhixin

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Propels Rapid Development of Smart Large Screen Ecosystem

(18 May, 2018, Hong Kong) **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia”; HKSE stock code: 01070) announced that its subsidiary has signed a capital investment agreement with Lerong Zhixin Electronic Technology (Tianjin) Co., Ltd. (“Lerong Zhixin”) and other contracting parties. TCL Multimedia will invest RMB300 million in Lerong Zhixin which has a valuation of RMB9 billion before this round of capital investment. For this round of capital investment, Lerong Zhixin also received investments from industry giants including Tencent and JD.com, etc., to provide funds and support its future business development. Recognising the present investment value of Lerong Zhixin, TCL Multimedia is optimistic towards the growth potential of the large screen smart TV industry.

TCL and Lerong Zhixin will jointly explore the co-operation in the field of large screen smart TVs. The two parties will collaborate on various areas including the research and development of smart hardware, supply chain management, and after-sale services, to generate complementary advantages and synergistic benefits, driving the development of smart TV terminal industry and enhancement in user operation value. As a consumer electronics industry group, TCL Multimedia will leverage on multiple smart terminal products to achieve the synergy of resources consolidation. It will also continue to optimise its layout in the entire industrial chain, enrich its user-centric contents and service applications, so as to facilitate the establishment and development of the ecosystem.

In addition, with the rapid increase in home-use coverage of large screen TV, the large screen smart TVs are gradually becoming an important portal to entertainment and the Internet. The investment will also help realise synergies with other strategic shareholders to jointly promote the operation of large screen smart TV business and value enhancement. It will also accelerate the development of the household large screen smart TV ecosystem and reinforce its monetisation capabilities, which will allow TCL Multimedia to further benefit from the development of large screen smart TV ecosystem.

Previously, TCL Multimedia’s associated company Shenzhen Thunderbird Network Technology Co., Ltd. (“Thunderbird Technology”) and JD.com, Inc. have reached a strategic cooperation agreement to enhance the Thunderbird Technology's platform value and monetisation capabilities and to capture the substantial opportunities brought by the household large screen smart TV ecosystem.

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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 10.9% in 2017 according to the latest IHS Technology report and the Company’s shipment data, and ranked No.3 in the PRC LCD TV market with a market share of 12.1% for the first quarter 2018 according to CMM’s omni-channel data. 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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