



(For Immediate Release)

TCL Accelerates Globalisation Strategy Appoints Neymar as “Global Brand Ambassador” and Debuts Smart Products in Brazil

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(19 April 2018, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) is pleased to announce that **Neymar Jr.**, the world-famous football star, today officially took up his new role as TCL “Global Brand Ambassador” at TCL’s global ambassador signing ceremony and product launch event in his hometown of Sao Paulo, Brazil on 17 April 2018.

TCL launched its X6 Personal Theatre TV series and P6 Ultra-thin TV series as well as various flagship technology products during the event. The X6 Personal Theatre TV series and P6 Ultra-thin TV series combine TCL's cutting-edge smart technology and design concepts, not only bringing a better World Cup viewing experience to the worldwide football fans, but also revealing the direction of future TV development to the global consumers. Neymar Jr. experienced at close range TCL’s global leading smart products with other participating guests at the event. In the meantime, a series of TCL x Neymar Jr. advertising campaigns were launched at 13 global landmarks. From the press conference in Brazil to the rest of the world, TCL officially launched its global sports marketing campaign in the World Cup year.

“I am honoured to be the Global Brand Ambassador for TCL. The brand and I share similar values, such as the constant pursuit of breakthroughs and excellence,” said Neymar Jr., “TCL has been developing rapidly in the global market and its products have been well received. TCL is an excellent global brand, which has also made a lot of achievements in global sports marketing. I am looking forward to working with TCL to achieve new breakthroughs.”

Kevin Wang, Senior Vice President of TCL Corporation and Chief Executive Officer of TCL Multimedia, said, “The partnership with Neymar Jr. will be fully integrated into TCL’s global brand and marketing strategies. Our vision is to build TCL into a global leader in smart products and internet services. We connect our consumers with enhanced technology leadership, smart and intelligent product experiences, and global partnerships that fit the brand.”

The partnership with Neymar Jr. is a key next step in TCL’s global brand strategy. The tie-up allows TCL to reach a wider audience of young sports fans worldwide and will raise TCL’s global brand visibility, reinforcing the company’s youthful, international brand image.

“TCL Multimedia continues to consolidate and expand our TV business, while exploring new opportunities through investments, mergers and acquisitions, as well as restructuring,” added Kevin Wang. “We plan to gain differentiation through continued high-end product strategy and innovative new products and applications to create a better user experience when compared with our existing products.”



Neymar Jr. was officially welcomed as Global Brand Ambassador of TCL and presented with a Chinese stamp by Sean Zhang, General Manager of Brand Management Center.



A Neymar Jr. autographed football shirt was presented to Kevin Wang, Senior Vice President of TCL Corporation and CEO of TCL Multimedia, Sean Zhang, General Manager of Brand Management Center of TCL Corporation, and Dr. Affonso Brandão Hennel, joint venture partner of TCL in Brazil.



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% for the year 2017 according to the latest IHS Technology and the Company’s shipment data, and ranked No.3 in the PRC LCD TV market with a market share of 11.9% for the year 2017 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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