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TCL COMMUNICATION TECHNOLOGY HOLDINGS LIMITED

TCL通訊科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 02618)

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.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record (i) an increase in its net profit for the three months ended 30 September 2014 as compared to that recorded by the Group for the corresponding period in 2013; and (ii) a significant increase in its net profit for the nine months ended 30 September 2014 as compared to that recorded by the Group for the corresponding period in 2013.

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

This announcement is made by TCL Communication 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 "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 assessment of the unaudited consolidated management accounts by the management of the Group, the Group is expected to record (i) an increase in its net profit for the three months ended 30 September 2014 (the "Third Quarter") as compared to that recorded by the Group for the corresponding period in 2013; and (ii) a significant increase in its net profit for the nine months ended 30 September 2014 (the "Relevant Period") as compared to that recorded by the Group for the corresponding period in 2013.

Based on the information currently available, the above mentioned expected profit was primarily attributable to the Group's successful transformation of its business focus from featured phones to smartphones. During the Third Quarter, the total sales of handsets and other products amounted to 18.7 million units, representing a year-on-year increase

of 21%. The sales of smartphones and other smart devices amounted to 10.9 million units, representing a year-on-year surge of 110%. Smartphones and other smart devices accounted for 58% of the overall shipment in the Third Quarter, representing a significant increase of 34% for the same period in 2013. This product mix enhancement continues to trend up the revenue of the Group. During the Relevant Period, the sales of handsets and other products as well as smartphones and other smart devices totalled 48.6 million units and 25.9 million units, representing a 35% and 162% year-on-year increase respectively.

The information as contained in this announcement is only based on the preliminary assessment of the unaudited consolidated management accounts prepared by the management of the Group for the Third Quarter and Relevant Period; and is not based on any figures or information audited or reviewed by the Company's auditors. Shareholders and potential investors are advised to read carefully the results announcement of the Company for the Third Quarter and Relevant Period which is expected to be published on 23 October 2014.

On 9 October 2014, TCL Corporation ("TCL Corporation"), a company listed on Shenzhen Stock Exchange (stock code: 000100), issued an announcement in relation to a preview of its unaudited results for the Third Quarter and Relevant Period in which the business performance of the Group for the Third Quarter and Relevant Period has also been disclosed. TCL Corporation is the ultimate controlling Shareholder of the Company and holds approximately 51.14% of the issued share capital of the Company. The purpose of this announcement is also to disclose such information as disclosed by TCL Corporation in a timely manner.

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

On behalf of the Board
TCL Communication Technology Holdings Limited
LI Dongsheng
Chairman

Hong Kong, 9 October 2014

As at the date of this announcement, the Board comprises Mr. LI Dongsheng, Mr. GUO Aiping and Mr. WANG Jiyang, being the executive directors; Mr. HUANG Xubin, Mr. YAN Xiaolin and Ms. XU Fang, being the non-executive directors; Mr. LAU Siu Ki, Mr. LOOK Andrew and Mr. KWOK Hoi Sing, being the independent non-executive directors.