

For Immediate Release

TCL Communication co-(re)creates Palm

(LAS VEGAS, January 6 2015) – **Palm** brand has always been synonymous with innovation throughout its history. As such it has consistently acted as a pioneer of mobile technologies. Now is the time to revive and bring back this pioneer spirit.

To do so, **TCL Communication Technology Holdings Limited** (“TCL Communication” or the “Company” which, together with its subsidiaries, is referred to as the “Group”; HKSE stock code: 02618) is very proud to announce that it will create a new Palm Inc., a US-based company that will take ownership of the **Palm** brand. New Palm Inc. will remain a truly Californian, Silicon Valley, based company leveraging on the talents and partnerships of the area.

Palm has always carried a lot of affect and emotions. That’s why TCL has set the direction to rebuild the brand involving **Palm’s** very own community, making it the largest scale crowd-sourced project ever seen in the industry.

The objective goes far beyond proposing a more advanced device. It is to deliver absolute breakthrough innovations in Technology, Design, User Experience, Eco-system, Marketing, Supply Chain, and Business Models.

Palm will be fully supported by the various assets of TCL Communication:

- A best in class R & D organization, rich with 5000 engineers across 7 R&D centers around the globe
- The most modern and efficient mobile devices manufacturing facility
- A top level quality record recognized by the global tier 1 carriers and retailers around the world
- A cutting-edge supply chain ready for the flexibility required by the market today
- A global network already serving more than 170 countries and the most demanding customers of the industry with local Sales, Marketing and Technical teams

The exact timeline of the roll-out of the **Palm** project will be communicated at a later date.

TCL Communication, the 5th largest global handsets vendor, is operating globally under the **ALCATEL ONETOUCH** brand and **TCL** brand. It has already reached breakthrough positions, in multiple regions of the world.

During the past 3 years, TCL Communication has evolved from a leading position in feature phones to a top player in Smart Devices with a comprehensive portfolio of Smartphones, Tablets, IoT, Wearables, Mobile Routers. Today the company is adding new dimensions to its legacy hardware capabilities, turning itself into a true mobile Internet player with applications and cloud services in areas such as health care, education, smart home, video conferencing, music, etc.

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About TCL Communication

TCL Communication Technology Holdings Limited (“TCL Communication” or the “Company”; HKSE stock code: 02618) together with its subsidiaries (collectively the “Group”) designs, manufactures and markets an expanding portfolio of mobile and internet products worldwide under two key brands – ALCATEL ONETOUCH and TCL. The Group’s portfolio of products is currently sold in China and over 170 countries throughout the Americas, Europe, the Middle East, Africa and Asia Pacific. Headquartered in Shenzhen, China, TCL Communication operates its highly efficient manufacturing plant and R&D centers in various provinces of the PRC. It employs over 16,000 people in China, Hong Kong and overseas.

TCL Communication is one of the few companies in Hong Kong or China who owns or licenses 2G, 2.5G, 2.75G, 3G and 4G-patented technologies. It is also able to independently develop products and solutions for the GSM, GPRS, EDGE, CDMA, WCDMA, TDSCDMA and LTE. For more information, please visit its website at <http://tclcom.tcl.com>

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