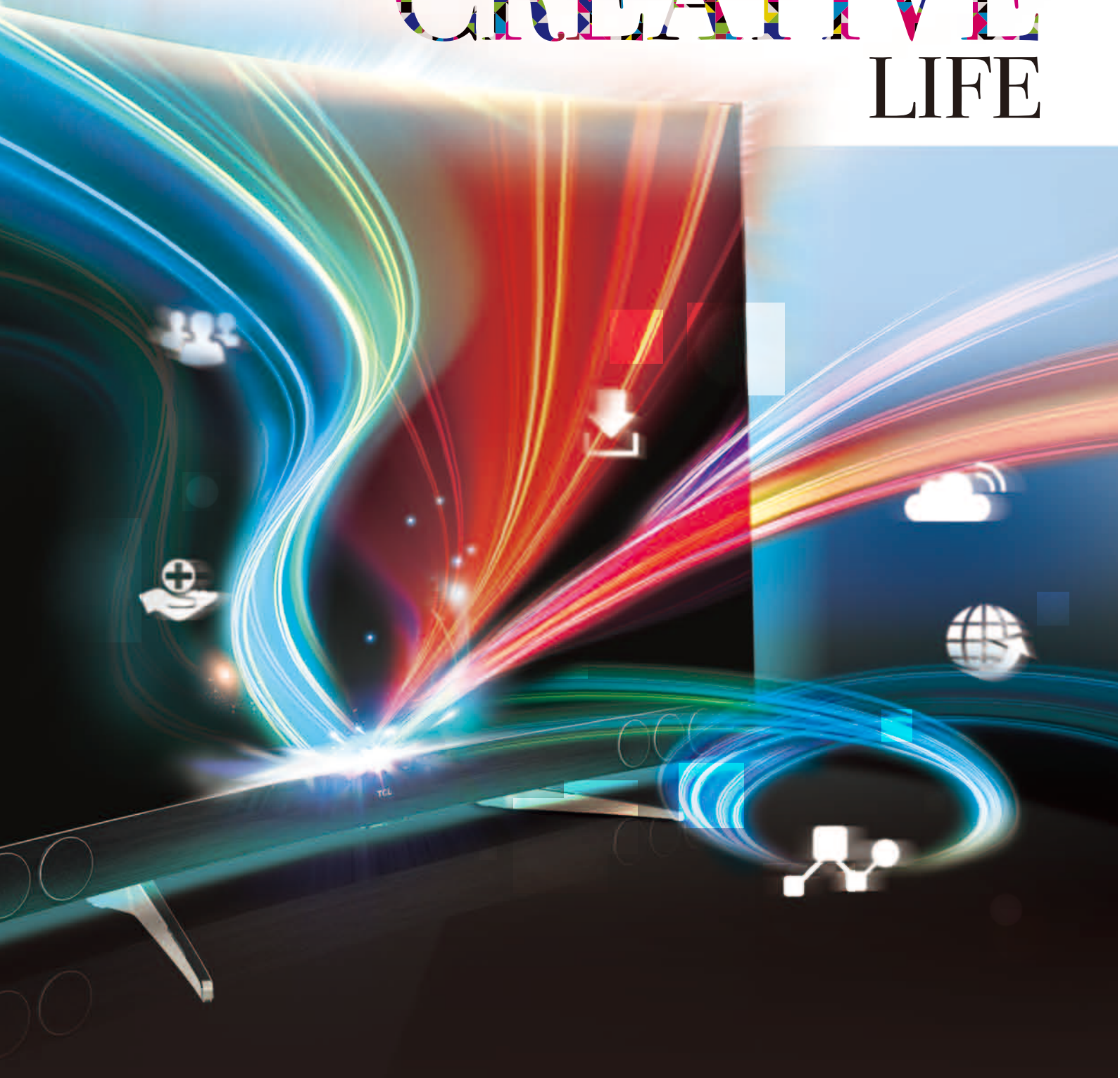


ANNUAL REPORT 2016

# THE CREATIVE LIFE





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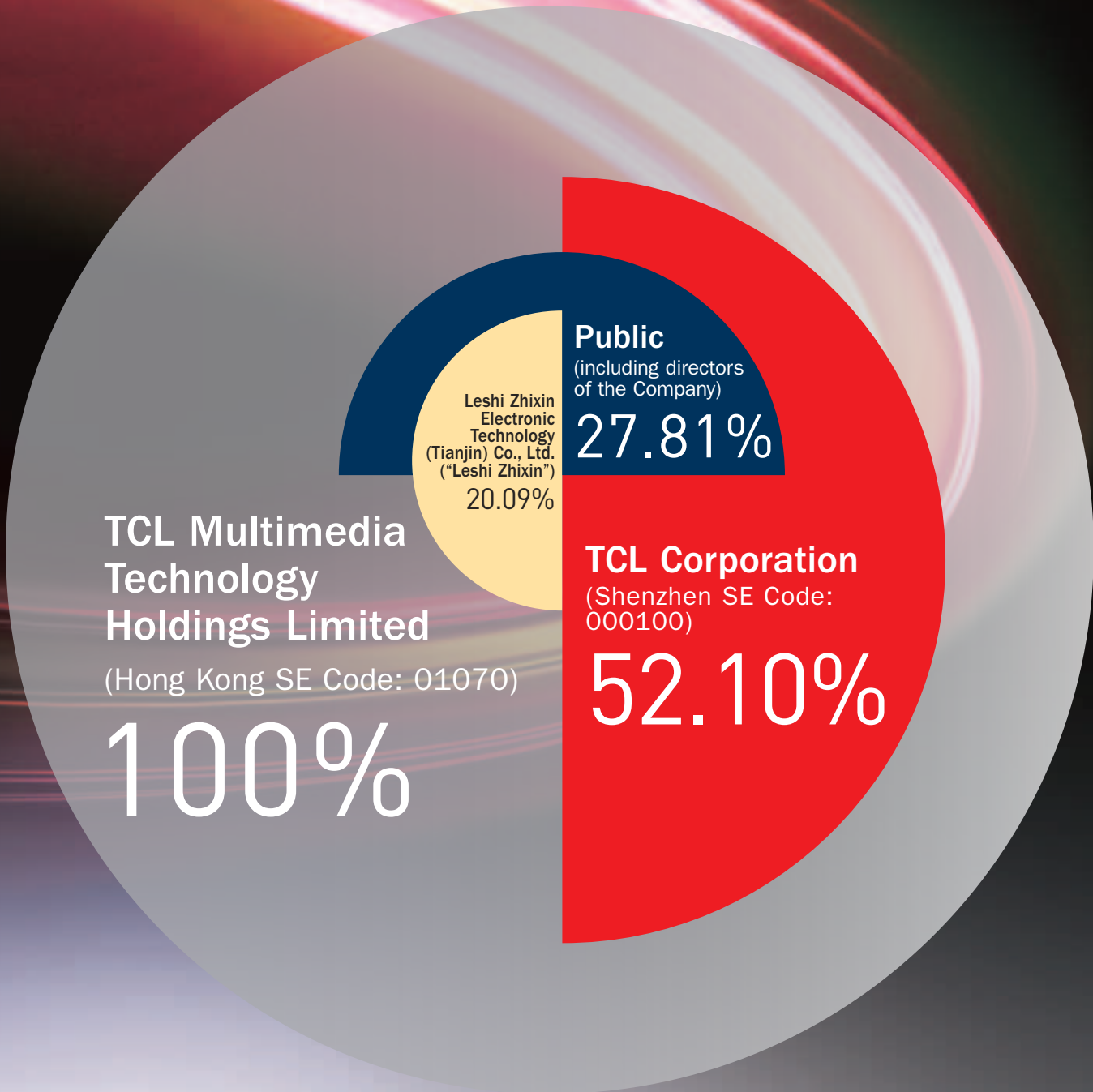


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# The Creative Life

TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, collectively the “Group”) is one of the leading players in the global TV industry. Headquartered in China, it is engaged in the research and development, manufacturing and distribution of consumer electronic products, and its products are sold all over the world. 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 ultimate holding company of the Company is TCL Corporation.



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