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TCL MULTIMEDIA TECHNOLOGY HOLDINGS LIMITED

TCL 多媒體科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 01070)

VOLUNTARY ANNOUNCEMENT

This is a voluntary announcement made by TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, the “Group”).

The board of directors of the Company (the “Board”) hereby announces that the sales volume of LCD TVs of the Group for the six months ended 30 June 2013 rose by 20.7% year-on-year. However, in June 2013, the government of the People’s Republic of China (the “PRC”) did not extend the energy saving subsidy policy which had expired on 31 May 2013. This affected the sales mix and market demand of TV products in the PRC in the second quarter of 2013. The Group has been affected in this regard and thus the profit of the Group’s TV business for the three months ended 30 June 2013 was lower than expected. AV business of the Group however recorded a satisfactory performance due to better than expected sales for the three months ended 30 June 2013.

In view of the expected gradual recovery of the PRC market and the launch of new TV products by the Group, the Company expects that there will be a steady growth in the TV business in the second half of 2013.

TCL Corporation (“TCL Corporation”) is the ultimate controlling shareholder of the Company, the shares of which are listed on Shenzhen Stock Exchange (Stock Code: 000100). As at the date of this announcement, TCL Corporation holds approximately 61.31% of the issued share capital of the Company. On 9 July 2013, TCL Corporation issued an announcement in relation to a preview of its unaudited results for the first half year of 2013, in which the abovementioned business performance of the Group for the six months ended 30 June 2013 has also been disclosed.

The purpose of this announcement is to disclose the financial information of the Company to its shareholders and potential investors in Hong Kong with the intention to disclose such information in a timely manner.

The information as contained in this announcement is only based on the preliminary estimate of the unaudited consolidated management accounts prepared by the management of the Group for the 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 interim results announcement of the Company for the six months ended 30 June 2013 which is expected to be published by 15 August 2013.

On behalf of the Board

Li Dongsheng

Chairman

Hong Kong, 9 July 2013

As at the date of this announcement, the Board comprises LI Dongsheng, ZHAO Zhongyao and YU Guanghui as executive directors, Albert Thomas DA ROSA, Junior, HUANG Xubin, BO Lianming and YAN Xiaolin as non-executive directors, TANG Guliang, Robert Maarten WESTERHOF, WU Shihong and TSENG Shieng-chang Carter as independent non-executive directors and HAO Yi as alternate director to ZHAO Zhongyao.