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TCL MULTIMEDIA TECHNOLOGY HOLDINGS LIMITED

TCL 多媒體科技控股有限公司

(the “Company”)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 01070)

PROFIT WARNING

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 based on preliminary review of the unaudited management accounts by the management of the Group, the Group is expected to record a loss for the three months ended 30 September 2013 as compared to a profit recorded by the Group for the corresponding period in 2012. Nevertheless, the Group is still expected to record a profit for the nine months ended 30 September 2013.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by TCL Multimedia Technology Holdings Limited (the “Company”, 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 management accounts by the management of the Group, the Group is expected to record a loss for the three months ended 30 September 2013 (the “Relevant Period”) as compared to a profit recorded by the Group for the corresponding period in 2012. Nevertheless, the Group is still expected to record a profit for the nine months ended 30 September 2013.

Based on the information currently available, the abovementioned loss during the Relevant Period was primarily attributable to (a) the withdrawal of the energy-saving home appliances subsidy policy in June 2013, as a result of which the market demand for LCD TVs in the PRC dropped and the sales volume in the PRC in the third quarter did not meet the target; and (b) the optimistic expectation of the Group on the market demand at the beginning of the year which led to increase in inventory of raw materials; as a result of the decreased raw material price, there was a significant devaluation of corresponding inventory.

During the nine months ended 30 September 2013, the Group recorded an increase of 15.4% year-on-year in the sales volume of LCD TVs. The management of the Group expects that the Group's operating conditions will improve in the fourth quarter of 2013.

The information contained in this announcement is only based on the preliminary assessment prepared by the management of the Group for the 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 Relevant Period which is expected to be published by the Company on 24 October 2013.

On 10 October 2013, 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 Relevant Period in which the business performance of the Group for the Relevant Period has also been disclosed. TCL Corporation is the ultimate controlling Shareholder of the Company and holds approximately 61.19% 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 should exercise caution when dealing in the shares of the Company.

On behalf of the Board
LI Dongsheng
Chairman

Hong Kong, 10 October 2013

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