

*For Immediate Release*

## **TCL Multimedia LCD TV sales volume up 78.9%, reaching 1,411,130 sets in April**

### **LCD TV sales volume in the PRC Market and the Overseas Markets up 32.7% and 189.7% year-on-year, respectively**

(May 7, 2012, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) today announced the sales volume of its TV and AV products for April 2012.

The Group’s monthly sales volume of LCD TV in April 2012 amounted to 1,411,130 sets, up by 78.9% year-on-year, of which the sales volume of overall LED backlight LCD TV reached 1,016,644 sets in April. Its proportion of the total LCD TV sales volume increased to 72.0%.

In the PRC Market, the Group continued to improve its product mix and actively promoted 3D TV and smart & internet TV in response to the industry development trends. As a result, 739,089 sets of LCD TVs were sold in April, up 32.7% year-on-year. The sales volume of LED backlight LCD TV as a percentage of the total LCD TV sales volume in the PRC Market continued to increase steadily to 69.8%. The sales volume of smart & internet TV and 3D TV reached 339,279 sets and 145,064 sets, respectively, their proportion of the total LCD TV sales volume in the PRC Market increased to 45.9% and 19.6%, respectively.

In the Overseas Markets, LCD TV sales volume increased by 189.7% year-on-year to 672,041 sets in April. In the Emerging Markets, the Group actively expanded its LCD TV and LED backlight LCD TV businesses, continued to improve product portfolio and leveraged its successful marketing strategies, bringing sales volume of LCD TV in April up by 160.1% year-on-year to 342,735 sets. The Emerging Markets remain the Group’s major overseas market in terms of sales volume and have become a new growth driver to its business in addition to the PRC Market. The sales volume of the Group’s Strategic OEM business also recorded a substantial year-on-year increase in April.

The Group sold 1,336,340 sets of AV products in April, down 20.4% from the same period of the previous year but maintaining a similar volume as in March.

**April 2012 (Unaudited sales volume)**

	2012	2011	Change	2012	2011	Change
	April	April	(%)	Jan - Apr	Jan - Apr	(%)
<b>LCD TV</b>	<b>1,411,130</b>	<b>788,962</b>	<b>78.9%</b>	<b>4,630,009</b>	<b>2,716,386</b>	<b>70.4%</b>
Of which:						
LED backlight LCD TV	1,016,644	301,221	237.5%	3,039,010	899,961	237.7%
Smart & internet TV	339,279	143,424	136.6%	890,129	227,622	291.1%
3D TV	145,871	16,492	784.5%	395,919	16,989	2,230.4%
<b>CRT TV</b>	<b>219,695</b>	<b>422,610</b>	<b>-48.0%</b>	<b>984,802</b>	<b>1,585,965</b>	<b>-37.9%</b>
<b>Total TV Sales</b>	<b>1,630,825</b>	<b>1,211,572</b>	<b>34.6%</b>	<b>5,614,811</b>	<b>4,302,351</b>	<b>30.5%</b>
<b>AV Products</b>	<b>1,336,340</b>	<b>1,679,592</b>	<b>-20.4%</b>	<b>4,703,957</b>	<b>6,082,782</b>	<b>-22.7%</b>

*Note: Since February 2012, TCL Multimedia has announced the monthly sales volume of its smart TV and 3D TV. Taking into account the industry practice of disclosing the shipment data of smart & internet TV, starting from March 2012, TCL Multimedia has adopted the practice of disclosing the monthly sales volume of smart & internet TV and 3D TV so as to allow comparison based on the same basis.*

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**About TCL Multimedia**

TCL Multimedia Technology Holdings Limited (stock code: 01070.HK) headquartered in China, is one of the leading players in the global TV industry. TCL Multimedia is engaged in the R&D, manufacture and distribution of consumer electronic products comprising television and audio visual products. Its ultimate shareholder is TCL Corporation. For more information, please visit its website: <http://multimedia.tcl.com>.

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