

**TCL Multimedia Surged to Top Five Global LCD TV Market Share, and  
Expected to Further Benefit from the Latest Energy-saving Home Appliance Subsidy  
Program**

(May 20, 2012, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) announced that according to the latest DisplaySearch report, as of the first quarter in 2012, the Group’s global LCD TV market share increased from 4.9% to 5.6%, bringing its ranking up to No. 5 from No. 7 in 2011. Its TV market share in the PRC Market was 18.1%, driving its ranking up to No. 1 from No. 2 in 2011. Its LCD TV market share in the PRC Market was 17.5%, pushing its ranking up to No. 2 from No.3 in 2011. It is the first time a Chinese TV enterprise has been ranked in the top five in terms of the global LCD TV market share.

The improvement in market share was attributable to the Group’s continuous focus on enhancing “speed and efficiency” of its operations and marketing strategies and to its dedication in the optimization of its products, marketing strategies, sales channels, costs and brand image, which resulted in satisfactory increases in sales volume in both the PRC Market and the Overseas Markets, especially the Emerging Markets. The Group’s monthly sales volume of LCD TVs in the first four months of 2012 amounted to 4,630,009 sets, up by 70.4% year-on-year, of which the sales volume of LCD TV in the PRC Market and the Overseas Markets increased by 29.5% and 163.7% year-on-year, respectively, to 2,444,947 sets and 2,185,062 sets, respectively, far exceeding the average growth of the industry.

In addition to the rapid sales growth, the Group continued to improve its product mix and the proportion of high-end products continued to increase. In April 2012, the Group’s sales volume of LED backlight LCD TV as a percentage of the total LCD TV sales volume was 72.0%. The sales volume of smart & internet TV and 3D TV in the PRC Market reached 339,279 sets and 145,064 sets, respectively representing 45.9% and 19.6% of the total shipment of LCD TV in China.

Furthermore, the Chinese government has just announced a new energy-saving home appliance subsidy program with subsidy amount of RMB 26.5 billion to promote the consumption of five types of home appliance that fulfill the energy-saving standards, including LCD TVs, air-conditioners, refrigerators, washing machines and electric water heaters. In this regard, TCL Multimedia is committed to the development of energy-saving and environmentally friendly products. All LED backlight LCD TV products the Group launched this year have satisfied the National Level 1 Energy Consumption Standard.

More than 200 models of TV products have been accredited with the standard. Also, its entire range of LCD TV products will be designed in line with the standard in the future. Since the Group owns both TCL and Rowa brands in the PRC Market, it is expected that the Group will benefit considerably from the implementation of the energy-saving home appliances program, which will further boost the growth of the Group's high-end TV sales.

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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>.

#### **Investor & Media Inquiries**

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