

For Immediate Release

TCL Multimedia LCD TV sales volume up 38.7%, reaching 1,364,358 sets in August

LCD TV sales volume in the PRC Market and the Overseas Markets up 40.2% and 36.5% year-on-year, respectively

(September 6, 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 August 2012.

The Group’s monthly sales volume of LCD TV in August 2012 amounted to 1,364,358 sets, up 38.7% year-on-year, of which the overall sales volume of LED backlight LCD TV reached 1,086,098 sets in August. The proportion of the sales volume of LED backlight LCD TV as a percentage of the total LCD TV sales volume increased to 79.6%.

In the PRC Market, TCL Multimedia increased its LCD TV sales volume steadily through various measures, including continuously optimizing its product mix, creating differentiated products, enhancing product competitiveness and optimizing its channels. As a result, 800,353 sets of LCD TVs were sold in August, up 40.2% year-on-year. The sales volume of LED backlight LCD TV reached 668,092 sets, accounting for 83.5% of the total LCD TV sales volume in the PRC market. The Group also actively promoted 3D TV and smart & internet TV. The sales volume of smart & internet TV and 3D TV reached 466,511 sets and 189,490 sets, respectively, bringing the proportion of their sales volume as a percentage of the total LCD TV sales volume in the PRC Market up to 58.3% and 23.7%, respectively.

In the Overseas Markets, LCD TV sales volume increased by 36.5% year-on-year to 564,005 sets in August. In the Emerging Markets, TCL Multimedia actively expanded its LCD TV and LED backlight LCD TV businesses, while promoting high-end TV products and continuously strengthening sales channels to boost sales volume. As a result, sales volume of LCD TV in the Emerging Markets increased by 27.7% to 373,909 sets in August. The sales volume of LCD TV in the European Market and strategic OEM business both recorded significant growth. 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 Group sold 1,390,163 sets of AV products in August, down 30.4% from the same period of the previous year.

August 2012 (Unaudited sales volume)

	2012 August	2011 August	Change (%)	2012 Jan - Aug	2011 Jan - Aug	Change (%)
LCD TV	1,364,358	984,019	38.7%	8,953,214	5,841,707	53.3%
Of which:						
LED backlight LCD TV	1,086,098	387,185	180.5%	6,205,941	2,085,986	197.5%
Smart & internet TV	476,111	155,670	205.8%	2,045,945	633,085	223.2%
3D TV	190,252	37,594	406.1%	921,202	100,117	820.1%
CRT TV	79,917	362,848	-78.0%	1,508,322	2,954,340	-48.9%
Total TV Sales	1,444,275	1,346,867	7.2%	10,461,536	8,796,047	18.9%
AV Products	1,390,163	1,997,010	-30.4%	9,595,320	13,064,958	-26.6%

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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