

For Immediate Release

TCL Multimedia LCD TV Sales Volume up 26.8%, Reaching 1,502,625 Sets in November

The proportion of LED Backlight LCD TV in the PRC market jumped to 99.7%

(December 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 November 2012.

The Group’s monthly sales volume of LCD TV in November 2012 achieved 1,502,625 sets, up 26.8% year-on-year, of which the overall sales volume of LED backlight LCD TV reached 1,345,102 sets in November. The proportion of the sales volume of LED backlight LCD TV as a percentage of the total LCD TV sales volume achieved 89.5%. Overall sales volume of LCD TV jumped by 47.1% year-on-year to 13,684,653 sets from January to November. The management team is fully confident that TCL Multimedia will meet its sales target of 15.2 million sets LCD TVs this year.

In the PRC Market, TCL Multimedia continued to optimize its product mix, promote product differentiation, and strengthen its distribution channels as well as marketing efforts. As a result, 891,162 sets of LCD TVs were sold in November, up 31.3% year-on-year. **The sales volume of LED backlight LCD TV in particular, which increased by 144.6% year-on-year to 888,120 sets, accounted for 99.7% of the total LCD TV sales volume in the PRC market**, and product mix was further improved. In addition, 3D TV and smart & internet TV were well received in the market. The sales volume of smart & internet TV and 3D TV reached 573,347 sets and 274,423 sets, respectively, accounting for 64.3% and 30.8% of the total LCD TV sales volume in the PRC Market, respectively.

In the Overseas Markets, LCD TV sales volume increased by 20.7% year-on-year to 611,463 sets in November. In the Emerging Markets, TCL Multimedia actively expanded its LCD TV businesses, especially its LED backlight LCD TV businesses, while continuously increasing the proportion of its high-end TV products, reinforcing sales channels and stepping up marketing efforts. As a result, sales volume of LCD TV in the Emerging Markets increased by 53.0% to 387,357 sets in November, of which the sales volume of LED backlight LCD TV surged by 70.4%. The Emerging Markets remain the Group’s major overseas market in terms of sales volume, and have become a major source of growth alongside the PRC Market.

The Group sold 1,485,687 sets of AV products in November, up 14.6% from the same period of the previous year.

November 2012 (Unaudited sales volume)

	2012	2011	Change	2012	2011	Change
	November	November	(%)	Jan - Nov	Jan - Nov	(%)
LCD TV	1,502,625	1,185,140	26.8%	13,684,653	9,304,128	47.1%
Of which:						
LED backlight LCD TV	1,345,102	621,464	116.4%	10,129,234	3,739,447	170.9%
Smart & internet TV	596,976	134,113	345.1%	3,658,460	1,197,038	205.6%
3D TV	277,178	52,381	429.2%	1,817,133	284,398	538.9%
CRT TV	125,182	322,936	-62.4%	1,898,987	3,958,891	-52.0%
Total TV Sales	1,627,807	1,518,076	7.2%	15,583,640	13,257,019	17.6%
AV Products	1,485,687	1,296,508	14.6%	13,795,092	18,788,523	-26.6%

Note: Since February 2012, TCL Multimedia has announced the monthly sales volume of its smart TV and 3D TVs. 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 TVs and 3D TVs 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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