



For Immediate Release

**TCL Multimedia LCD TV sales volume exceeded its full year 2012 annual sales target
LCD TV sales volume jumped by 43.0% year-on-year to 15,527,017 sets**

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LCD TV sales volume reached 1,842,364 sets in December

(9 January 2013, 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 December 2012 and full year 2012.

The Group’s monthly sales volume of LCD TV in December 2012 achieved 1,842,364 sets, up 18.4% year-on-year, of which the overall sales volume of LED backlight LCD TV reached 1,698,672 sets in December. The proportion of the sales volume of LED backlight LCD TV as a percentage of the total LCD TV sales volume achieved 92.2% in December while 11,827,906 sets of LED backlight LCD TVs were sold in full year 2012. Overall sales volume of LCD TV jumped by 43.0% year-on-year to 15,527,017 sets in full year 2012, exceeding its full-year LCD TV sales target of 15,200,000 sets.

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, 1,239,486 sets of LCD TVs were sold in December, up 19.7% year-on-year. The sales volume of LED backlight LCD TV reached 1,233,431sets, representing an increase of 91.9% year-on-year and accounting for 99.5% of the total LCD TV sales volume in the PRC market. 8,856,059 sets of LCD TVs were sold in full year 2012, achieving a year-on-year growth of 34.1%. In addition, 3D TV and smart & internet TV have been continuously well-received in the market. The sales volume of smart & internet TV and 3D TV in December reached 962,560 sets and 357,717 sets, respectively, accounting for 77.7% and 28.9% of the total LCD TV sales volume in the PRC Market, respectively.

In the Overseas Markets, LCD TV sales volume increased by 15.8% and 56.8% year-on-year to 602,878 sets and 6,670,958 sets in December and full year 2012, respectively. In the Emerging Markets, TCL Multimedia actively expanded its LCD TV business, especially its LED backlight LCD TV business, 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 68.1% to 334,313 sets in December, of which the sales volume of LED backlight LCD TV surged significantly by 124.6%. For the full year of 2012, LCD TV sales volume in the Emerging Markets grew by 70.4% year-on-year to 4,030,057 sets. 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 1,003,990 sets of AV products in December, down 17.2% from the same period of the previous year. In 2012, it sold 14,799,082 sets of AV products, a decrease of 26.0% year-on-year from last year.

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December 2012 (Unaudited sales volume)

	2012 December	2011 December	Change (%)	2012 Jan - Dec	2011 Jan - Dec	Change (%)
LCD TV	1,842,364	1,555,872	18.4%	15,527,017	10,859,957	43.0%
Of which:						
LED backlight LCD TV	1,698,672	942,106	80.3%	11,827,906	4,681,553	152.6%
Smart & internet TV	978,114	294,747	231.8%	4,636,574	1,491,785	210.8%
3D TV	361,744	41,373	774.3%	2,178,877	325,771	568.8%
CRT TV	130,629	232,569	-43.8%	2,029,616	4,185,460	-51.5%
Total TV Sales	1,972,993	1,788,441	10.3%	17,556,633	15,045,417	16.7%
AV Products	1,003,990	1,211,840	-17.2%	14,799,082	20,000,363	-26.0%

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

Headquartered in China, TCL Multimedia Technology Holdings Limited (HKSE stock code: 01070) is one of the leading players in the global TV industry. TCL Multimedia is engaged in the research and development, manufacturing and distribution of consumer electronic products comprising television and audio visual products. Its ultimate shareholder is TCL Corporation. According to the latest DisplaySearch report, the Group's global LCD TV market share increased from 5.0% in the second quarter in 2012 to 6.7% in the third quarter of 2012, thereby lifted its global ranking to the fourth. The Group has maintained its No.1 position in the LCD TV market in China with a market share of 18.7%.

For more information, please visit its website: <http://multimedia.tcl.com>.

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