



***For Immediate Release***

**TCL Multimedia's Sales Volume of LCD TV  
Increased by 26.9% in the First Two Months of 2013  
Which Is in Line with Its Projections**

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**The Proportion of the Sales Volume of Smart TV and 3D TV  
Shown Continuous Growth**

(7 March 2013, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) today announced sales volumes of its TV and AV products for February 2013.

Due to seasonal factors including the Chinese Lunar New Year and a decline in sales volume of the Strategic OEM business, TCL Multimedia's monthly sales volume of LCD TV in February 2013 reached 649,121 sets, down 16.6% year-on-year. Nevertheless, the aggregate sales volume of LCD TV for the first two months of 2013 reached 2,663,093 sets, up by 26.9% from that of the same period last year. The overall sales volume performance is in line with the Group's projections.

In the PRC Market, due to the Chinese Lunar New Year, the sales volume of LCD TV in February dropped 4.1% year-on-year to 320,514 sets. Nevertheless, the sales volume of LCD TVs for the first two months of this year amounted to 1,873,396 sets, with a year-on-year growth of 63.9%, which maintained a healthy growth. TCL Multimedia continued to optimize its product mix, promote product differentiation, and strengthen its distribution channels as well as marketing efforts, smart TV and 3D TV were well received in the PRC Market. The sales volumes of smart TV and 3D TV reached 73,359 sets and 111,971 sets, accounting for 22.9% and 34.9% of the total LCD TV sales volume in this market, respectively.

Due to a higher comparison base in 2012 and a decline in sales volume in the Strategic OEM business, LCD TV sales volume in the Overseas Markets decreased by 26.1% year-on-year to 328,607 sets in February. Sales volume of LCD TV in the Emerging Markets also decreased by 21.1% to 190,330 sets in February. Thanks to the continuous optimization of product mix, the proportion of LED backlight LCD TV sales rose to 83.4%. TCL Multimedia is confident that the Group will achieve healthy quality growth in the Overseas Markets for the full year of 2013.

Tonly Electronics Limited (“Tonly Electronics”) (formerly known as AV business) sold 740,450 sets of AV products in February, representing a decline of 30.6% from that of the same period of the last year. Tonly Electronics continued to seek diversification in its products and customer base and proactively drove transformation of its products, resulting in satisfactory development of its intelligent accessories and new audio products.

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## February 2013 (Unaudited sales volume):

	February 2013	February 2012	Change (%)	January to February 2013	January to February 2012	Change (%)
<b>LCD TV</b>	<b>649,121</b>	<b>778,719</b>	<b>-16.6%</b>	<b>2,663,093</b>	<b>2,097,912</b>	<b>26.9%</b>
Of which: LED backlight LCD TV	607,306	493,376	23.1%	2,393,830	1,298,125	84.4%
Smart TV	85,500	27,027	216.4%	420,705	85,823	390.2%
3D TV	114,218	44,577	156.2%	587,883	146,890	300.2%
<b>CRT TV</b>	<b>107,123</b>	<b>220,053</b>	<b>-51.3%</b>	<b>249,281</b>	<b>534,865</b>	<b>-53.4%</b>
<b>Total TV Sales</b>	<b>756,244</b>	<b>998,772</b>	<b>-24.3%</b>	<b>2,912,374</b>	<b>2,632,777</b>	<b>10.6%</b>
<b>AV Products</b>	<b>740,450</b>	<b>1,067,635</b>	<b>-30.6%</b>	<b>1,975,959</b>	<b>2,023,528</b>	<b>-2.4%</b>

Remark: Starting from 2013, TCL Multimedia has adopted a practice of announcing monthly sales volumes of 3D TV and smart TV. Sales volume of Internet TV is not included in the sales volume figure of smart TV and Internet TV.

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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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