



***For Immediate Release***

**TCL Multimedia's LCD TV Sales Volume in March 2013  
Amounted to 1,249,223 Sets  
LCD TV Sales Volume Increased by 21.5% year-on-year in the First Quarter of  
2013**

\* \* \* \* \*

(8 April 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 March and the first quarter of 2013 (January to March).

TCL Multimedia's monthly LCD TV sales volume in March 2013 reached 1,249,223 sets, up 11.4% year-on-year. In the PRC Market, the Group sold 661,389 sets of LCD TVs in March, up 17.5% year-on-year. The Group has sold 144,618 sets of smart TVs and 183,031 sets of 3D TVs in the PRC Market, accounting for 21.9% and 27.7%, respectively, of the total LCD TV sales volume for the month of March.

In Overseas Markets, the Group's LCD TV sales volume grew by 5.3% year-on-year to 587,834 sets in March. Emerging Markets increased by 19.9% year-on-year to 393,797 sets in March. The Group continued to optimize its product mix and the proportion of high-end smart TVs was steadily increased to 35.1% in the European Market for March 2013. TCL Multimedia's management is confident that the Group will achieve the stated objective of quality growth in 2013.

The LCD TV sales volume for the first quarter of 2013 steadily increased by 21.5% year-on-year to 3,912,316 sets. This laid a solid foundation in achieving the annual sales target of 18 million sets of LCD TVs for 2013. In the PRC Market, Sales volume of LCD TV increased by 48.6% year-on-year to 2,534,785 sets for the first quarter of this year. Sales volume of LCD TVs in the Overseas Markets meanwhile decreased by 9.0% year-on-year to 1,377,531 sets due to a temporary decline in the sales volume of its Strategic OEM business. Despite this, the proportion of high-end products grew steadily in the Overseas Markets especially for Europe where the proportion of smart TV has reached 22.5% for the quarter. The Group will be launching new products in April and will continue to optimize its product mix in 2013.

Tonly Electronics Limited (“Tonly Electronics”) (formerly known as AV business) sold 3,253,357 sets of AV products in the first quarter of 2013, representing a year-on-year decline of 3.4%. In March 2013, Tonly Electronics sold 1,277,398 sets of AV products, down by 5% year-on-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.



### March 2013 (Unaudited sales volume):

|                                | March 2013       | March 2012       | Year-on-year Change (%) | January to March 2013 | January to March 2012 | Year-on-year Change (%) |
|--------------------------------|------------------|------------------|-------------------------|-----------------------|-----------------------|-------------------------|
| <b>LCD TV</b>                  | <b>1,249,223</b> | <b>1,120,967</b> | <b>11.4%</b>            | <b>3,912,316</b>      | <b>3,218,821</b>      | <b>21.5%</b>            |
| Of which: LED backlight LCD TV | 1,146,760        | 724,241          | 58.3%                   | 3,540,590             | 2,022,366             | 75.1%                   |
| Smart TV                       | 170,307          | 26,065           | 553.4%                  | 591,012               | 111,888               | 428.2%                  |
| 3D TV                          | 183,640          | 103,158          | 78.0%                   | 771,523               | 250,048               | 208.5%                  |
| <b>CRT TV</b>                  | <b>93,541</b>    | <b>230,242</b>   | <b>-59.4%</b>           | <b>342,822</b>        | <b>765,084</b>        | <b>-55.2%</b>           |
| <b>Total TV Sales</b>          | <b>1,342,764</b> | <b>1,351,209</b> | <b>-0.6%</b>            | <b>4,255,138</b>      | <b>3,983,905</b>      | <b>6.8%</b>             |
| <b>AV Products</b>             | <b>1,277,398</b> | <b>1,344,089</b> | <b>-5%</b>              | <b>3,253,357</b>      | <b>3,367,582</b>      | <b>-3.4%</b>            |

Note: Since the beginning of 2013, TCL Multimedia has begun announcing monthly sales volumes of 3D TVs and smart TVs. Sales volume of Internet TVs is not included in the sales volume figure of smart TVs and Internet TVs.

~ End~

### **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 4.8% in 2011 to 5.8% in 2012, thus lifting 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 18.0%.

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

### **For further information, please contact:**

#### **iPR Ogilvy Ltd.**

Juliana Li / Kiki Zhang

Tel : (852) 2169 0467 / 3920 7626

Email : [tclmultimedia@iprogilvy.com](mailto:tclmultimedia@iprogilvy.com)

