



***For Immediate Release***

**TCL Multimedia's LCD TV Sales Volume in April 2013  
Up 22.9% to 1,733,615 Sets Year-on-year**

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**Sales Volume of Smart TV and 3D TV in the PRC Up 196% and 110%  
Respectively year-on-year in April 2013**

(7 May 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 April 2013.

TCL Multimedia's monthly LCD TV sales volume in April 2013 is up year-on-year by 22.9% to 1,733,615 sets. The Group has launched new products since April and continued to optimize its overall product mix.

In the PRC Market, the Group sold 961,376 sets of LCD TVs in April, up 30.1% year-on-year. The Group sold 250,234 sets of smart TVs and 304,611 sets of 3D TVs in the PRC Market, up 196% and 110% year-on-year respectively which accounted for 26.0% and 31.7% respectively of the total LCD TV sales volume for the month of April.

In Overseas Markets, the Group's LCD TV sales volume grew by 14.9% year-on-year to 772,239 sets in April. Of which, LCD TV sales volume in the Emerging Markets increased by 28.4% year-on-year to 440,084 sets in April. The Group continued to optimize its product mix and the proportion of high-end smart TVs has steadily been increased to 28.8% in the European Market for April 2013. The Group is confident that it will achieve the quality growth objective in 2013.

Tonly Electronics Limited (“Tonly Electronics”) (formerly known as AV business) sold 1,535,584 sets of AV products in April 2013, up 14.9% year-on-year. Tonly Electronics continued to seek diversification in its products and customer base and transformed its product mix more towards intelligent accessories and new audio products.



**April 2013 (Unaudited sales volume):**

	April 2013	April 2012	Year-on-year Change (%)	January to April 2013	January to April 2012	Year-on-year Change (%)
<b>LCD TV</b>	<b>1,733,615</b>	<b>1,411,130</b>	<b>22.9%</b>	<b>5,645,931</b>	<b>4,630,009</b>	<b>21.9%</b>
Of which: LED backlight LCD TV	1,668,531	1,016,644	64.1%	5,209,121	3,039,010	71.4%
Smart TV	275,050	84,458	225.7%	866,062	196,346	341.1%
3D TV	306,092	145,871	109.8%	1,077,615	395,919	172.2%
<b>CRT TV</b>	<b>107,310</b>	<b>219,695</b>	<b>-51.2%</b>	<b>450,132</b>	<b>984,802</b>	<b>-54.3%</b>
<b>Total TV Sales</b>	<b>1,840,925</b>	<b>1,630,825</b>	<b>12.9%</b>	<b>6,096,063</b>	<b>5,614,811</b>	<b>8.6%</b>
<b>AV Products</b>	<b>1,535,584</b>	<b>1,336,340</b>	<b>14.9%</b>	<b>4,788,941</b>	<b>4,703,957</b>	<b>1.8%</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.*

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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 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>.

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