



***For Immediate Release***

**TCL Multimedia's LCD TV Sales Volume Rose 38.5% Year-on-year to 1,394,032 Sets in May 2013**

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**Sales Volume of Smart TVs and 3D TVs in the PRC Increased 207.3% and 72.8% Year-on-year Respectively**

(6 June 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 May of 2013.

TCL Multimedia's LCD TV sales volume in May of 2013 increased by 38.5% year-on-year to 1,394,032 sets, mainly attributable to the launch of new products since April which optimized its overall product mix and boosted its sales volume.

In the PRC Market, the Group sold 763,163 sets of LCD TVs in May, up 67.4% year-on-year. It sold 159,643 sets of smart TVs and 164,236 sets of 3D TVs in the PRC Market, up 207.3% and 72.8% year-on-year respectively, which accounted for 20.9% and 21.5% respectively of the total LCD TV sales volume for the month of May.

In the Overseas Markets, the Group's LCD TV sales volume grew by 14.6% year-on-year to 630,869 sets in May. Of which, LCD TV sales volume in the Emerging Markets increased by 20.6% year-on-year to 420,618 sets in May. Also, its Strategic OEM business is back on a growth track. The Group continued to optimize its product mix and the proportion of smart TVs in its total LCD TV sales volume of the European Market reached 21.6%. The Group is confident of achieving the quality growth objective in the Overseas Markets for 2013.

Tonly Electronics Limited (“Tonly Electronics”) (formerly known as AV business) sold 1,447,449 sets of AV products in May 2013, up 20.1% year-on-year. Tonly Electronics continued to diversify its products and customer base, and strived for transforming its products into intelligent accessories and new audio products.



## May 2013 (Unaudited sales volume):

	May 2013	May 2012	Year-on-year Change (%)	January to May 2013	January to May 2012	Year-on-year Change (%)
<b>LCD TV</b>	<b>1,394,032</b>	<b>1,006,457</b>	<b>38.5%</b>	<b>7,039,963</b>	<b>5,636,466</b>	<b>24.9%</b>
Of which: LED backlight LCD TV	1,359,971	665,940	104.2%	6,569,092	3,704,950	77.3%
Smart TV	176,482	64,759	172.5%	1,042,544	261,105	299.3%
3D TV	166,071	96,485	72.1%	1,243,686	492,404	152.6%
<b>CRT TV</b>	<b>112,738</b>	<b>170,888</b>	<b>-34.0%</b>	<b>562,870</b>	<b>1,155,690</b>	<b>-51.3%</b>
<b>Total TV Sales</b>	<b>1,506,770</b>	<b>1,177,345</b>	<b>28.0%</b>	<b>7,602,833</b>	<b>6,792,156</b>	<b>11.9%</b>
<b>AV Products</b>	<b>1,447,449</b>	<b>1,205,153</b>	<b>20.1%</b>	<b>6,236,390</b>	<b>5,909,110</b>	<b>5.5%</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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