



(For Immediate Release)

TCL Multimedia Ranks Among Top Three in Global LCD TV Market Share And Maintains No.1 Position in the PRC

(June 16, 2013, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070)) is pleased to announce that according to the latest DisplaySearch report, in terms of total shipment volume, the Group’s global LCD TV market share increased from 5.8% in Q4 2012 to 7.3% in Q1 2013, up 1.5 percentage points quarter-on-quarter. Its global ranking climbed from No. 4 to No. 3 which was only behind Samsung and LG. In addition, the Group’s LCD TV market share in the PRC increased from 18.5% in Q4 2012 to 20.2% in Q1 2013, and continued to maintain its No.1 position in the market.

The improvement in market share was attributable to the Group’s successful enhancement of product mix, optimization of sales channels as well as the advantages brought by its vertically-integrated operations. As a result, the Group continued to enhance its competitive strength in the PRC market and global market. The Group’s monthly sales volume of LCD TVs in the first five months of 2013 amounted to 7,039,963sets, up by 24.9% year-on-year. Its sales volume of LCD TV in the PRC Market increased by 46.8% year-on-year to 4,259,324sets and that in the Emerging Markets increased by 12.1% year-on-year to 1,768,315sets, representing a satisfactory growth in sales volume.

Mr. Hao Yi, Acting Chief Executive Officer of TCL Multimedia, said, “We will continue to bring more value-for-money products to consumers through product innovation, cost optimization, product competitiveness and pricing strategy. We will also increase our sales volume and market share by enhancing both the sales channels and brand development. We are striving to meet our annual sales volume target of 18.00 million sets of LCD TV for 2013, with an aim of achieving the target of quality growth, thus creating more shareholders’ value.”

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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 R&D, manufacturing and distribution of consumer electronic products comprising television and audio visual products. Its ultimate holding company is TCL Corporation. According to the latest DisplaySearch report, the Group’s global LCD TV market share increased from 5.8% in Q4 2012 to 7.3% in Q1 2013, ranking among the world’s top 3. The Group has continued to maintain No.1 position in the PRC LCD TV market with a market share of 20.2% in Q1 2013, up from 18.5% in Q4 2012.

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

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