



For Immediate Release

TCL Multimedia's LCD TV Sales Volume Rose 20.7% Year-on-year to 7,817,909 Sets for the First Half of 2013

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Sales Volume of Smart TVs and 3D TVs Soared by 251.5% and 125.5% Year-on-year Respectively

(9 July 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 June and the first half of 2013.

TCL Multimedia's LCD TV sales volume in June of 2013 declined by 7.4% year-on-year to 777,946 sets as China's “Energy Saving & Home Appliance Purchase Subsidy Programme”, which expired at the end of May, had stimulated and absorbed demand in advance to some extent. For the first half of this year, the sales volume of LCD TVs grew by 20.7% year-on-year to 7,817,909 sets.

In the PRC market, the demand surged in advance in May as consumers sought to benefit from the home appliance purchase subsidy programme before it expired in the month. As a result, the Group's LCD TV sales decreased by 35.5% year-on-year to 282,239 sets in the PRC market in June. It sold 88,804 sets of smart TVs and 88,283 sets of 3D TVs, representing 31.5% and 31.3% respectively of the Group's total LCD TV sales volume in the PRC market for June. For the first half of this year, the Group's LCD TV sales volume in the PRC Market reached 4,541,563 sets, up 36.0% year-on-year.

In the Overseas Markets, the Group's LCD TV sales volume grew by 23.1% year-on-year to 495,707 sets in June. In particular, the Group's LCD TV sales volume in the Emerging Markets increased by 23.7% year-on-year to 301,645 sets in the month. Also, its Strategic OEM business recorded satisfactory performance, with sales volume amounting to 136,070 sets, up 51.2% year-on-year. For the first half of this year, LCD TV sales volume in the Overseas Markets grew by 4.4% year-on-year to 3,276,346 sets. The Group is confident of achieving the growth objective in the Overseas Markets for 2013.

Tonly Electronics Limited (“Tonly Electronics”) (formerly known as AV business) sold 1,364,236 sets of AV products in June 2013, up 54.7% year-on-year. Tonly Electronics continued to diversify its products and customer base, and strived to transform its products into intelligent accessories and new audio products.



June 2013 (Unaudited sales volume):

	June 2013	June 2012	Year-on-year Change (%)	January to June 2013	January to June 2012	Year-on-year Change (%)
LCD TV	777,946	840,143	-7.4%	7,817,909	6,477,144	20.7%
Of which: LED backlight LCD TV	759,331	602,507	26.0%	7,328,423	4,307,457	70.1%
Smart TV	95,297	62,592	52.3%	1,137,841	323,697	251.5%
3D TV	91,614	99,783	-8.2%	1,335,300	592,187	125.5%
CRT TV	106,633	115,490	-7.7%	669,503	1,271,272	-47.3%
Total TV Sales	884,579	955,633	-7.4%	8,487,412	7,748,416	9.5%
AV Products	1,364,236	881,888	54.7%	7,600,626	6,791,045	11.9%

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 the 4th quarter of 2012 to 7.3% in the 1st quarter of 2013, thus lifting its global ranking to the third. The Group has maintained its No.1 position in the LCD TV market in China with a market share of 20.2%.

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

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