



For Immediate Release

**TCL Multimedia's LCD TV Sales Volume Rose 5.5% Year-on-year to
1,172,625 sets in July 2013**

**Overseas LCD Sales Volume Rose 40.4% Year-on-year to
657,342 sets in July 2013**

**Sales Volume of Smart TVs and 3D TVs Soared by 220.6% and 97.2%
Year-on-year Respectively for the First Seven Months of This Year**

(7 August 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 July and the first seven months of 2013.

TCL Multimedia's LCD TV sales volume in July 2013 increased by 5.5% year-on-year to 1,172,625 sets. For the first seven months of 2013, the overall sales volume of LCD TV grew by 18.5% year-on-year to 8,990,534 sets.

In the PRC market, the Group's LCD TV sales decreased by 19.9% year-on-year to 515,283 sets in the PRC market in July. It sold 119,727 sets of smart TVs and 103,723 sets of 3D TVs, representing 23.2% and 20.1% respectively of the Group's total LCD TV sales volume in the PRC market for July.

In the Overseas Markets, the Group's LCD TV sales volume grew by 40.4% year-on-year to 657,342 sets in July. Of which, the Group's LCD TV sales volume in the Emerging Markets increased by 2.3% year-on-year to 355,048 sets. LCD TV sales volume in the North American Market and European Market recorded growth. Meanwhile, its Strategic OEM business performed well, with sales volume reaching 227,306 sets, up 238.7% year-on-year.

Tonly Electronics Limited (“Tonly Holdings”) (formerly known as AV business) sold 1,585,287 sets of AV products in July 2013, up 12.1% year-on-year. Tonly Holdings continued to diversify its products and customer base, and transform its products into intelligent accessories and new audio products.



July 2013 (Unaudited sales volume):

	July 2013	July 2012	Year-on-year Change (%)	January to July 2013	January to July 2012	Year-on-year Change (%)
LCD TV	1,172,625	1,111,573	5.5%	8,990,534	7,586,520	18.5%
Of which: LED backlight LCD TV	1,160,961	812,386	42.9%	8,489,384	5,119,843	65.8%
Smart TV	125,882	70,491	78.6%	1,263,723	394,188	220.6%
3D TV	105,795	138,763	-23.8%	1,441,095	730,950	97.2%
CRT TV	102,927	157,056	-34.5%	772,430	1,428,395	-45.9%
Total TV Sales	1,275,552	1,268,629	0.5%	9,762,964	9,014,915	8.3%
AV Products	1,585,287	1,414,090	12.1%	9,185,913	8,205,147	12.0%

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. 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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