



For Immediate Release

TCL Multimedia's LCD TV Sales Volume Rose 13.4% Year-on-year to 1,547,020 Sets in August 2013

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LCD TV Sales Volume for the First Eight Months Exceeds 10 Million Sets

(6 September 2013, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) today announced sales volumes of its TV products for August and the first eight months of 2013.

TCL Multimedia's LCD TV sales volume for August 2013 increased by 13.4% year-on-year to 1,547,020 sets. For the first eight months of 2013, the overall sales volume of LCD TV grew by 17.7% year-on-year to 10,537,554 sets. Of which, the sales volume of smart TVs and 3D TVs soared by 170.6% and 78.5% year-on-year, respectively.

In the PRC Market, the Group's LCD TV sales volume increased by 9.3% year-on-year to 874,645 sets in August. It sold 177,942 sets of smart TVs and 201,155 sets of 3D TVs, representing 20.3% and 23.0%, respectively, of the Group's total LCD TV sales volume in the PRC Market for August.

In the Overseas Markets, the Group's LCD TV sales volume grew by 19.2% year-on-year to 672,375 sets in August. Of which, the Group's LCD TV sales volume in the Emerging Markets stayed at a similar level as that of the same period last year; while the LCD TV sales volume in the European Market recorded a 30.7% growth. Strategic OEM business performed well, with sales volume reaching 220,535 sets, up 77.1% year-on-year.

August 2013 (Unaudited sales volume):

	August 2013	August 2012	Year-on-year Change (%)	January to August 2013	January to August 2012	Year-on-year Change (%)
LCD TV	1,547,020	1,364,358	13.4%	10,537,554	8,953,214	17.7%
Of which: LED Backlight LCD TV	1,536,968	1,086,098	41.5%	10,026,352	6,205,941	61.6%
Smart TV	186,091	141,606	31.4%	1,449,814	535,794	170.6%
3D TV	203,155	190,252	6.8%	1,644,250	921,202	78.5%
CRT TV	93,065	79,917	16.5%	865,495	1,508,322	-42.6%
Total TV Sales	1,640,085	1,444,275	13.6%	11,403,049	10,461,536	9.0%

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. TCL Multimedia has successfully spun off its AV business, Tonny Electronics Holdings Limited for a separate listing on 15 August 2013. Therefore, the sales volume of the AV business will no longer be included in TCL Multimedia's monthly sales report.

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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>.

For further information, please contact:

iPR Ogilvy Ltd.

Kiki Zhang / Aven Yu

Tel: (852) 3920 7626 / 2136 6176

Email: tclmultimedia@iprogilvy.com