



**For Immediate Release**

**TCL Multimedia's LCD TV Sales Volume  
Reached 1,982,348 Sets in September 2013**

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**LCD TV Sales Volume for the First Three Quarters Rose  
15.4% Year-on-year to 12,519,902 Sets**

(10 October 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 September and the first three quarters of 2013.

TCL Multimedia's LCD TV sales volume for September 2013 increased by 4.6% over the same period of last year to 1,982,348 sets. For the first three quarters of 2013, the overall sales volume of LCD TV grew by 15.4% year-on-year to 12,519,902 sets. Of which, the sales volume of smart TVs and 3D TVs soared by 145.4% and 47.5% year-on-year, respectively.

In the PRC Market, the Group's LCD TV sales volume decreased by 8.4% year-on-year to 1,090,699 sets in September. Sales volume of smart TVs and 3D TVs were 324,845 sets and 263,698 sets, representing 29.8% and 24.2%, respectively, of the Group's total LCD TV sales volume in the PRC Market for September.

In the Overseas Markets, the Group's LCD TV sales volume grew by 26.3% year-on-year to 891,649 sets in September. Of which, the Group's LCD TV sales volume in the Emerging Markets grew by 19.2% to 535,275 sets while its LCD TV sales volume in the European Market and North American Market recorded growth of 41.7% and 57.5%, respectively. Strategic OEM business performed well, with sales volume reaching 257,688 sets, up 36.8% year-on-year.

**September 2013 (Unaudited sales volume):**

	September 2013	September 2012	Year-on-year Change (%)	January to September 2013	January to September 2012	Year-on-year Change (%)
<b>LCD TV</b>	<b>1,982,348</b>	<b>1,895,888</b>	<b>4.6%</b>	<b>12,519,902</b>	<b>10,849,102</b>	<b>15.4%</b>
Of which: LED Backlight LCD TV	1,976,857	1,525,610	29.6%	12,003,209	7,731,551	55.2%
Smart TV	332,228	190,411	74.5%	1,782,042	726,205	145.4%
3D TV	266,422	374,138	-28.8%	1,910,672	1,295,340	47.5%
<b>CRT TV</b>	<b>29,873</b>	<b>149,431</b>	<b>-80.0%</b>	<b>895,368</b>	<b>1,657,753</b>	<b>-46.0%</b>
<b>Total TV Sales</b>	<b>2,012,221</b>	<b>2,045,319</b>	<b>-1.6%</b>	<b>13,415,270</b>	<b>12,506,855</b>	<b>7.3%</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. TCL Multimedia has successfully spun off its AV business, Tonly 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>.

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