



(For Immediate Release)

## TCL Multimedia's LCD TV Sales Volume Reached 1,197,706 Sets in October 2013

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### LCD TV Sales Volume for the First Ten Months Rose 9.0% Year-on-year to 13,282,924 Sets

(8 November 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 October of 2013 and the first ten months of 2013.

TCL Multimedia's LCD TV sales volume for October 2013 decreased by 10.1% over the same period of last year to 1,197,706 sets. Because of a mistake in the consolidation of internal data, the LCD TV sales volume has been revised down by 434,684 sets for the period from April to September of 2013. However, this does not have impact on the report of sales revenue and earnings. For the first ten months of 2013, the sales volume of LCD TV rose by 9.0% year on year to 13,282,924 sets. The sales volume of smart TVs and 3D TVs soared respectively by 120.4% and 34.5% year-on-year.

In the PRC Market, the Group's LCD TV sales volume decreased by 10.2% year-on-year to 677,444 sets in October. Sales volume of smart TVs and 3D TVs were 213,113 sets and 159,126 sets, representing 31.5% and 23.5%, respectively, of the Group's total LCD TV sales volume in the PRC Market for October.

In the Overseas Markets, the Group's LCD TV sales volume decreased by 10.1% year-on-year to 520,262 sets in October. Of which, the Group's LCD TV sales volume in the Emerging Markets decreased by 7.9% to 290,819 sets while its LCD TV sales volume in the European Market recorded growth of 17.5%.

#### October 2013 (Unaudited sales volume):

	October 2013	October 2012	Year-on-year Change (%)	January to October 2013	January to October 2012	Year-on-year Change (%)
<b>LCD TV</b>	<b>1,197,706</b>	<b>1,332,926</b>	<b>-10.1%</b>	<b>13,282,924*</b>	<b>12,182,028</b>	<b>9.0%</b>
Of which: LED Backlight LCD TV	1,195,370	1,052,581	13.6%	12,763,895	8,784,132	45.3%
Smart TV	237,293	189,846	25.0%	2,019,335	916,051	120.4%
3D TV	159,894	244,615	-34.6%	2,070,566	1,539,955	34.5%
<b>CRT TV</b>	<b>63,207</b>	<b>116,052</b>	<b>-45.5%</b>	<b>958,575</b>	<b>1,773,805</b>	<b>-46.0%</b>
<b>Total TV Sales</b>	<b>1,260,913</b>	<b>1,448,978</b>	<b>-13.0%</b>	<b>14,241,499*</b>	<b>13,955,833</b>	<b>2.0%</b>

\* Because of a mistake in the calculation of internal data, the LCD TV sales volume has to be revised down by 434,684 sets for the period from April to September of 2013.

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 holding company is TCL Corporation. According to the latest DisplaySearch report, the Group ranked No.3 in the global LCD TV market share with a 6.7% market share in the first half of 2013. The Group remained its No.1 position in the PRC LCD TV market with a market share of 18.2%.

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

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