



**For Immediate Release**

**TCL Multimedia's LCD TV Sales Volume Rose 19.1% Year-on-year to 1,789,111 Sets in November 2013**

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**LCD TV Sales Volume for the First Eleven Months Amounted to 15,072,035 Sets**

(5 December 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 November and the first eleven months of 2013.

TCL Multimedia's LCD TV sales volume for November 2013 increased by 19.1% over the same period of last year to 1,789,111 sets. For the first eleven months of 2013, the overall sales volume of LCD TV grew by 10.1% year-on-year to 15,072,035 sets. Of which, the sales volume of smart TVs and 3D TVs soared by 102.5% and 25.8% year-on-year, respectively.

In the PRC Market, the Group's LCD TV sales volume increased by 7.8% year-on-year to 960,551 sets in November. Sales volume of smart TVs and 3D TVs were 297,631 sets and 214,343 sets, representing 31.0% and 22.3%, respectively, of the Group's total LCD TV sales volume in the PRC Market for November.

In the Overseas Markets, the Group's LCD TV sales volume grew by 35.5% year-on-year to 828,560 sets in November. Of which, the Group's LCD TV sales volume in the Emerging Markets increased by 18.8% to 460,366 sets while its LCD TV sales volume in the European Market grew by 25.6% year-on-year. Strategic OEM business performed well, with sales volume reaching 213,902 sets, up 98.2% year-on-year.

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

	November 2013	November 2012	Year-on-year Change (%)	January to November 2013	January to November 2012	Year-on-year Change (%)
<b>LCD TV</b>	<b>1,789,111</b>	<b>1,502,625</b>	<b>19.1%</b>	<b>15,072,035</b>	<b>13,684,653</b>	<b>10.1%</b>
Of which: LED Backlight LCD TV	1,788,243	1,345,102	32.9%	14,552,138	10,129,234	43.7%
Smart TV	310,819	234,462	17.4%	2,330,154	1,150,513	102.5%
3D TV	215,073	277,178	-22.4%	2,285,639	1,817,133	25.8%
<b>CRT TV</b>	<b>35,486</b>	<b>125,182</b>	<b>-71.7%</b>	<b>994,061</b>	<b>1,898,987</b>	<b>-47.7%</b>
<b>Total TV Sales</b>	<b>1,824,597</b>	<b>1,627,807</b>	<b>12.1%</b>	<b>16,066,096</b>	<b>15,583,640</b>	<b>3.1%</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 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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