



**For Immediate Release**

## **TCL Multimedia's LCD TV Sales Volume Rose 14.6% Year-on-year to 2,111,778 Sets in December 2013**

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### **LCD TV Sales Volume for the Full Year Amounted to 17,183,813 Sets**

(7 January 2014, 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 December and the full year of 2013.

TCL Multimedia's LCD TV sales volume for December 2013 increased by 14.6% over the same period of last year to 2,111,778 sets. For the full year of 2013, the overall sales volume of LCD TV grew by 10.7% year-on-year to 17,183,813 sets. Of which, the sales volume of smart TVs and 3D TVs soared by 90.3% and 22.5% year-on-year, respectively.

In the PRC Market, the Group's LCD TV sales volume increased by 0.7% year-on-year to 1,248,047 sets in December. Sales volume of smart TVs and 3D TVs were 455,237 sets and 375,433 sets, representing 36.5% and 30.1%, respectively, of the Group's total LCD TV sales volume in the PRC Market for December.

In the Overseas Markets, the Group's LCD TV sales volume grew by 43.3% year-on-year to 863,731 sets in December. Of which, the Group's LCD TV sales volume in the Emerging Markets increased by 44.0% to 481,540 sets while its LCD TV sales volume in the European Market grew by 35.5% year-on-year. Strategic OEM business performed well, with sales volume grew by 45.8% year-on-year.

### **December 2013 (Unaudited sales volume):**

	December 2013	December 2012	Year-on-year Change (%)	January-December 2013	January-December 2012	Year-on-year Change (%)
<b>LCD TV</b>	<b>2,111,778</b>	<b>1,842,364</b>	<b>14.6%</b>	<b>17,183,813</b>	<b>15,527,017</b>	<b>10.7%</b>
Of which: LED Backlight LCD TV	2,109,109	1,698,672	24.2%	16,661,247	11,827,906	40.9%
Smart TV	469,523	316,924	48.2%	2,799,677	1,470,910	90.3%
3D TV	383,798	361,744	6.1%	2,669,437	2,178,877	22.5%
<b>CRT TV</b>	<b>61,466</b>	<b>130,629</b>	<b>-52.9%</b>	<b>1,055,527</b>	<b>2,029,616</b>	<b>-48.0%</b>
<b>Total TV Sales</b>	<b>2,173,244</b>	<b>1,972,993</b>	<b>10.1%</b>	<b>18,239,340</b>	<b>17,556,633</b>	<b>3.9%</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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