



For Immediate Release

TCL Multimedia's LCD TV Sales Volume Amounted to 1,692,339 Sets in January 2014

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Sales Volume of Smart TVs increased by 23.2% Year-on-Year

(12 February 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 January 2014.

With a higher base for January last year, TCL Multimedia's LCD TV sales volume for January 2014 declined 16.0% year-on-year to 1,692,339 sets, of which the sales volume of smart TVs increased 23.2% year-on-year.

In the PRC Market, the Group's LCD TV sales volume decreased by 36.6% year-on-year to 984,442 sets in January. Sales volume of smart TVs and 3D TVs were 400,975 sets and 316,900 sets, representing 40.7% and 32.2%, respectively, of the Group's total LCD TV sales volume in the PRC Market for January.

In the Overseas Markets, the Group's LCD TV sales volume grew by 53.5% year-on-year to 707,897 sets in January. Of which, the Group's LCD TV sales volume in the Emerging Markets increased by 18.7% to 383,868 sets while its LCD TV sales volume in the European Market grew by 35.6% year-on-year. Strategic OEM business performed well, with sales volume grew by 207.5% year-on-year.

January 2014 (Unaudited sales volume):

	January 2014	January 2013	Year-on-year Change (%)
LCD TV	1,692,339	2,013,972	-16.0%
Of which: LED Backlight LCD TV	1,691,944	1,786,524	-5.3%
Smart TV	413,073	335,205	23.2%
3D TV	317,539	473,665	-33.0%
CRT TV	17,388	142,158	-87.8%
Total TV Sales	1,709,727	2,156,130	-20.7%

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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