

For Immediate Release

TCL Multimedia's LCD TV Sales Volume Rose 22.9% Year-on-year to 797,945 Sets in February 2014

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Sales Volume of Smart TVs Increased by 25.0% Year-on-year from January to February and 44,522 Sets of TCL-iQIYI TV+ Sold

(6 March 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 February 2014.

TCL Multimedia's LCD TV sales volume for February 2014 increased by 22.9% over the same period of last year to 797,945 sets. Of which, the sales volume of smart TVs grew by 32.0% to 112,843 sets.

In the PRC Market, the Group's LCD TV sales volume decreased by 19.6% year-on-year to 257,599 sets in February. Sales volume of smart TVs and 3D TVs were 92,053 sets and 62,540 sets, representing 35.7% and 24.3%, respectively, of the Group's total LCD TV sales volume in the PRC Market for February.

In the Overseas Markets, the Group's LCD TV sales volume grew by 64.4% year-on-year to 540,346 sets in February. Of which, the Group's LCD TV sales volume in the Emerging Markets increased by 11.6% to 212,442 sets while its LCD TV sales volume in the European Market grew by 23.7% year-on-year. Strategic OEM business delivered a strong performance, with sales volume grew by 258.1% year-on-year.

February 2014 (Unaudited sales volume):

	February 2014	February 2013	Year-on-year Change (%)	January-February 2014	January-February 2013	Year-on-year Change (%)
LCD TV	797,945	649,121	22.9%	2,490,284	2,663,093	-6.5%
Of which: LED Backlight LCD TV	797,800	607,306	31.4%	2,489,744	2,393,830	4.0%
Smart TV	112,843	85,500	32.0%	525,916	420,705	25.0%
3D TV	64,404	114,218	-43.6%	381,943	587,883	-35.0%
— PRC Market	257,599	320,514	-19.6%	1,242,041	1,873,396	-33.7%
— Overseas Markets	540,346	328,607	64.4%	1,248,243	789,697	58.1%

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 6.5% market share in 2013. The Group remained its No.1 position in the PRC LCD TV market with a market share of 18.1%.

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

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