



**For Immediate Release**

## TCL Multimedia's LCD TV Sales Volume Rose 6.9% Year-on-year To 1,335,510 Sets in March 2014

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### For the First Quarter Sales Volume of Smart TVs Increased by 21.8% Year-on-year Which Included 66,979 Sets of TCLTV+

(8 April 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 March and the first quarter of 2014.

TCL Multimedia's LCD TV sales volume for March 2014 increased by 6.9% over the same period of last year to 1,335,510 sets. Of which, the sales volume of smart TVs grew by 13.8% to 193,844 sets. For the first quarter of 2014, the overall sales volume of LCD TV decreased by 2.2% year-on-year to 3,825,794 sets.

In the PRC Market, the Group's LCD TV sales volume decreased by 15.5% year-on-year to 558,691 sets in March. Sales volume of smart TVs was 181,225 sets, representing 32.4% of the Group's total LCD TV sales volume in the PRC Market for March. For the first quarter of 2014, the Group sold 1,800,732 sets of LCD TV, a decrease of 29.0% year-on-year.

In the Overseas Markets, the Group's LCD TV sales volume grew by 32.1% year-on-year to 776,819 sets in March. Of which, the Group's LCD TV sales volume in the Emerging Markets declined by 8.5% year-on-year to 360,133 sets while its LCD TV sales volumes in the North American Markets and Strategic OEM business delivered strong performance, with growth of 599.6% and 184.1% year-on-year respectively. For the first quarter of 2014, the overall sales volume in the Overseas Markets increased by 47.0% year-on-year to 2,025,062 sets.

#### March 2014 (Unaudited sales volume)

	March 2014	March 2013	Year-on- year Change (%)	January- March 2014	January- March 2013	Year-on- year Change (%)
<b>LCD TV</b>	<b>1,335,510</b>	<b>1,249,223</b>	<b>6.9%</b>	<b>3,825,794</b>	<b>3,912,316</b>	<b>-2.2%</b>
Of which: LED Backlight LCD TV	1,335,656	1,146,760	16.5%	3,825,400	3,540,590	8.0%
Smart TV	193,844	170,307	13.8%	719,760	591,012	21.8%
3D TV	117,747	183,640	-35.9%	499,690	771,523	-35.2%
— <b>PRC Market</b>	558,691	661,389	-15.5%	1,800,732	2,534,785	-29.0%
— <b>Overseas Markets</b>	776,819	587,834	32.1%	2,025,062	1,377,531	47.0%

*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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