



For Immediate Release

TCL Multimedia's LCD TV Sales Volume Amounted to 1,572,580 Sets in April 2014

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Sales Volume of Smart TV increased by 21.0% Year-on-Year and 171,088 Sets of TCL-iQIYI TV+ Sold from January to April

(8 May 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 April 2014.

TCL Multimedia's LCD TV sales volume for April 2014 decreased by 9.3% over the same period of last year to 1,572,580 sets. Of which, the sales volume of smart TVs grew by 19.3% to 328,042 sets.

In the PRC Market, the Group's LCD TV sales volume decreased by 12.6% year-on-year to 840,359 sets in April. Sales volume of smart TV was 301,611 sets, representing 35.9% of the Group's total LCD TV sales volume in the PRC Market for April.

In the Overseas Markets, the Group's LCD TV sales volume dropped by 5.2% year-on-year to 732,221 sets in April. Of which, the Group's LCD TV sales volume in the Emerging Markets declined by 15.7% year-on-year to 370,806 sets while its LCD TV sales volumes in the North American Markets and Strategic OEM business delivered a satisfactory performance, with a growth of 47.0% and 12.7% year-on-year respectively.

April 2014 (Unaudited sales volume)

	April 2014	April 2013	Year-on- year Change (%)	January- April 2014	January- April 2013	Year-on- year Change (%)
LCD TV	1,572,580	1,733,615	-9.3%	5,398,374	5,645,931	-4.4%
Of which: LED Backlight LCD TV	1,572,248	1,668,531	-5.8%	5,397,648	5,209,121	+3.6%
Smart TV	328,042	275,050	+19.3%	1,047,802	866,062	+21.0%
3D TV	182,725	306,092	-40.3%	682,415	1,077,615	-36.7%
— PRC Market	840,359	961,376	-12.6%	2,641,091	3,496,161	-24.5%
— Overseas Markets	732,221	772,239	-5.2%	2,757,283	2,149,770	+28.3%

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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