



For Immediate Release

TCL Multimedia's LCD TV Sales Volume Amounted to 1,100,623 Sets in May 2014

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Sales Volume of Smart TVs from January to May Increased by 16.8% Year-on-Year

(6 June 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 May 2014.

TCL Multimedia's LCD TV sales volume for May 2014 decreased by 21.0% from the same period last year to 1,100,623 sets. Of these, the sales volume of smart TVs dropped by 3.8% year-on-year to 169,732 sets. Since the energy-saving home appliances subsidy policy enacted by the PRC government expired by the end of May 2013, some consumers had rushed to make their purchases before expiry of the policy in order to receive the subsidies. This contributed to the higher sales for the same period last year, yet had overdrawn in advance the purchasing power in the market, leading to a significant year-on-year decrease in sales volume in the PRC Market for the corresponding period this year.

In the PRC Market, the Group's LCD TV sales volume decreased by 41.1% year-on-year to 449,138 sets in May. Sales volume of smart TVs was 141,676 sets, comprising 31.5% of the Group's total LCD TV sales volume in the PRC Market for the month of May.

In the Overseas Markets, the Group's LCD TV sales volume increased by 3.3% year-on-year to 651,485 sets during the month of May. Of these, the Group's LCD TV sales volume in the Emerging Markets declined by 10.9% year-on-year to 374,770 sets while its LCD TV sales volumes in the North American Markets and Strategic OEM business were satisfactory, with increases of 133.5% and 129.0% year-on-year, respectively.

May 2014 (Unaudited sales volume)

	May 2014	May 2013	Year-on- year Change (%)	January- May 2014	January- May 2013	Year-on-year Change (%)
LCD TV	1,100,623	1,394,032	-21.0%	6,498,997	7,039,963	-7.7%
Of which: LED Backlight LCD TV	1,100,051	1,359,971	-19.1%	6,497,699	6,569,092	-1.1%
Smart TV	169,732	176,482	-3.8%	1,217,534	1,042,544	+16.8%
3D TV	75,105	166,071	-54.8%	757,520	1,243,686	-39.1%
— PRC Market	449,138	763,163	-41.1%	3,090,229	4,259,324	-27.4%
— Overseas Markets	651,485	630,869	+3.3%	3,408,768	2,780,639	22.6%

Note: Since the beginning of 2013, TCL Multimedia has begun announcing monthly sales volumes of 3D TVs and smart TVs.

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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, striving to become a global entertainment technology enterprise. 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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