

**For Immediate Release**

## TCL Multimedia's LCD TV Sales Volume Rose 45.3% Year-on-year to 1,058,103 Sets in June 2014

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### Sales volume of LCD TV in the PRC Market reversed downward trend in the first five months of 2014, up by 65.2% year-on-year

(7 July 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 June 2014 and for the first half of 2014.

TCL Multimedia's LCD TV sales volume for June 2014 increased by 45.3% over the same period of last year to 1,058,103 sets. Of which, the sales volume of smart TVs increased by 103.7% year-on-year to 194,146 sets, representing the highest growth rate in the first half of 2014. For the first half of 2014, the overall sales volume of LCD TV was 7,557,100 sets, which was close to that of the same period of last year.

In the PRC Market, the Group's LCD TV sales volume increased by 65.2% year-on-year to 466,367 sets in June, reversing the downward trend in the first five months of 2014. Sales volume of smart TVs was 162,050 sets, marking a 82.5% year-on-year increase. The sales volume of smart TVs comprised 34.7% of the Group's total LCD TV sales volume in the PRC Market for the month of June.

In the Overseas Markets, the Group's LCD TV sales volume increased by 32.8% year-on-year to 591,736 sets during the month of June. Of these, the Group's LCD TV sales volume in the Emerging Markets increased by 21.9% year-on-year to 367,627 sets while its LCD TV sales volumes in the North American Markets and Strategic OEM business were satisfactory, with increases of 411.8% and 53.9% year-on-year, respectively.

#### June 2014 (Unaudited sales volume)

	Jun 2014	Jun 2013	Year-on- year Change (%)	January- Jun 2014	January- Jun 2013	Year-on- year Change (%)
<b>LCD TV</b>	<b>1,058,103</b>	<b>727,989</b>	<b>+45.3%</b>	<b>7,557,100</b>	<b>7,714,833</b>	<b>-2.0%</b>
Oh which: LED Backlight LCD TV	1,060,338	759,331	+39.6%	7,558,037	7,328,423	+3.1%
Smart TV	194,146	95,297	+103.7%	1,411,680	1,137,841	+24.1%
3D TV	79,966	91,614	-12.7%	837,486	1,335,300	-37.3%
— <b>PRC Market</b>	<b>466,367</b>	<b>282,239</b>	<b>+65.2%</b>	<b>3,556,596</b>	<b>4,541,563</b>	<b>-21.7%</b>
— <b>Overseas Markets</b>	<b>591,736</b>	<b>445,750</b>	<b>+32.8%</b>	<b>4,000,504</b>	<b>3,173,270</b>	<b>+26.1%</b>

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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, mainly engaged in the research and development, manufacturing and distribution of consumer electronic products. The Group adopts a new user-oriented business model that focuses primarily on a “double +” strategy which includes “intelligence + internet” and “products + services” as the main direction, striving to become a global entertainment technology enterprise that provides integrated entertainment solution to customers. According to the 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%. Its ultimate holding company is TCL Corporation.

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

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