

For Immediate Release

TCL Multimedia's LCD TV Sales Volume Rose 7.3% Year-on-year to 1,163,707 Sets in July 2014

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Sales Volume of Smart TV increased by 25.5% Year-on-Year from January to July

(7 August 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 July 2014.

TCL Multimedia's LCD TV sales volume for July 2014 increased by 7.3% over the same period of last year to 1,163,707 sets. Of which, the sales volume of smart TVs increased by 38.1% year-on-year to 173,851 sets.

In the PRC Market, the Group's LCD TV sales volume decreased by 3.4% year-on-year to 497,985 sets in July. Sales volume of smart TVs was 155,910 sets, marking a 30.2% year-on-year increase. The sales volume of smart TVs comprised 31.3% of the Group's total LCD TV sales volume in the PRC Market for the month of July.

In the Overseas Markets, the Group's LCD TV sales volume increased by 16.9% year-on-year to 665,722 sets during the month of July. Of these, the Group's LCD TV sales volume in the Emerging Markets increased by 12.8% year-on-year to 400,571 sets while its LCD TV sales volumes in the North American Markets and Strategic OEM business were satisfactory, with increases of 41.8% and 33.5% year-on-year, respectively.

The Group joined forces with “The Voice of China”, the hottest professional music show in the PRC, to host a press conference on 17 July 2014 for the announcement of TCL as the “exclusive collaborative partner from the TV industry for The Voice of China – Season 3”. TV+ will debut officially at “The Voice of China”, as part of the efforts to drive its popularity. In addition, the Group announced on 31 July 2014 the launch of a new product, 7V box which attracted strong attention from the industry and consumers for edges including aesthetically-pleasing case design, control experience, innovative cross-screen interaction function and huge amount of video games, etc.



Photos: Press conference for collaboration with “The Voice of China” (left); 7V box (right)



July 2014 (Unaudited sales volume)

	July 2014	July 2013	Year-on- year Change (%)	January- July 2014	January- July 2013	Year-on- year Change (%)
LCD TV	1,163,707	1,084,902	+7.3%	8,720,807	8,799,735	-0.9%
Of which: LED Backlight LCD TV	1,159,031	970,162	+19.5%	8,717,068	8,298,585	+5.0%
Smart TV	173,851	125,882	+38.1%	1,585,531	1,263,723	+25.5%
3D TV	76,086	105,795	-28.1%	913,572	1,441,095	-36.6%
— PRC Market	497,985	515,283	-3.4%	4,054,581	5,056,846	-19.8%
— Overseas Markets	665,722	569,619	+16.9%	4,666,226	3,742,889	+24.7%

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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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