



**(For Immediate Release)**

## **TCL Multimedia's LCD TV Sales Volume Increased by 10.7% year-on-year to 1,325,985 Sets in October 2014**

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### **Number of TCL Activated Smart TV Users for October was 223,115 up by 21.9% year-on-year**

(6 November 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 October 2014.

TCL Multimedia's LCD TV sales volume for October 2014 increased by 10.7% from the same period of last year to 1,325,985 sets. Of these, the sales volume of smart TVs increased by 30.2% year-on-year to 308,949 sets.

In the PRC Market, the Group's LCD TV sales volume decreased by 9.8% year-on-year to 610,875 sets in October. The sales volume of smart TVs was 280,218 sets, a 31.5% year-on-year increase. The sales volume of smart TVs comprised 45.9% of the Group's total LCD TV sales volume in the PRC Market for the month of October.

In the Overseas Markets, the Group's LCD TV sales volume increased by 37.5% year-on-year to 715,110 sets during the month of October. Of these, the Group's LCD TV sales volume in the Emerging Markets increased by 3.1% year-on-year to 299,885 sets while its LCD TV sales volumes in the North American Markets and Strategic OEM business were satisfactory, with increases of 696.5% and 107.6% year-on-year, respectively.

The number of activated smart TV users from TCL Group's Huan.TV (one of the largest Internet Smart TV service providers in China) for October 2014 was 223,115; 1,991,957 since January of 2014 and 6,264,296 for accumulated total (as at October of 2014). Daily Active Users stood at 1,314,461.

### **October 2014 (Unaudited figures)**

	Accumulated Total (As at October 2014)	October 2014	October 2013	Year-on- year Change (%)	January- October 2014	January- October 2013	Year-on- year Change (%)
<b>LCD TV sales volume</b>	<b>N/A</b>	<b>1,325,985</b>	<b>1,197,706</b>	<b>+10.7%</b>	<b>13,228,897</b>	<b>13,282,924</b>	<b>-0.4%</b>
Of which: LED Backlight LCD TVs	N/A	1,315,395	1,195,370	+10.0%	13,184,799	12,763,895	+3.3%
Smart TVs	N/A	308,949	237,293	+30.2%	2,783,760	2,019,335	+37.9%
3D TVs	N/A	48,910	159,894	-69.4%	1,117,935	2,070,566	-46.0%
— PRC Market	N/A	610,875	677,444	-9.8%	6,391,979	7,699,634	-17.0%
— Overseas Markets	N/A	715,110	520,262	+37.5%	6,836,918	5,583,290	+22.5%
<b>Number of TCL Activated Smart TV Users<sup>(1)(2)</sup></b>	<b>6,264,296</b>	<b>223,115</b>	<b>183,003</b>	<b>+21.9%</b>	<b>1,991,957</b>	<b>1,498,314</b>	<b>+32.9%</b>
<b>Daily average number of active users for 7 days<sup>(1)(3)</sup></b>	<b>N/A</b>	<b>2,025,958</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>



<sup>(1)</sup>Through the “double +” strategy, the new user-centric business model captures big data and provides more customized services in order to enhance core competitiveness and generate more sustainable operating income streams.

<sup>(2)</sup> TCL Activated Smart TV Users refers to users who have used Internet TV web service more than once

<sup>(3)</sup> Daily average number of active users for 7 days would be disclosed from this month, which refers to the number of unrepeated users visiting within the past 7 days of the day, single or multiple visits from the same user was counted as one user.

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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, engaged in the research and development, manufacturing and distribution of consumer electronic products. Through a new product-and-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 users. According to the latest DisplaySearch report, the Group ranked No.4 in the global LCD TV market with a market share of 5.5% in the first half of 2014. The Group ranked No.1 in the PRC LCD TV market with a market share of 17.1%.

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

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