



(For Immediate Release)

TCL Multimedia's LCD TV sales volume in the PRC Market rose by 6.8% year-on-year to 1,332,727 units in December 2014, reversing the trend of declining sales for previous months

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LCD TV sales volume for the full year was 16,573,849 Sets

(9 January 2015, 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 December 2014 and the full year of 2014.

Affected by the weak overall demand on the market, TCL Multimedia's LCD TV sales volume for December 2014 decreased by 5.3% from the same period last year to 1,999,574 sets. For the full year of 2014, the overall sales volume of LCD TV decreased by 3.5% year-on-year to 16,573,849 sets, which fell slightly short of the annual sales target of 17,000,000 units. In particular, the sales volume of smart TVs increased by 34.1% year-on-year to 3,755,089 sets.

In the PRC Market, the Group's LCD TV sales volume increased by 6.8% year-on-year to 1,332,727 sets in December, reversing the trend of declining sales for previous months and hitting a historical high for single-month sales volume for 2014. The sales volume of smart TVs continued its upward trend and increased by 29.3% year-on-year to 588,493 sets, which comprised 44.2% of the Group's total LCD TV sales volume in the PRC Market for the month of December.

In the Overseas Markets, the Group's LCD TV sales volume decreased by 22.8% year-on-year to 666,847 sets in December due to the tight supply of certain sizes of display panels. In particular, the Group's LCD TV sales volume in the Emerging Markets decreased by 14.7% year-on-year to 410,862 sets.

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 December 2014 was 256,259; 2,474,271 since January of 2014 and 6,746,610 for accumulated total (as at December of 2014). Daily average number of active users for 7 days stood at 2,268,959.

December 2014 (Unaudited figures)

	Accumulated Total (As at December 2014)	December 2014	December 2013	Year-on-year Change (%)	January-December 2014	January-December 2013	Year-on-year Change (%)
LCD TV sales volume	N/A	1,999,574	2,111,778	-5.3%	16,573,849	17,183,813	-3.5%
Of which: LED Backlight LCD TVs	N/A	1,993,585	2,109,109	-5.5%	16,517,103	16,661,247	-0.9%
Smart TVs	N/A	610,020	469,523	+29.9%	3,755,089	2,799,677	+34.1%
3D TVs	N/A	68,185	383,798	-82.2%	1,232,982	2,669,437	-53.8%
– PRC Market	N/A	1,332,727	1,248,047	+6.8%	8,508,988	9,908,232	-14.1%
– Overseas Markets	N/A	666,847	863,731	-22.8%	8,064,861	7,275,581	+10.8%
Number of TCL Activated Smart TV Users⁽¹⁾⁽²⁾	6,746,610	256,259	219,631	+16.7%	2,474,271	1,902,693	+30.0%

Daily average number of active users for 7 days ⁽¹⁾⁽³⁾	N/A	2,268,959	N/A	N/A	N/A	N/A	N/A
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⁽¹⁾ 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.

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

⁽³⁾ Daily average number of active users for 7 days 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.

On 15 December, TCL Multimedia hosted a product launch conference titled “Color Technology Revolution: The Era of Quantum Dots Begins” where the Group officially unveiled its new flagship TV+ model H9700, which is also the first Quantum Dot TV made in China. This new model pioneered adoption of the most advanced quantum dot display technology in the global display industry. This product boasts the world’s highest color domain coverage ratio at 110%. Apart from display quality, H9700 also leads the industry in sound quality. It is equipped with Harman Kardon HIFI, a high-spec product from the original plant. It has met grade A audiophile standards by Harman Kardon in terms of frequency range, sensitivity and total harmonic distortion. In addition, it is designed in the simple Nordic style with its original all-in-one wiring concentrator. The launch of H9700 marks not only a milestone for TCL in the field of display technologies, but also is one of the significant moves for continuous upgrading of the TV+ Home Entertainment TV family.



Product display at press conference



Detachable speaker grille

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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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