



(For Immediate Release)

## TCL Multimedia's LCD TV Sales Volume Amounted to 950,908 Units in February 2015

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(9 March 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 February 2015.

TCL Multimedia's LCD TV sales volume for February 2015 increased by 19.2% from the same period last year to 950,908 sets. In particular, the sales volume of smart TVs increased by 95.5% year-on-year to 220,587 sets.

In the PRC Market, the Group's LCD TV sales volume increased by 50.8% year-on-year to 388,391 sets in February, which continues its upward trend for three consecutive months. The sales volume of smart TVs significantly increased by 111.6% year-on-year to 194,753 sets, which comprised 50.1% of the Group's total LCD TV sales volume in the PRC Market for the month of February.

In the Overseas Markets, the Group's LCD TV sales volume increased by 4.1% year-on-year to 562,517 sets in February. The Group's LCD TV sales volume in the Emerging Markets increased by 50.9% year-on-year to 320,638 sets. Sales volume in the North American Market recorded significant growth, up by 136.2% year-on-year.

The number of activated smart TV users for February 2015 operated by Huan was 411,390; and up to an accumulated total of 7,543,582; daily average number of active users was 2,825,022 (Source: Huan Technology Co., Ltd. ( “Huan ” )).

### February 2015 (Unaudited figures)

	Accumulated Total (As at February 2015)	February 2015	February 2014	Year-on-year Change (%)	January- February 2015	January- February 2014	Year-on-year Change (%)
<b>LCD TV sales volume</b>	N/A	<b>950,908</b>	<b>797,945</b>	<b>+19.2%</b>	<b>2,564,747</b>	<b>2,490,284</b>	<b>+3.0%</b>
Of which: LED Backlight LCD TVs	N/A	943,358	797,800	+18.2%	2,559,428	2,489,744	+2.8%
Smart TVs	N/A	220,587	112,843	+95.5%	735,747	525,916	+39.9%
– PRC Market	N/A	388,391	257,599	<b>+50.8%</b>	<b>1,485,518</b>	<b>1,242,041</b>	<b>+19.6%</b>
– Overseas Markets	N/A	562,517	540,346	<b>+4.1%</b>	<b>1,079,229</b>	<b>1,248,243</b>	<b>-13.5%</b>
<b>Number of Activated Smart TV Users<sup>(1)</sup></b>	<b>7,543,582</b>	<b>411,390</b>	<b>154,461</b>	<b>+166.3%</b>	<b>796,972</b>	<b>530,009</b>	<b>50.4%</b>
<b>Daily Average Number of Active Users<sup>(2)</sup></b>	N/A	<b>2,825,022</b>	N/A	N/A	N/A	N/A	N/A

<sup>(1)</sup> Activated Smart TV Users refers to users who have used Internet TV web service more than once

<sup>(2)</sup> Daily Average Number of Active Users refers to the number of unrepeated individual users who visit within 7 days

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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 customers. According to the latest DisplaySearch figures, the Group ranked No.4 in the global LCD TV market with a market share of 5.4% in 2014. TCL brand LCD TVs ranked No.3 in the PRC market with a market share of 16.0%.

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

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