

For Immediate Release



Tonly Electronics Holdings Limited
(Stock Code: 01249)

Audio-visual Product Sales Revenue for the First Ten Months of 2014
Amounted to HK\$4,131.1 Million

(November 10 2014, Hong Kong) **Tonly Electronics Holdings Limited** (“Tonly Electronics” or “the Group”; SEHK stock code: 01249) announces its unaudited monthly sales performance in October and for the first ten months of 2014. **The below products do not cover all the business of the Group and the below figures do not fully reflect the business performance of the Group in the mentioned period.**

In October 2014, the Group recorded monthly revenue of HK\$549.1million from AV products, up 5.6% year-on-year. For the first ten months of 2014, the Group recorded revenue of HK\$4,131.1 million from audio-visual (“AV”) products, up 29.6% year-on-year.

The unaudited monthly sales revenue for video disc players decreased by 25.1% to HK\$167.4 million in October, and that for the first ten months of 2014 decreased by 2.8% year-on-year to HK\$1,753.9 million.

The unaudited monthly sales revenue for audio products grew by 9.8% year-on-year to HK\$324.9 million in October 2014 and that for the first ten months of 2014 increased by 33.1% year-on-year to HK\$1,820.5million.

The unaudited monthly sales revenue for media boxes business increased by 8,953.5% year-on-year to HK\$56.9 million in October 2014 and that for the first ten months of 2014 increased by 3,856.2% year-on-year to HK\$556.6 million.

The Group closely follows the trends and will focus on R&D to enhance its technology and capabilities to design intelligent ancillary products. It will also speed up the development of its media box business by enhancing its cooperation with domestic and foreign Internet and telecommunication companies to maximize value for the customers and shareholders.

- End -

| Unaudited Sales Revenue (HK'000) | Oct-14 | Oct-13 | YoY Change (%) | Jan-Oct 14 | Jan-Oct 13 | YoY Change (%) |
|-----------------------------------|----------------|---------|----------------|------------|------------|----------------|
| Video disc players | 167,380 | 223,494 | -25.1% | 1,753,926 | 1,804,502 | -2.8% |
| Audio Products[#] | | | | | | |
| — Traditional audio products | 175,852 | 175,972 | -0.1% | 995,365 | 941,527 | +5.7% |
| — New audio products | 149,023 | 119,916 | +24.3% | 825,173 | 426,666 | +93.4% |
| Subtotal | 324,875 | 295,888 | +9.8% | 1,820,538 | 1,368,193 | +33.1% |
| Media boxes[*] | 56,856 | 628 | +8,953.5% | 556,603 | 14,069 | +3,856.2% |
| Total | 549,111 | 520,010 | +5.6% | 4,131,067 | 3,186,764 | +29.6% |

* Media boxes include OTT, which was categorized as video products in the previous press releases or result announcements.

[#]Certain traditional audio products have been upgraded to new audio products, and revenue from the sales of such upgraded audio products for 2013 has been reclassified and restated accordingly.

Note: The above products do not cover all the business of the Group and the above figures do not fully reflect the business performance of the Group in the abovementioned period.

About Tonly Electronics

Tonly Electronics Holdings Limited (stock code: 01249) is a leading vertically-integrated manufacturing services provider in the audio-visual (“AV”) products. It is also the largest video products manufacturer and the fourth largest HTS manufacturer in the world, and is principally engaged in the research and development, manufacturing and sales of audio-visual products (excluding TV sets) for international brands on an ODM basis. Tonly Electronics is also one of the ABS-s manufacturers under the programmes of “Hu Hu Tong” and “CunCun Tong” initiated by The State Administration of Radio, Film, and Television (“SARFT”). Its ultimate controlling shareholder is TCL Corporation (a company listed on the Shenzhen Stock Exchange, Stock code 000100.SZ).

For more information, please visit its website at www.tonlyele.com.