

For Immediate Release



**Tonly Electronics Holdings Limited**  
(Stock Code : 01249)

**Tonly Announces Sales Revenue from Major Products for First Quarter in 2018**  
(Unaudited)

(10 April 2018, Hong Kong) **Tonly Electronics Holdings Limited** (“Tonly Electronics” or “the Group”; SEHK stock code: 01249) announced its unaudited sales revenue ended 31 March 2018 for its major products. **The following products do not encompass all of the Group’s business and the information below does not completely reflect the Group’s performance during the period under review.**

Sales revenue of the major products of the Group was approximately HK\$1,194 million for the first quarter in 2018, increased by 30.99% compared with the same period of last year. The growth was mainly attributable to the Group’s ‘new audio’, ‘smart products’ and ‘components’ business.

Sales revenue for audio products for the first quarter in 2018 rose by 22.69% YoY to approximately HK\$779 million. The increase was mainly attributable to the overall growth of new audio products such as wireless bluetooth speakers, soundbar, and headphones.

Sales revenue of video products fell by 38.82% YoY to approximately HK\$129 million for the first quarter in 2018. The fall was mainly due to the general downturn of the video disc players business.

The business of smart products keep the continuous growth from fourth quarter in 2017 as well as the lower sales basis of last year, its sales revenue surged by approximately 9 times YoY to approximately HK\$204 million for the first quarter in 2018. However, the Group will keep to invest with more resources to capture the market opportunity as well as to break through on smart business.

The ancillary products of former smart ancillary products was reclassified to components products in order to demonstrate the Group’s long term strategy on components products. Sales revenue of components products rose by 80.61% YoY to approximately HK\$83 million for the first quarter in 2018 attributable to the global growth of smart speakers. The Group will keep on expand the investment on components products to seize the market opportunity.

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Unaudited Sales Revenue* (HK\$'000)	2018 Q1	2017 Q1	Change YoY (%)
<b>Audio Products<sup>(1)</sup></b>			
– Traditional audio products	90,126	125,556	-28.22%
– New audio products	688,623	509,164	35.25%
<b>Subtotal</b>	<b>778,749</b>	<b>634,720</b>	<b>22.69%</b>
<b>Video products<sup>(2)</sup></b>	<b>128,826</b>	<b>210,576</b>	<b>-38.82%</b>
<b>Smart products<sup>(3)</sup></b>	<b>203,674</b>	<b>20,362</b>	<b>900.27%</b>
<b>Components products<sup>(4)</sup></b>	<b>82,639</b>	<b>45,755</b>	<b>80.61%</b>
<b>Total</b>	<b>1,193,888</b>	<b>911,413</b>	<b>30.99%</b>

(1) Mainly include home theatre, mini speakers, wireless speakers, soundbar, and headphones

(2) Mainly include DVD player and BD player, OTT set top box (STB)

(3) Mainly include smart voice speakers and I.o.T products.

(4) Mainly include new form surface structural parts, speakers and smart module

\* Partial smart ancillary products sales in 2017 were reclassified to components products for the reason of product form adjustment.

Note: The above products do not encompass all of the Group's business and the information above does not completely reflect the performance of the Group during the period under review. The above information is unaudited.

### **About Tonly Electronics**

Tonly Electronics Holdings Limited (SEHK stock code: 01249), a high-tech smart products ODM manufacturer with competitive industrial advantages, is principally engaged in the research and development, manufacturing and sales of audio and video products as well as wireless smart interconnectivity products. It is also developing into smart business. The Group is committed to becoming a one-stop smart IoT solutions provider based on the electroacoustic and wireless technologies. 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](http://www.tonlyele.com).

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