TCL ELECTRONICS HOLDINGS LIMITED
TCL電子控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 01070)

ESTIMATED PERFORMANCE RESULTS FOR THE FIRST HALF OF 2026

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that, based on a preliminary review of the unaudited management accounts of the Group for the First Half of 2026 and the information currently available to the Board, the Group is expected to record a revenue of approximately HK$60.3 billion to HK$65.7 billion for the First Half of 2026, representing a year-on-year growth of approximately 10% to 20%; and an adjusted profit attributable to owners of the parent of approximately HK$1.48 billion to HK$1.65 billion for the First Half of 2026, increasing year-on-year by approximately 40% to 56% compared to the corresponding period in 2025.

The key reasons for the expected significant growth in adjusted profit attributable to owners of the parent are as follows: (i) the Group further advanced the implementation of its "Globalisation" and "Premiumisation" strategies, achieving quality growth across its global operations with notable improvement in gross profit performance; and (ii) overall profitability has steadily strengthened, underpinned by the TV business maintaining its global leading position with continued improvement in product mix, and enhanced monetisation capability of the high-gross-profit-margin internet business, as well as the improvement in the profitability of the small-and-medium-sized display business.

The Company is still in the process of finalising the results of the Group for the First Half of 2026. The information contained in this announcement is only based on the Company's preliminary assessment on the unaudited management accounts of the Group for the First Half of 2026 and other relevant information currently available to the Board, and such figures and information have not yet been audited by the Company's auditor nor reviewed by the audit committee of the Company. The results announcement of the Group for the First Half of 2026 is expected to be published in late August 2026.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following terms have the following meanings when used herein:

"adjusted profit attributable to owners of the parent"	a non-HKFRS financial measure adopted by the Group to supplement the Group's consolidated results prepared and presented in accordance with HKFRS Accounting Standards issued by the Hong Kong Institute of Certified Public Accountants as an additional, but not a substitute, financial measure, which is defined by the Group as profit attributable to owners of the parent after adding back the following adjustments: (i) (gain)/loss from investment companies, net; (ii) (gain)/loss on disposal and liquidation of subsidiaries, net; (iii) (gain)/loss related to call options and put options, net; (iv) (gain)/loss on disposal of non-current assets, net; and (v) related income tax effect; the management of the Group believes that the adjusted profit attributable to owners of the parent provides useful supplementary information to investors in assessing the results of the Group's core businesses by excluding the impact of certain non-cash items, investments and non-current assets transactions. However, such definition does not have a standardised meaning prescribed by HKFRS Accounting Standards and therefore may differ from similar terminology used by other companies, and may not be comparable to similar measures presented by other companies. Accordingly, the use of such non-HKFRS measure has limitation as an analytical tool, and investors should not consider it in isolation form, or as a substitute for analysis of our results of operations or financial conditions as reported under HKFRS Accounting Standards;

"Board"	the board of Directors;
"Company"	TCL Electronics Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the shares of which are listed on the Main Board of the Stock Exchange (stock code: 01070);
"Director(s)"	the director(s) of the Company;
"First Half of 2026"	the six months ended 30 June 2026;
"Group"	the Company together with its subsidiaries;
"HK$"	Hong Kong dollars, the lawful currency of Hong Kong;
"HKFRS(s)"	HKFRS Accounting Standards;
"Listing Rules"	the rules governing the listing of securities on the Stock Exchange;
"SFO"	the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong);
"Stock Exchange"	The Stock Exchange of Hong Kong Limited;
"TV"	television; and
"%"	per cent.

On behalf of the Board
TCL Electronics Holdings Limited
DU Juan
Chairperson

Hong Kong, 9 July 2026

As at the date of this announcement, the Board comprises Ms. DU Juan, Mr. ZHANG Shaoyong, Mr. PENG Pan and Mr. SUN Li as executive Directors and Professor WANG Yijiang, Mr. LAU Siu Ki and Mr. HUI Chi Kin Max as independent non-executive Directors.