

INSPIRE GREATNESS

**TCL**

# 2024 Annual Results

**TCL电子控股有限公司**

**TCL ELECTRONICS HOLDINGS LIMITED**

Incorporated in the Cayman Islands with Limited Liability  
(Stock Code: 01070.HK)

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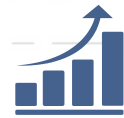
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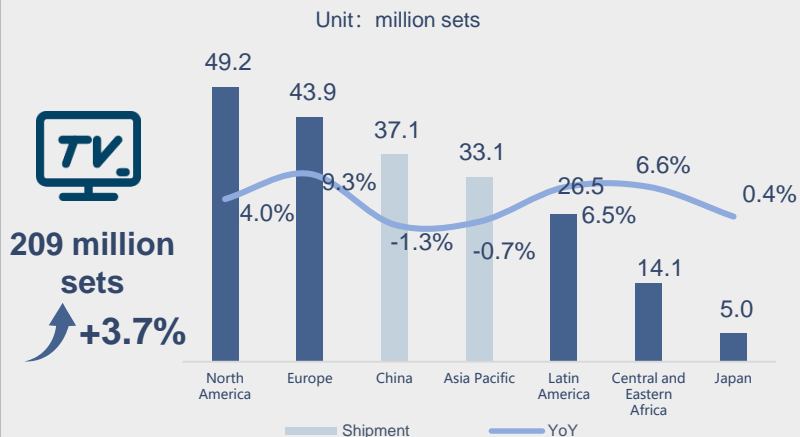
Outlook



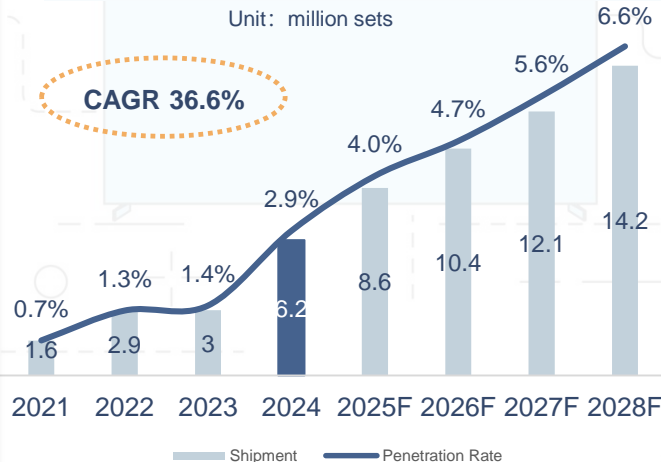
# 01

# Market Environment

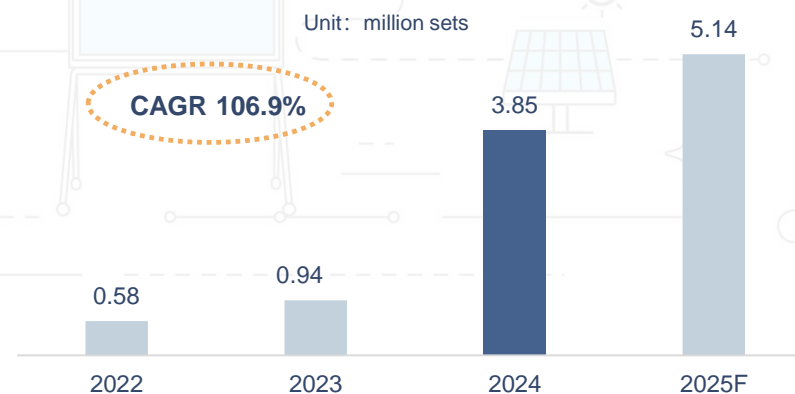
### Global TV Shipment<sup>1</sup> in 2024



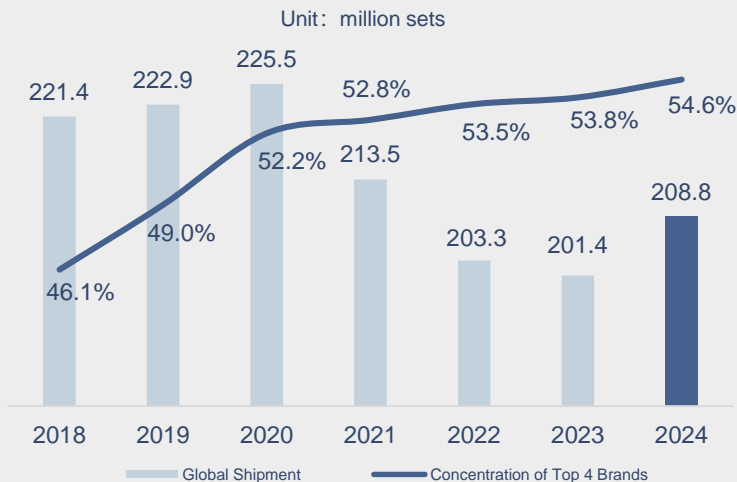
### Global Mini LED TV Demand Forecast<sup>2</sup>



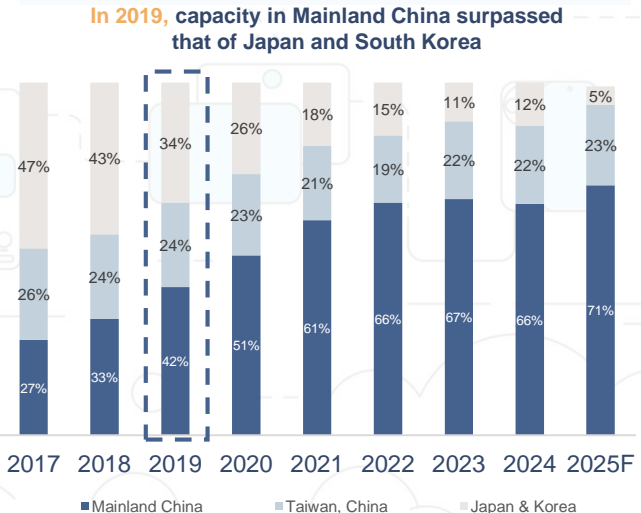
### Growth Rate of Mini LED TV Market in China<sup>2</sup>



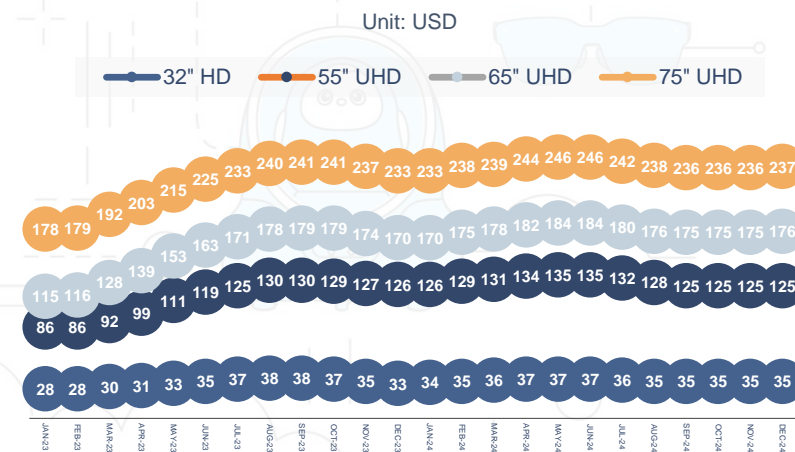
### Global TV Shipment and Concentration of Top 4 Brands<sup>1</sup>



### Market Share of Panel Manufacturer<sup>2</sup>



### Panel Price Trend<sup>2</sup>



Data Source: 1. Omdia 2. Sigmaintell, the market share is calculated based on the global TV panel shipment

Market size of **air conditioner, refrigerator and washing machine** remains stable<sup>1</sup>, significant market to explore for distribution business

Annual growth rate forecast for 2025-2029 >5% 2-5% 0-2%

Unit: RMB



**Smartphone and tablet markets<sup>2</sup> stabilised and recovered in 2024**



Global **smartphone** shipment of 1.44 billion in 2024

**+4.2%** yoy



Global **tablet** shipment of 142 million in 2024

**+12.4%** yoy

Expansion of industrial layout in **niche new business sectors** for rapid breakthrough



New Energy PV Market and Forecast

Newly installed and grid-connected PV capacity in **China** in 2024<sup>3</sup> **278GW**  
+28% yoy  
of which: distributed PV newly installed<sup>3</sup> **118GW**  
+23% yoy

Forecast for newly installed PV capacity in **China** in 2025<sup>4</sup> **265GW**  
of which: distributed PV newly installed<sup>4</sup> **103GW**

Forecast for **global** newly installed PV capacity in 2025<sup>4</sup> **596GW**  
+6% yoy

Annual growth rate forecast for 2025-2029 >5% 2-5% 0-2%



New Trends AR/VR/AI

Forecast for **global** market size of **AR/VR** in 2029<sup>5</sup> **US\$83 billion**  
**+45%**

Forecast for **global** market size of **companion robot** in 2029<sup>6</sup> **RMB304.3 billion**  
**+21%**

Brand distribution + mobile devices

Stable space, regional opportunities

Increase market share and stabilise profitability

New energy + AR + AI

Strong growth potential

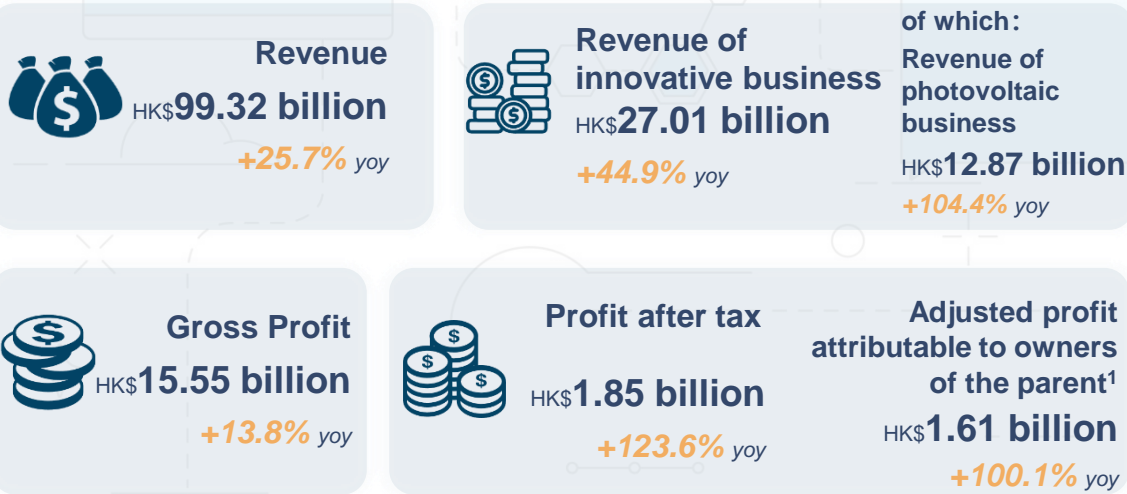
Build capabilities and scale up second growth curve

Data Source: 1. The Company's forecast data 2. IDC 3. National Energy Administration 4. Trend Force 5. Sigmaintell/ChinaIRN/Research and Markets 6. Market Monitor

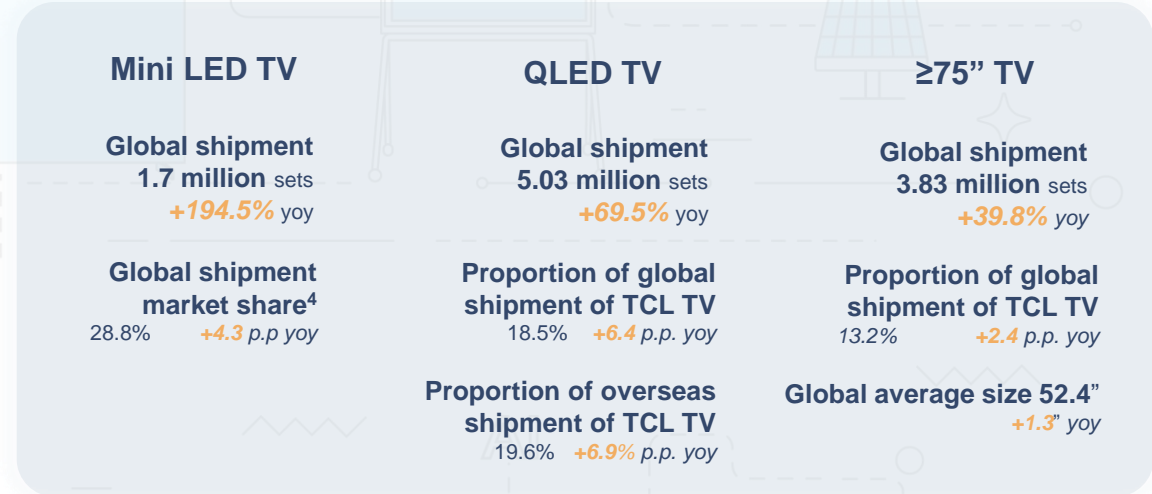
# 02

# Overall Results

**Continued improvement in revenue and profitability, innovative business becomes new growth driver**



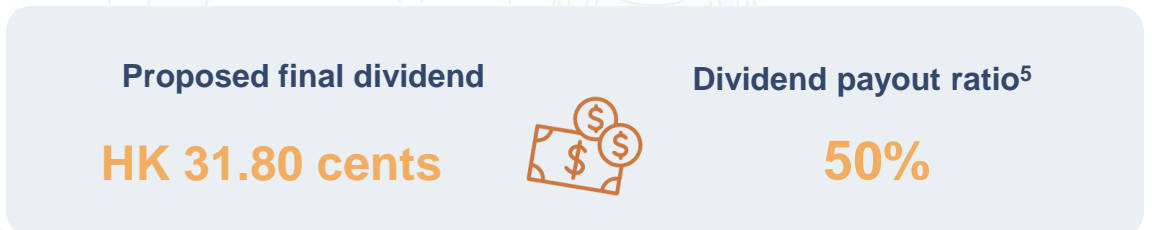
**Further improvement in product structure of TCL TV**



**Improved operational efficiency, robust financial position**



**High dividend policy maintained since 2017 to reward shareholders**



Note: 1. Adjusted profit attributable to owners of the parent is defined 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) income tax effect  
 2. Inventory turnover days is calculated based on the average balance over 12 months  
 3. Gearing ratio was calculated by net borrowings (i.e. total interest-bearing bank and other borrowings and lease liabilities, less cash and cash equivalents, and restricted cash and pledged deposits), divided by equity attributable to owners of the parent  
 4. Data source: Omdia, global Mini LED TV shipment market share in 2024  
 5. Dividend payout ratio was calculated by adjusted profit attributable to owners of the parent as the denominator



# 2024 Results Highlights | Growth of Global Display Business Far Exceeds Industry, with Structural Adjustment and Quality and Efficiency Improvement; Innovative Business Continues High Growth, with Proactive Deployment for the New AI Racetrack

Leveraging global leading advantage in large-sized displays, display business experienced quality improvement, **gross profit scale continued to increase**

Unit: HK\$ billion

## Revenue

HK\$69.44 billion +22.8% yoy

## Gross Profit



2023 2024  
 ■ Smart Commercial Display  
 ■ Small-and-Medium-Sized Display  
 ■ Large-Sized Display



Worldwide Olympic Partner

**INSPIRE GREATNESS**

PROUD TO BE WORLDWIDE OLYMPIC PARTNER



Display Business



Large-Sized Display

HK\$60.11 billion

+ 23.6%



Small-and-Medium-Sized Display

HK\$8.46 billion

+ 19.9%



Smart Commercial Display

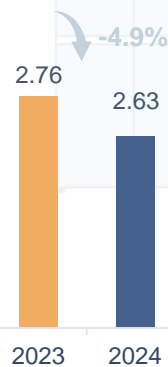
HK\$873 million

+ 2.1%

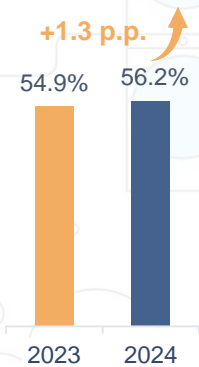
Slight decline in scale due to rectification of industry, but **profit quality** further improved

Unit: HK\$ billion

## Revenue



## Gross Profit Margin



Internet Business

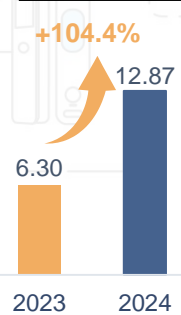
Innovative business continued **strong growth**, revenue up by 44.9% to reach HK\$27.01 billion, significant improvement in operating quality

Unit: HK\$ billion

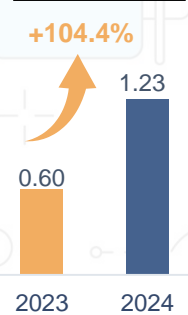
## Photovoltaics



## Revenue



## Gross Profit



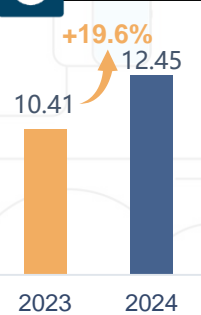
Innovative Business

Business scale continued **strong growth**  
 Gross profit margin remained at **9.6%**

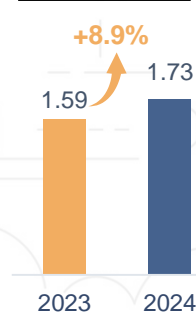
## All-Category Marketing



## Revenue



## Gross Profit

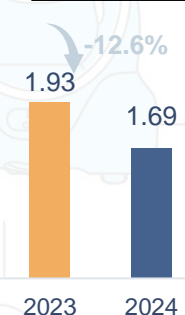


Scale of distribution revenue continued to increase  
 Gross profit margin remained stable at **13.9%**

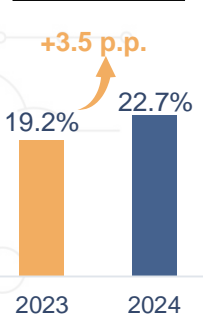


## Smart Connection and Smart Home

## Revenue



## Gross Profit Margin



Continued increase in profitability



## 1 Display Technology

Continuously focused on large-sized display technologies for TV, establishing **Mini LED and QLED** technology barriers, leading the industry in **global halo control technology**

Focused on **Eye Care Display 4.0** for mobile devices, integrating eye protection screens with intelligent eye care mode to reduce harmful blue light by 61%, meeting users' eye care needs in all scenarios

## 2 Technology Standard

Focused on setting the **next-generation communication standard** and international authoritative standard for **audio and video coding and decoding**, the SEP market share index of patents increased by 32%, won multiple outstanding contribution awards for standards for the first time

**Effective transformation of cutting-edge technology standard research results** has been achieved, with standard-essential patents in major litigation fields being included and multiple achievements being industrialised

## 3 Artificial Intelligence

Launched the **Fuxi AI large language model**, to deeply understand user intent, achieving all-dimension recognition of sound, image, and viewing environment, delivering immersive experience through comprehensive optimisation of sound and image quality

**Deeply integrated with DeepSeek**, injecting powerful AI capabilities into TCL's product lines and businesses, further enhancing user experience and R&D efficiency, driving innovation and breakthrough in the intelligent field

## 4 Performance & Experience

Focused on core audio and video scenarios, improved playback stability by 50% through industry-leading **NAS ultra-high bitrate connection technology**, continuously optimising user experience

Became the **first TV brand to receive Matter 1.3 certification** by deeply cultivating smart home experience, being user-centric and embracing an open ecosystem

## 5 Innovative Scenarios

The HEMS home energy system created an all-scenario solution based on "solar + storage + pumping + charging", achieving intelligent optimisation of the entire chain from generation to consumption of electricity through the **synergy of thermal and electrical storage and AI economical management**

Self-developed the **world's first modular smart home companion robot**, integrating multimodal interaction and emotional bionics, exploring new possibilities in intelligent home companionship

## Brand Marketing

**Top-tier sporting events**

**Global large-scale exhibitions**  
CES/AWE/IFA

**Advertisement on CCTV/airports/high-speed rail/official websites**



In February 2025, TCL announced it has officially become a Worldwide Olympic Partner

The Olympic spirit of “**Faster, Higher, Stronger – Together**” aligns perfectly with TCL’s corporate spirit of embracing **transformative innovation, pursuing excellence, and striving to Inspire Greatness**

## Channel Management

Channel management and capability map  
over 95% coverage of top 50 channels

Customer segmentation to increase market share among top channels

Channel value chain management system

Channel operations  
Customer governance  
Refined customer operations

## Retail Management

Manageable retail coverage Rate

Global excellent supervisor/promoter/trainer training

Retail capability training

Global digital retail system development

## User + E-commerce Management

Full-cycle existing user management  
User research and insights

6 major BG e-commerce systematic construction

Free private domain traffic activation through word-of-mouth of users

Global official mall  
Global e-commerce SI standards

### China Business Group

Positioning: Cornerstone of scale and high ground of products and capabilities

- ✓ Accelerating mid-to-high-end and dual brand breakthrough
- ✓ Accelerating capability building and cross-category replication

TV market capacity	TCL TV market share by shipment	<b>Top 3</b>
37.11 million sets -1.3% yoy	17.7% +0.6 p.p. yoy	
TV market average size	TCL TV average size	
60.8"	63.9"	

### North America Business Group

Positioning: Cornerstone of scale and high ground of branding

- ✓ Breakthrough in key U.S. channels
- ✓ Driven by capabilities and efficiency
- ✓ Building an organisation fighting in terms of both all categories and channels

TV market capacity	TCL TV market share by shipment	<b>Top 2</b>
49.17 million sets +4.0% yoy	14.1% +0.8p.p. yoy	
TV market average size	TCL TV average size	
51.7"	53.0"	

### Europe Business Group

Positioning: High ground of branding

- ✓ Focusing on comprehensive TV leadership strategy
- ✓ Increasing retail footprint

TV market capacity	TCL TV market share by shipment	<b>Top 4</b>
43.86 million units +9.3% yoy	9.1% +1.7 p.p. yoy	
TV market average size	TCL TV average size	
49.1"	50.1"	

### Asia-Pacific Business Group

Positioning: Market leader in all categories across Southeast Asia and Australia

- ✓ Developing country-specific competition and marketing strategies
- ✓ Accelerating breakthrough across all categories

TV market capacity	TCL TV market share by shipment	<b>Top 3</b>
38.08 million sets -0.5% yoy	10.6% +0.8 p.p. yoy	
TV market average size	TCL TV average size	
44.5"	46.9"	

### Latin America Business Group

Positioning: Regional leader in all categories and stronghold market

- ✓ Transition to mid-to-high-end products
- ✓ Achieve breakthrough across all categories

TV market capacity	TCL TV market share by shipment	<b>Top 2</b>
26.49 million sets +6.5% yoy	20.9% +2.9 p.p. yoy	
TV market average size	TCL TV average size	
47.9"	46.4"	

### Middle East & Africa Business Group

Positioning: Incremental and potential market

- ✓ Strengthening channel coverage and layout in key countries

TV market capacity	TCL TV market share by shipment	<b>Top 3</b>
14.12 million units +6.6% yoy	13.6% +3.5 p.p. yoy	
TV market average size	TCL TV average size	
48.9"	52.9"	

Data Source: Omdia, 2024 regional shipment and average size of TV market, 2024 regional TCL TV market share and ranking in terms of shipment, and average size

# ESG | By Upholding Green Operations, Focusing on Society Responsibility and Adhering to Business Ethics, the Company Achieves ESG Rating A by Hang Seng Index for Seven Consecutive Years



## Overall ESG Rating<sup>1</sup>

2018-2024

**A** for **seven** consecutive years

## Index Inclusion

2019-2024

Inclusion in the **Hang Seng Sustainable Enterprises Benchmark Index** for **six** consecutive years<sup>1</sup>



## ESG Awards



Awarded EcoVadis **Gold** rating with a total score of 80, up 7 points from last year, **ranking in the top 5% of rated companies globally**

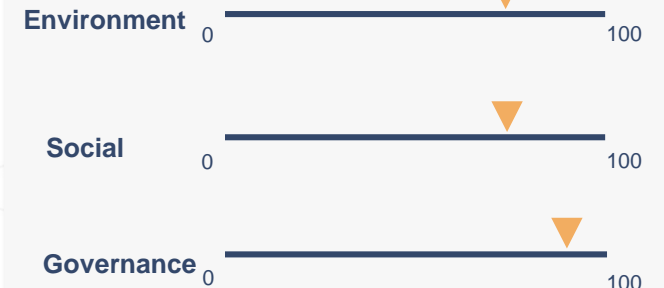


CDP rating upgraded to **B** (the **highest grade of management level**), achieving the highest rating at **leadership grade of A** across multiple sub-categories under the climate change field, including governance, targets, verification, risk and opportunity analysis, disclosure, and management

## Overall ESG Performance<sup>1</sup>

Compared to 550 index components:

**Top 20%**



# 03

# Segment Performance



TCL TV led in global scale with increasing market share<sup>1</sup>

Global Shipment of TCL TV



Global Revenue of TCL TV



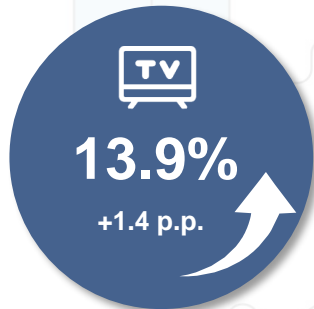
of which:  
PRC market proportion: 31.7%  
Overseas market proportion: 68.3%

Note: According to Omdia, shipment of the global TV industry increased by 3.7% yoy to 209 million sets in 2024, while revenue saw a slight growth of 0.8% to US\$99.89 billion

Shipment ranking  
**No.2**



Revenue ranking  
**No.3**



Demonstrated global product mix advantage as proportion of high-end products continued to increase



Global Brand Index<sup>2</sup> **89**  
+5.0% yoy

North America +14.1%  
Emerging Market +14.6%

Proportion of mid-to-high-end TCL TV products in TCL TV global/regional shipment

Mini LED TV Shipment

**1.70 million** sets +194.5% yoy

QLED TV Shipment

**5.03 million** sets +69.5% yoy

≥75" Global Shipment

**3.83 million** sets +39.8% yoy



Global  
**6.2%**  
+3.8 p.p.

Proportion of  
Mini LED product

Global  
**26.0%**  
+1.4 p.p.

Proportion of  
≥65" product

Global  
**18.5%**  
+6.4 p.p.

Overseas Market  
+6.9 p.p.

Proportion of  
QLED product

Global  
**13.2%**  
+2.4 p.p.

Proportion of  
≥75" product

Global  
**74.3%**  
+3.3 p.p.

Overseas Market  
+5.5 p.p.

Proportion of  
4K product

Global  
**52.4"**  
+1.3"

Average size

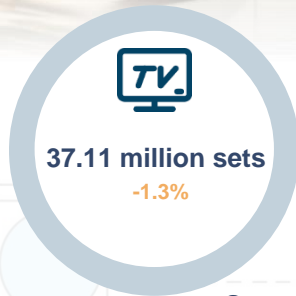
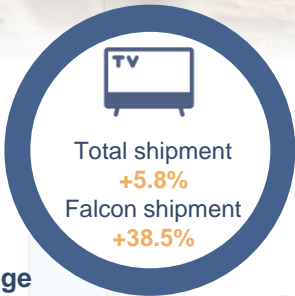
Data Source: 1. Omdia, market share of global brand TV in terms of shipment and sales revenue data in 2024

2. The brand Index is calculated by dividing the market share of sales revenue by the market share of shipment



**TCL**  
Shipment

Industry  
Shipment<sup>1</sup>



### The Trade-in Policy

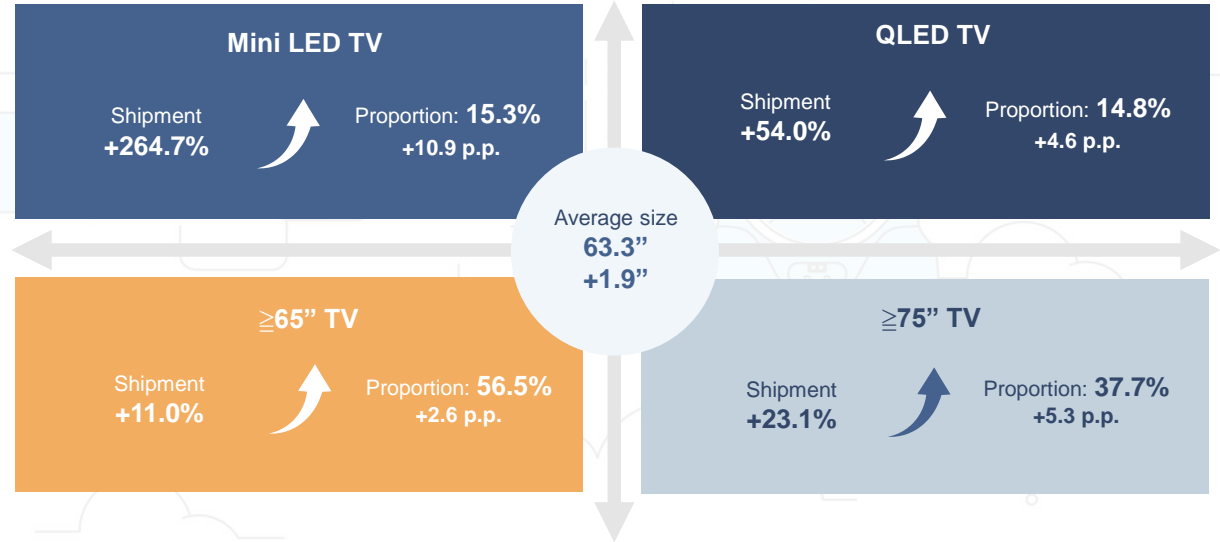
Starting from August 2024, the trade-in subsidy policy has been rolled out across the PRC:

- 20% subsidy for tier-1 energy-efficient TVs
- 15% subsidy for tier-2 energy-efficient TVs
- Subsidy cap of RMB2,000

1	Market share of TCL + Falcon Mini LED TV in terms of retail sales volume	30.1%
2	TCL TV Brand Index	125
2	Market share of TCL + Falcon TV in terms of sales revenue	23.1%

Data Source: Omni-channel retail sales data from CMM in 2024

Benefitting from the mid-to-high-end strategy and national subsidies, TCL's Mini LED and large-screen products experienced rapid growth in the PRC market



Notes:  
1. Data source: Omdia, shipment data of the PRC TV industry in 2024  
2. The yoy decline in gross profit margin was mainly due to changes in domestic brand structure and increase in panel costs



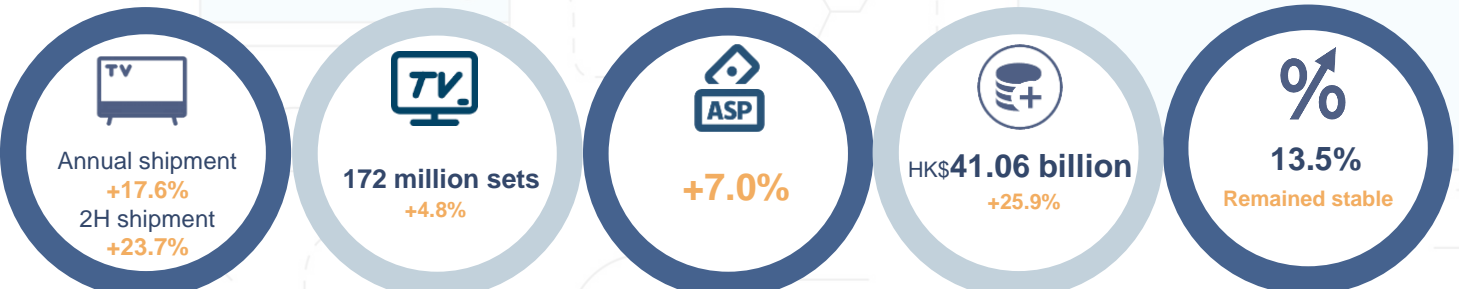
**TCL**  
shipment

Industry  
shipment<sup>1</sup>

Average  
shipment price

Revenue

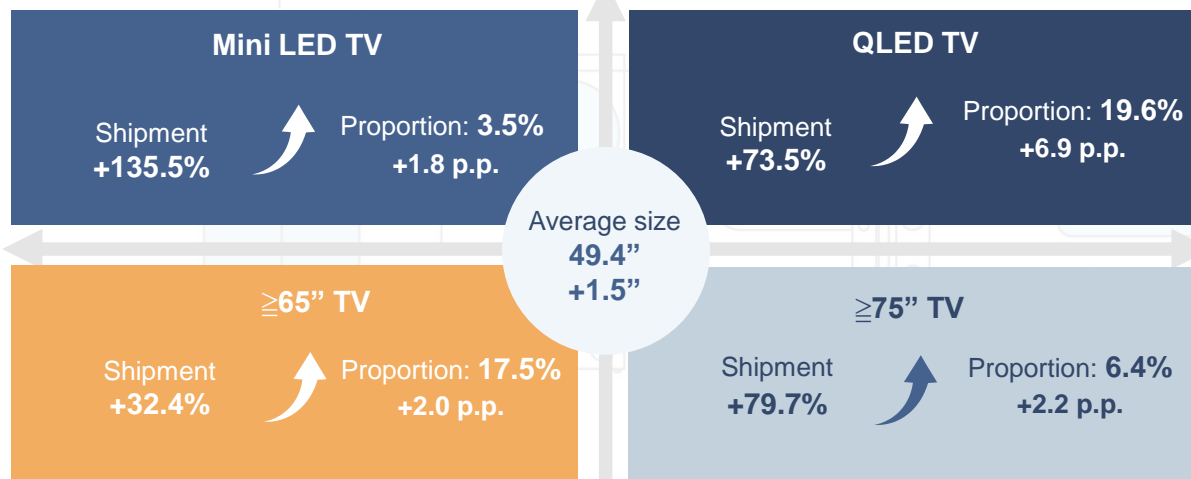
Gross profit margin<sup>2</sup>



**Overseas Market Ranking<sup>3</sup>**

Shipment of branded TV in North American Market +6.4% yoy		Shipment of branded TV in Emerging Market +12.7% yoy	
No.2	U.S.	No.1	Australia The Philippines Myanmar Pakistan
No.3	Canada	No.2	Brazil Saudi Arabia
Shipment of branded TV in European Market +33.8% yoy		No.3	Vietnam Thailand South Korea Argentina
No.2	France Sweden		
No.3	Poland Spain Greece Czech Republic		

**Trends of Mini LED and large-screen emerged in overseas market**

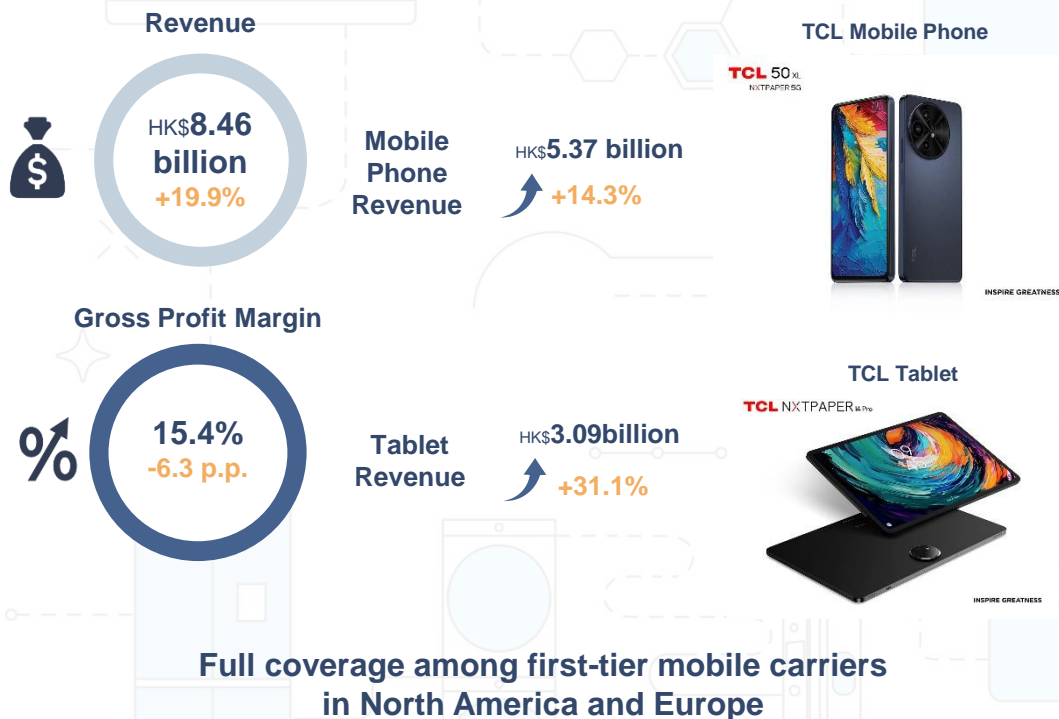


**Globalised layout of TV production capacity of over 30 million sets annually**  
(Of which 2 million sets of Mexican production capacity, future planning for Mexico's domestic shipments only)



Notes:  
1. Data Source: Omdia, shipment data of overseas TV Industry in 2024  
2. The yoy decline in gross profit margin was mainly due to changes in regional structure and increase in panel costs  
3. According to data from GfK and Circana on market share in terms of retail sales volume in 2024

### Small-and-Medium-Sized Display Focus on key countries with steady operations



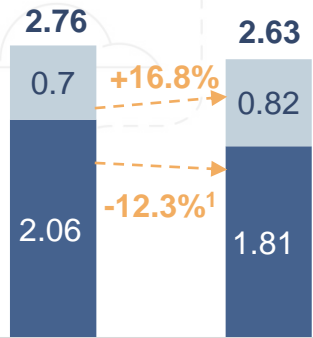
### Smart Commercial Display Provide multi-scenario Intelligent commercial service solutions to empower long-term solid growth



### Global Internet Business

#### Revenue

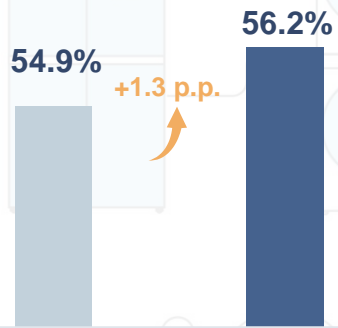
Unit: HK\$ billion



■ PRC Market ■ International Market

#### Gross Profit Margin

Consistently higher than 50%



2023 2024

### PRC Market: Guided by intelligence, convenience, and innovation to continuously enhance user experience



The Company focuses on user experience, **continuously enhanced the convenience and intelligence of its domestic self-operated OS platform**. During which:

- ✓ **TCL membership penetration rate** continued to rise, maintaining industry leadership, with **proportion of membership revenue** further increasing
- ✓ **Upgraded minimalist desktop and created viewing experience with Mini LED display**, making it more convenient for users
- ✓ Explored industry-leading **TV-AI interaction scenarios**, collaborating with leading children's IPs for AI animated growth education; leveraging AIGC capabilities to develop a personified AI companion for growth, offering smart supervision and parenting guidance

### International Market: Comprehensively upgraded TCL Channel, continuously enhancing its ability of traffic monetisation



TCL's new overseas TV products will integrate with Gemini, Google's AI large language model



TCL Channel

- ✓ Continuously deepened global cooperation with giants like **Google, Roku, and Netflix** to further improve user experience
- ✓ Falcon has achieved breakthrough in its overseas business model, **while enhancing its ability of traffic monetisation and doubling average consumption time of its own content products**; as at the end of 2024, TCL channel had accumulated **over 32.6 million** users, achieving full coverage of **global overseas market**

Note: 1. Due to impact of industry policies, the revenue of domestic internet business in 2024 recorded a temporary yoy decline

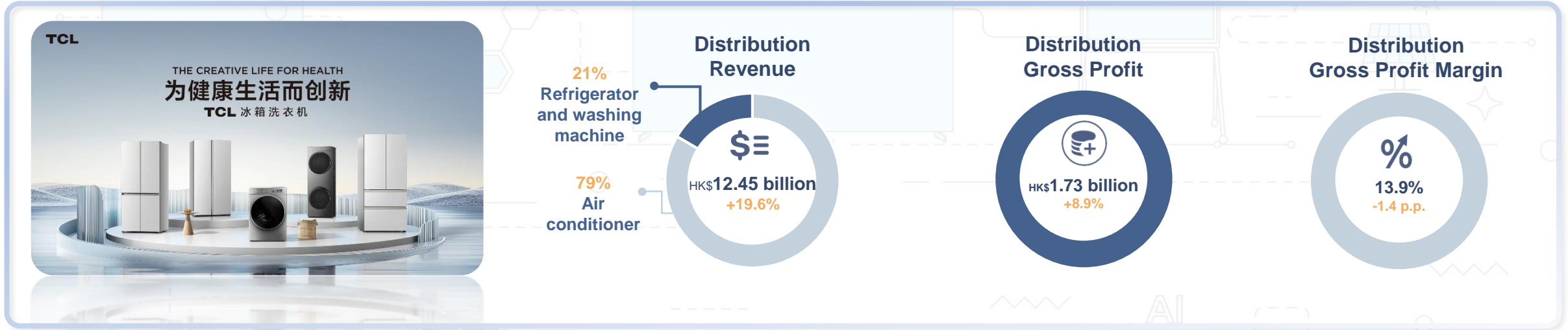




- ✓ Adhered to the "Relatively Light Asset" model, balancing scale and quality to further improve operational efficiency
- ✓ Focused resources on capturing quality markets, **entering the first tier in the industry in terms of scale and quality**
- ✓ Significant improvements in **channel number and quality**, with **financial products and capabilities maintaining leadership**



All-Category Marketing - Brand and channel synergy facilitated double-digit growth in distribution scale



Double 11 e-commerce data: retail sales volume far exceeding industry performance<sup>1</sup>



**+47.3%** yoy  
Industry -9.1% yoy



**+6.0%** yoy  
Industry -2.0% yoy



**+62.4%** yoy  
Industry -2.4% yoy

TCL Air Conditioner  
Fresh air series - C7



TCL Washer and Dryer  
Wash & Dry Pair – P7



TCL Refrigerator  
Ice Kylin Refrigerator - P16K



Data Source: 1. CMM e-commerce weekly monitoring data during week 42 to week 46 in 2023 and 2024

Smart Connection and Smart Home – Empowered smart lifestyle with AI, specified product roadmap

**Revenue**

HK\$1.69 billion  
-12.6%

**Gross Profit Margin**

22.7%  
+3.5 p.p.

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TCL @ CES2025-LAS VEGAS

TCL Ai Me, the world's first modular AI companion robot was unveiled at CES 2025

TCL 真3D结构光人脸锁  
自进化刷脸 好用更安全

**TCL Smart Door-Lock**

TCL 可视安全摄像头  
AI智慧管家 让家更有爱

**TCL Visual Security Camera**

AR/XR Glasses: No.1 in online market share for consumer-grade AR glasses in the PRC

TCL RayNeo AR Glasses

**RayNeo V3 AI Shooting Glasses**  
Smart assistant for recording life anytime, anywhere

- Falcon flagship Imaging
- Smart AI Assistant

**RayNeo Air3**  
Portable, lightweight private cinema

- Ultra-lightweight at 39g
- Qualcomm Snapdragon AR1

- The 1st binocular full-color micro LED+optical waveguide display AR glasses launched and mass-produced in the industry

Market Share of RayNeo<sup>1</sup>

**35.6%** TCL RayNeo

Ranking among Consumer-grade AR Glasses in the PRC<sup>1</sup>

**No.1**

Data Source: 1. RUNTO, online retail sales volume of AR market in China in 2024



# 04

# Outlook



**Core Business**  
Increase profitability

**Large-Sized Display**

- Adherence to the large-screen and Mini LED strategies
- World-leading brand

**Small-and-Medium Sized Display**

- Focus on core markets in North America
- Steady business expansion

**Internet Business**

- Stabilising domestic operation
- Acceleration of overseas operation development

**New Business**  
Explore the second growth curve

**Photovoltaic Business**

- Steady increase in market share
- Active development of overseas business

**All-Category Marketing**

- Synergies from global brand and channel advantages
- Acceleration of overseas business development

**Smart Connection/Smart Home**

- Take the lead in deploying smart glasses and AI Robot
- Empower long-term growth potential



**Company Vision**

A Preeminent Smart Device Enterprise with Global Operations

**Company Strategy**

Lead with Brand Value  
Excel in Global Efficiency  
Drive with Technology, Thrive on Global Vitality

**Long-Term Operational Goal**

**Increasing investment in R&D expenses and marketing capability building**

Achieving  
Net profit growth > Gross profit growth > Revenue growth

# Future Plan | Work Plan | Continuously Optimise Operational Strategies Around “Winning Battles, Strengthening Core Capabilities, and Planning for the Future”, Soar with Courage and Determination



# TCL

# THANKS!

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