

TCL

TCL电子控股有限公司

TCL ELECTRONICS HOLDINGS LIMITED

Stock code: 01070.HK

Incorporated in the Cayman Islands with Limited Liability

Results for First Quarter 2026



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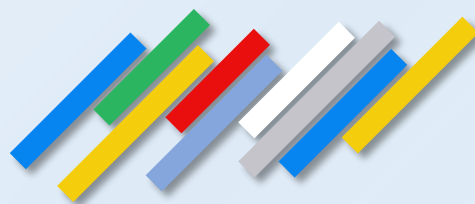


Outlook

Reporting currency : HK\$

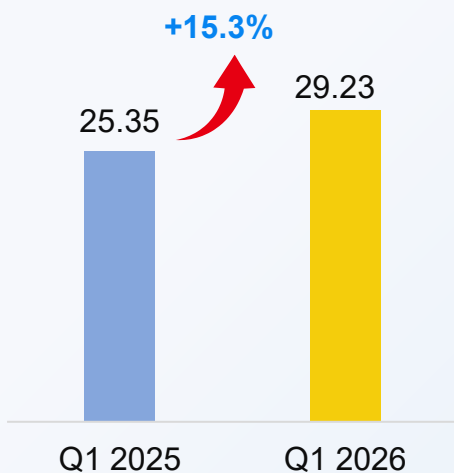
01

Overall
Highlights

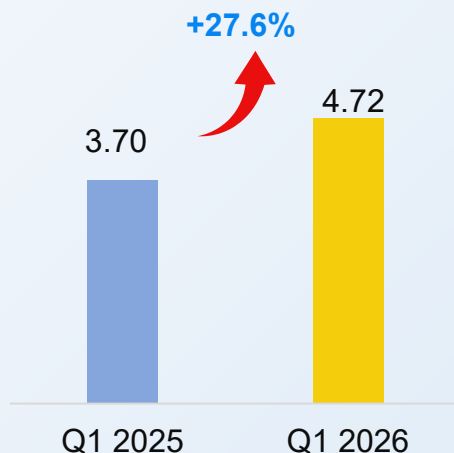


Unit: billion

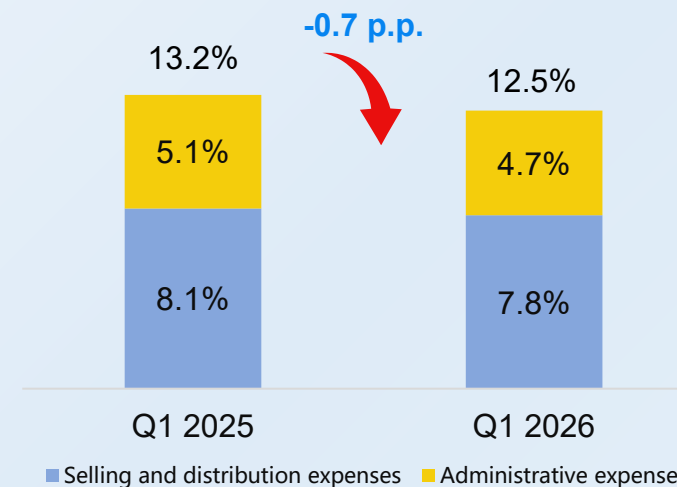
Revenue



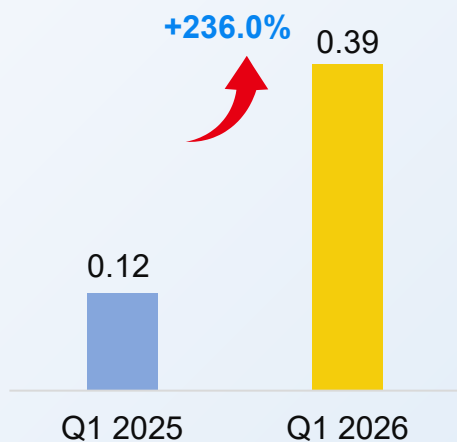
Gross Profit



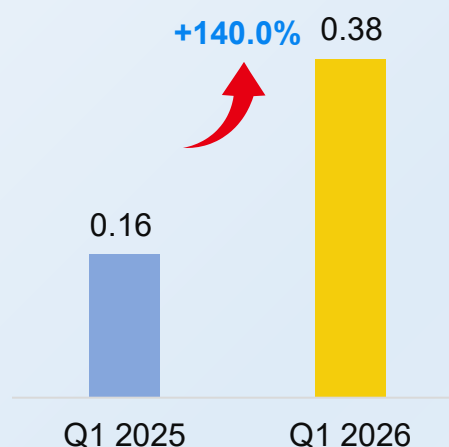
Expense Ratio¹



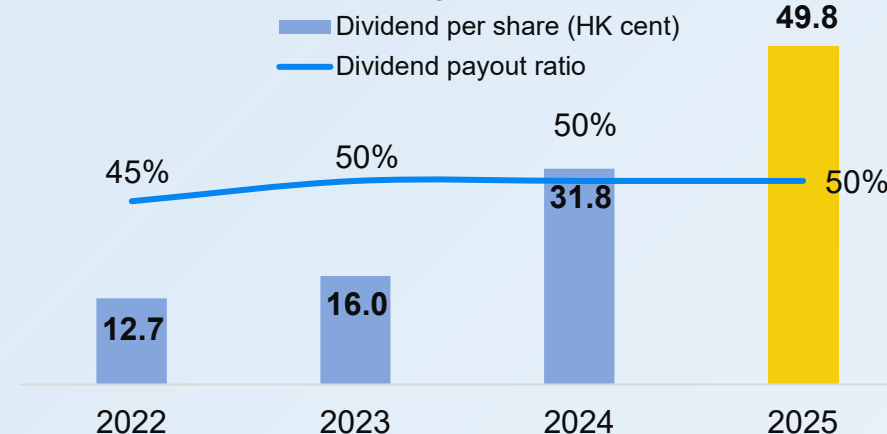
Net Profit



Adjusted Profit Attributable to Owners of the Parent²



Dividend & Dividend Payout Ratio³



Notes:

1. Overall expenses include selling and distribution expenses and administrative expenses

2. 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) related income tax effect

3. Dividend payout ratio = (dividend per share x number of shares outstanding at year-end) ÷ adjusted profit attributable to owners of the parent

TCL × SONY

TCL Electronics and Sony Corporation Form a Joint Venture to Build a New Ecosystem for the Global Home Entertainment Industry

Key Terms of the Transaction

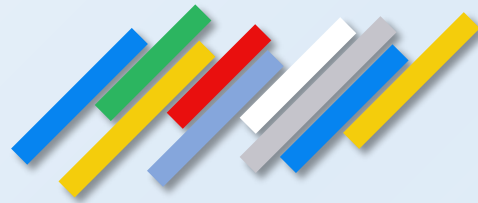
Ownership Structure	Business Scope	Consideration	Brand Strategy	Transitional Support	Timeline
TCL Electronics holds 51% and Sony Corporation holds 49% of shares of the joint venture	Assume Sony's global home entertainment business , covering the full value chain of TVs and home audio products (R&D / Design / Manufacturing / Sales / Logistics / After-sales Service)	Total amount of approximately HK\$3.78 billion , comprising 51% equity interest in the joint venture and 100% equity interest in Sony EMCS (Malaysia) Sdn. Bhd.	Products will be empowered by the globally renowned " SONY " and " BRAVIA™ " brands	Sony will provide transitional services including IT, HR, intellectual property, and accounting to ensure seamless business continuity	The joint venture is expected to commence operations in April 2027

Core Value of the Transaction

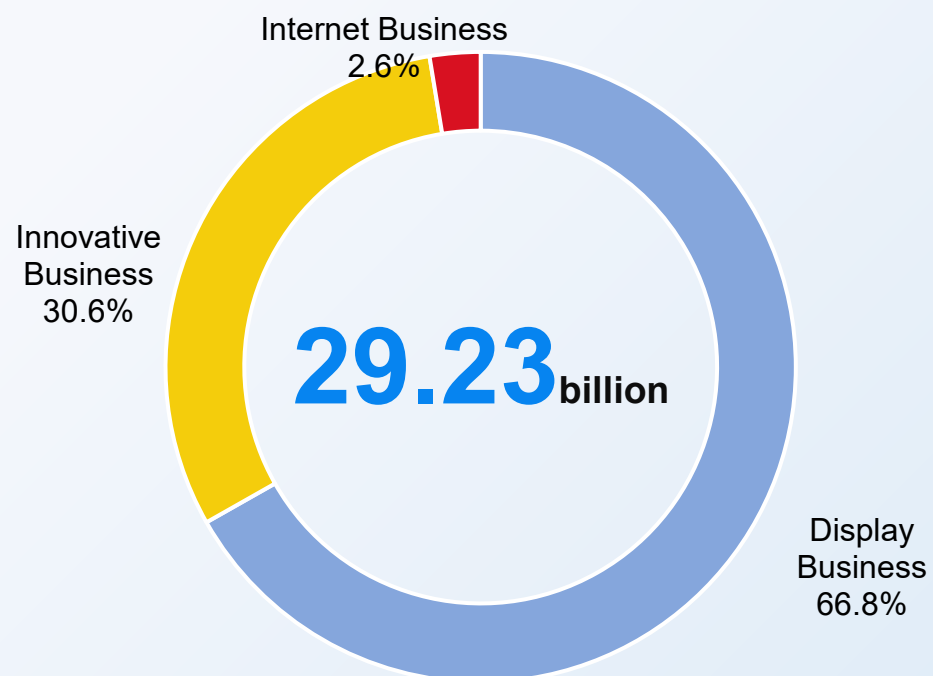
Product	Leveraging Sony's high-end audio-visual technology and mature product system, completing the premium home entertainment product portfolio through the joint venture
Brand	Capitalising on the globally renowned "SONY" and "BRAVIA™" premium brands to enhance TCL's brand premium value in the high-end market
Market	Integrating Sony's established premium channel network overseas to accelerate full coverage of the global high-end market
Efficiency	Synergising the supply chain and R&D resource advantages of both parties, improving overall operational efficiency

02

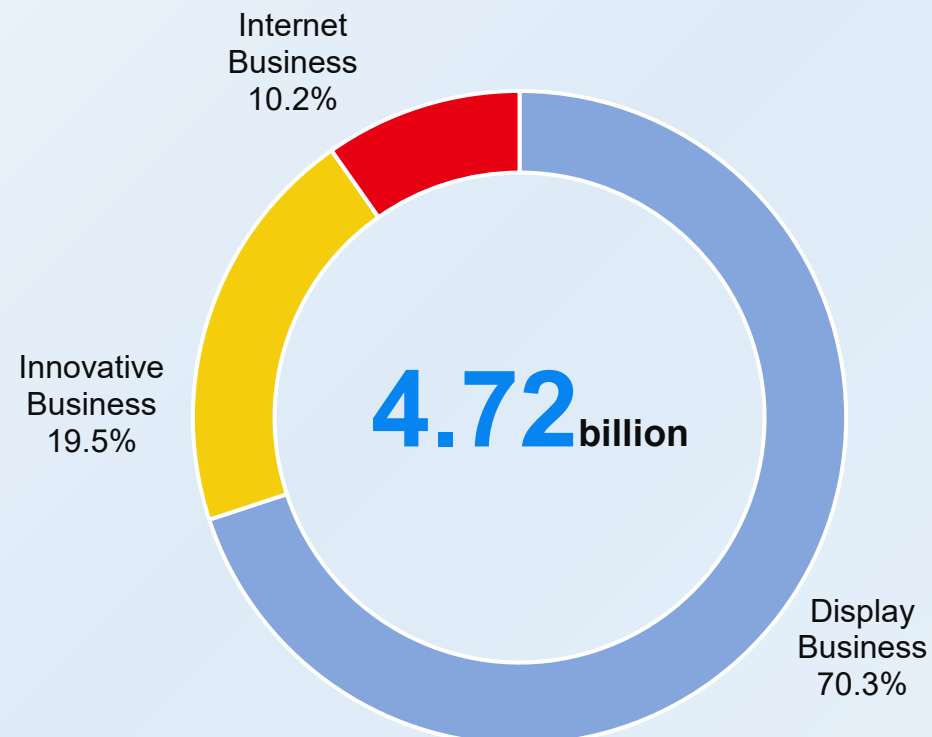
Segment Performance



Revenue Breakdown by Business Segment



Gross Profit Breakdown by Business Segment

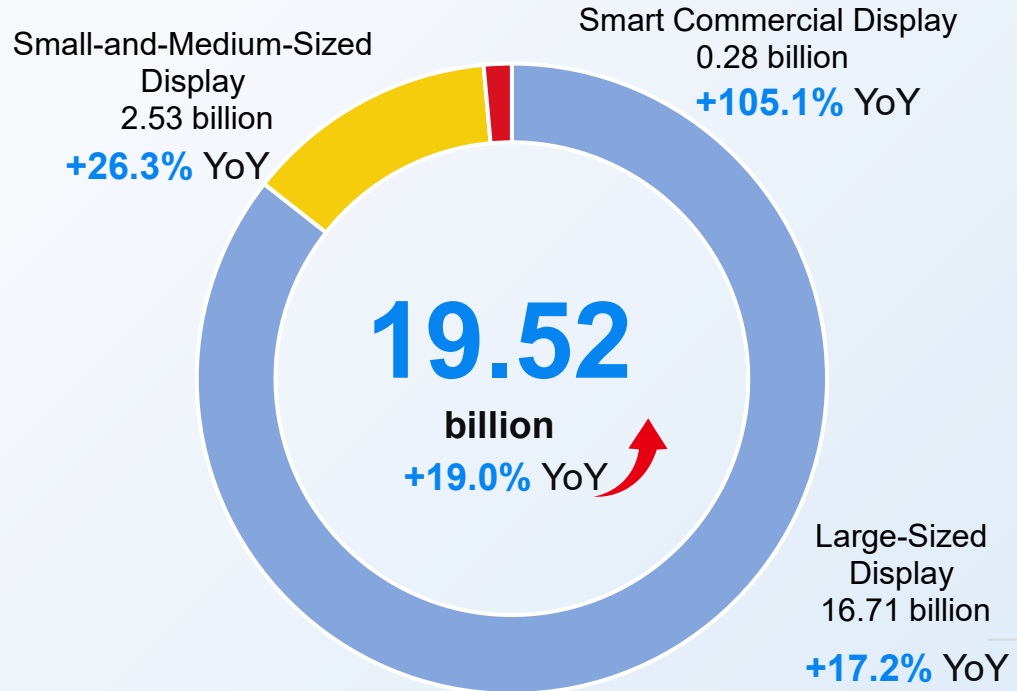


Notes:

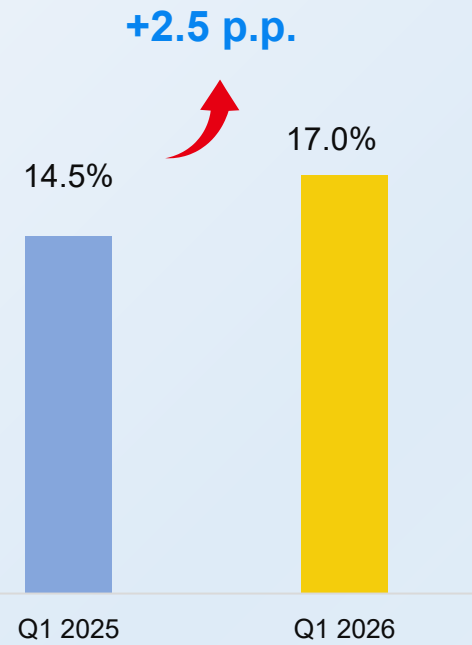
1. Display Business: Includes Large-Sized Display (i.e. TV Business), Small-and-Medium Sized Display (i.e. mobile phones, tablets) and Smart Commercial Display
2. Internet Business: Business related to TV content operations
3. Innovative Business: Includes Photovoltaic Business, All-Category Marketing (distribution of TCL-branded air conditioners, refrigerators and washing machines), and Smart Connection and Smart Home Business (i.e. router, door lock and security camera)

← Improved Product Mix Drove Growth in Both Revenue Scale and Gross Profit Margin →

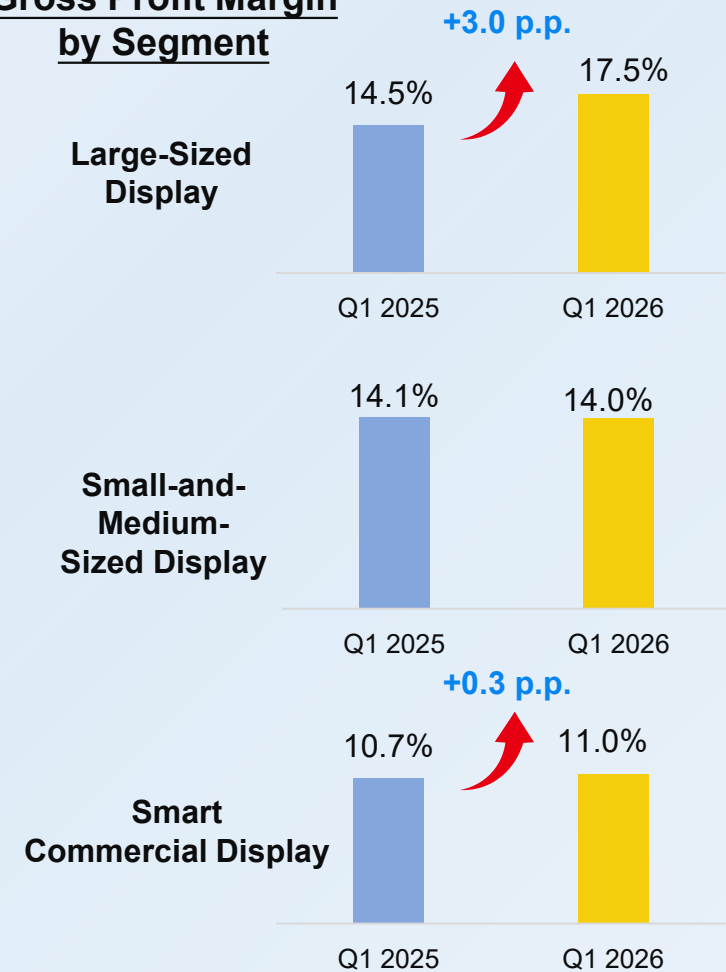
Revenue



Gross Profit Margin

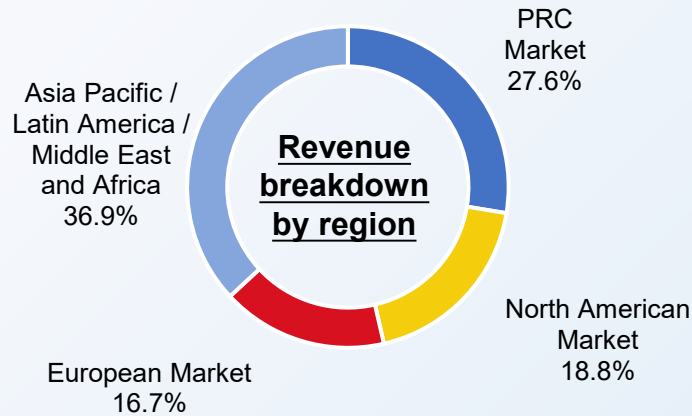


Gross Profit Margin by Segment



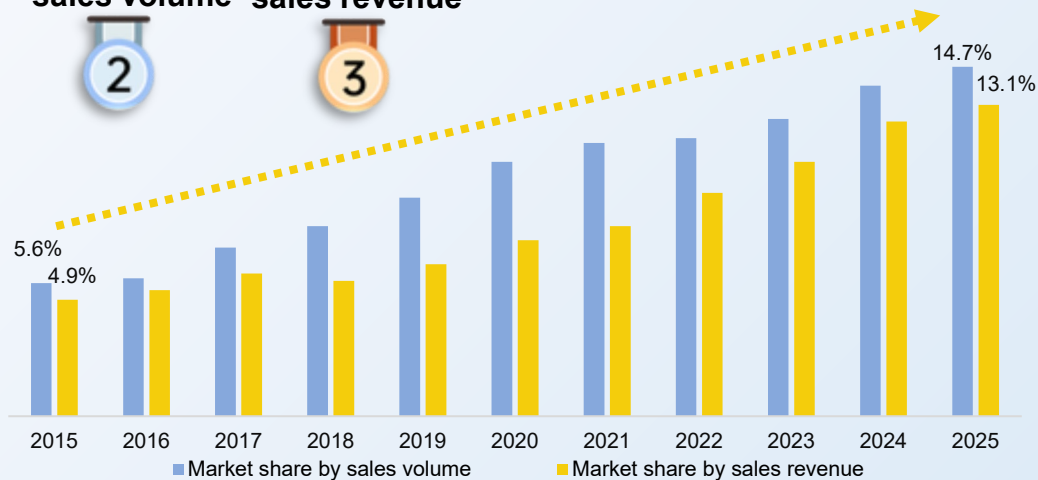
Global Expansion

Proportion of overseas market's revenue reached **72.4%**



Leading market share and continued growth²

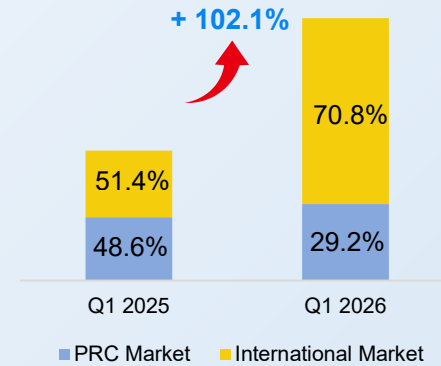
Ranking in sales volume¹ Ranking in sales revenue¹



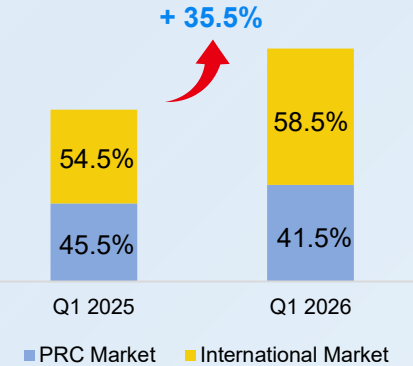
Improvement in Product Mix

Premiumisation and large-Screen Adoption

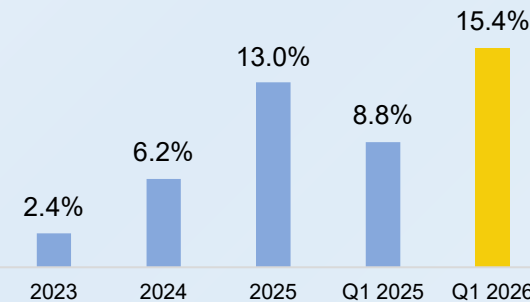
Shipment of Mini LED TV



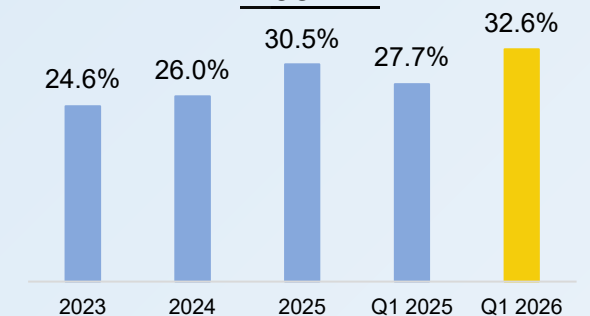
Shipment of ≥ 65" TV



Shipment proportion of Mini LED TV



Shipment proportion of ≥ 65" TV



Global shipment of TCL Mini LED TV firmly ranked **No.1 in the global market¹**

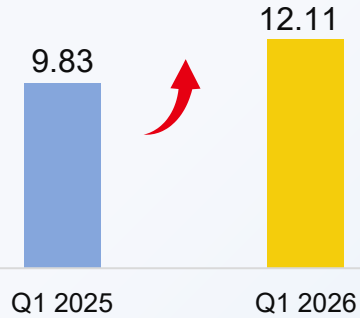
TCL TV global average size reached **55.6"** YoY increased **2.3"**

Business Performance

Unit: billion

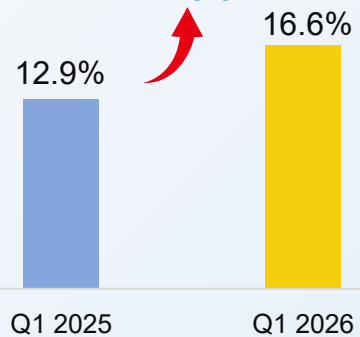
Revenue

+23.2%



Gross Profit Margin

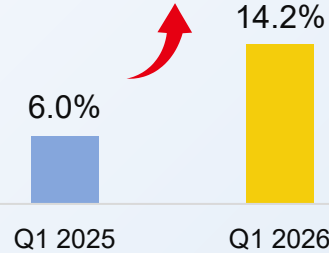
+3.7 p.p.



Product Mix

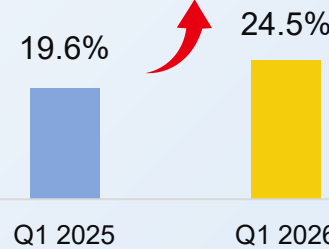
Mini LED TV Proportion

+ 8.2 p.p.



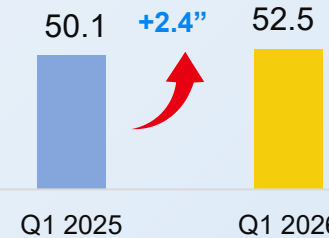
≥65"TV Proportion

+ 4.9 p.p.



Average size

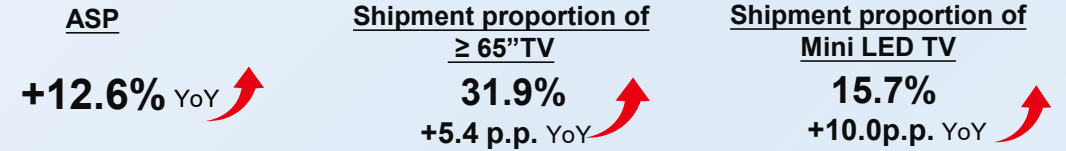
+2.4"



Segment Performance

North American Market

Focus on Mid-to-High-End Segment, Revenue +32.2% YoY



European Market
Accelerated retail stores expansion,
Revenue +29.9% YoY
Top 3 presence reached
7 countries

Asia Pacific / Latin America / Middle East & Africa Market
Localised Operations
Revenue +16.4% YoY

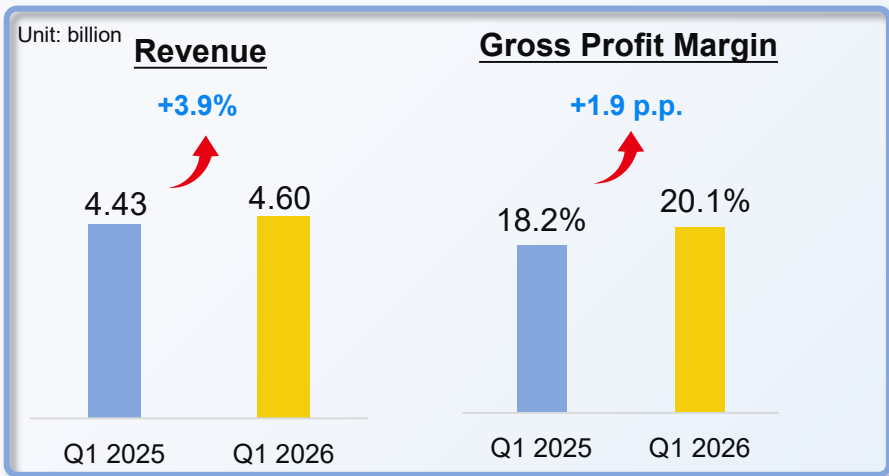
Ranked among the **top three** in market share in **more than 20**



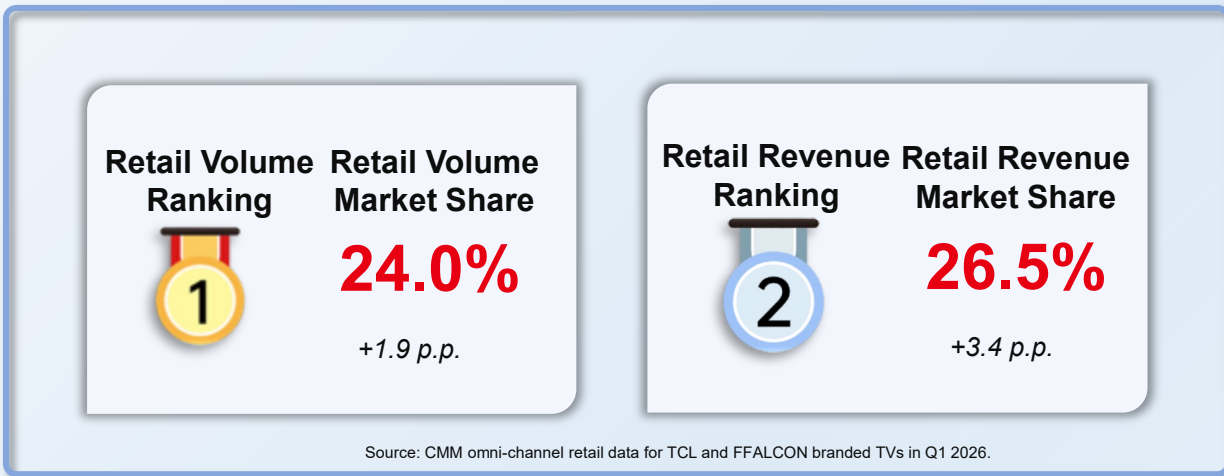
Data Source: 1. Circana, retail sales revenue of Q1 2026

2. The Company's internal reports based on TV retail sales volume of Q1 2026 except the U.S. is sourced from Circana, LLC, Retail Tracking Service, US, based on TV retail sales volume of Q1 2026

Performance

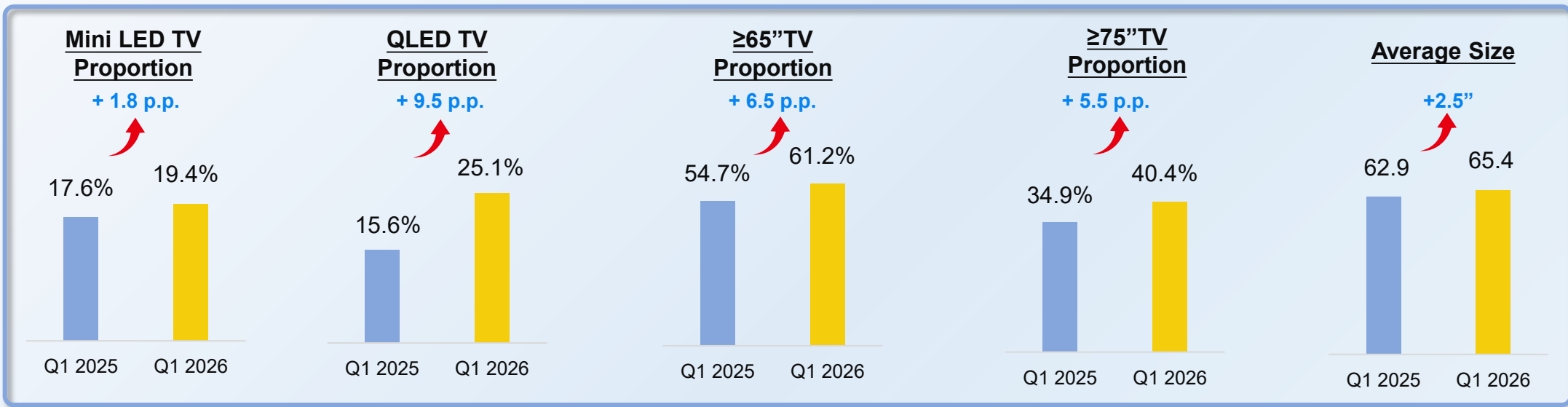


Market Share



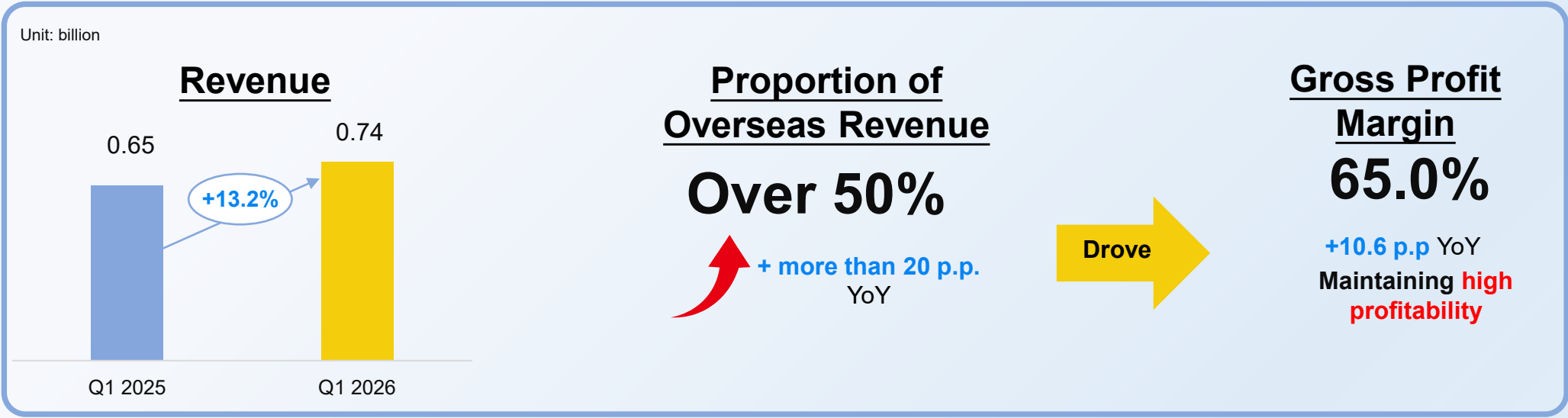
Note: According to CMM omni-channel data, sales revenue of TV industry in the PRC market declined by 1.6% YoY in Q1 2026.

Product Structure



Note: Each TV segment within the product mix is calculated based on the proportion of shipment.

Segment Performance | Internet Business (Business related to TV Content Operations)



Overseas Market

Leveraging our global leading scale to partner with internet giants and monetise through **pre-installation fees** and **operational revenue sharing**

Rapid revenue growth driven by enhanced user experience

- **Enriched Content Ecosystem** TCL Channel (Europe and Latin American markets): The share of premium localised content has **increased**, driving a **130% YoY surge** in **average daily viewing time**
- **Massive User Base** As of March 2026, cumulative users on TCL Channel surpassed **49.5 million**
- **Empowered by Strong AI Capabilities** **Gemini** is rolling out to premium models, catalysing AI-driven revenue expansion

Strategic Alliances



TCL Channel

PRC Market

Driven by **Interaction Upgrades** & **AI Innovations**, Breakthroughs Across **Multiple New Ventures**



LINGKONG UI

Minimalist design and **intuitive operation** to enhance user experience



AI-Powered Proprietary "Content Factory"

Q1 2026 produced **11** AI-generated animations for kids, cumulative reached **37** episodes, achieving a **73%** high-quality rate

**Innovative Business:
Stable Revenue Growth**

Unit: billion



Photovoltaic Business: Maintaining domestic asset-light operations while accelerating expansion in key European markets

**Domestic Market
Distributed Energy System Integrator**

Revenue

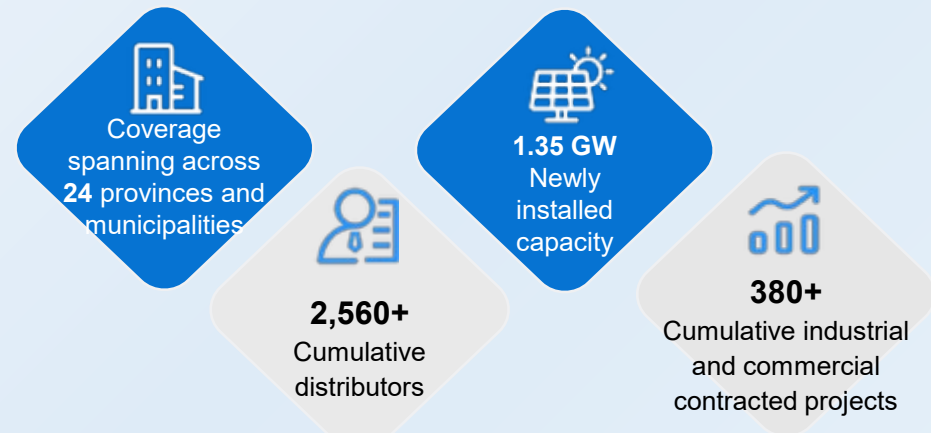
4.81 billion

+12.7% YoY

Gross Profit Margin

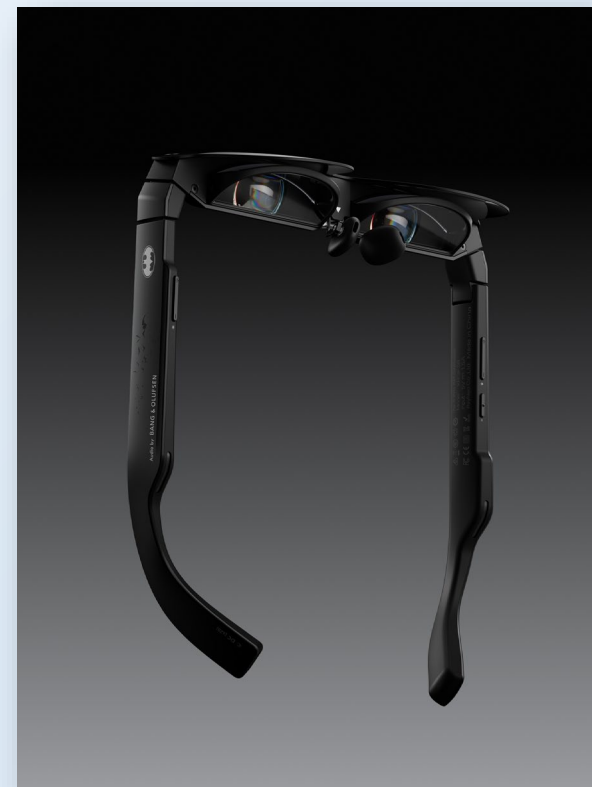
9.4%

+0.1 p.p. YoY



Overseas Market: Branded System Solution Provider

- Market Positioning & Growth Potential**
 - Strategic focus on core European markets
 - Accelerating scale expansion
- Product & Channel Enablement**
 - Integrated "Solar-Storage-Heating" Energy Solutions
 - Expand channel coverage and enhance partner stickiness
 - Optimise operational efficiency
- Brand Equity & Operational Synergy**
 - Enhance market credibility and consumer confidence through the SunPower brand
 - Leverage TCL's global brand and service resources to enhance operational efficiency



Air 4 Pro (Batman Co-branded Edition)
AR Glasses

The world's first HDR10 display glasses

- ✓ The world's first AR image-quality chip
- ✓ B&O co-tuned audio system



Sales Volume Ranking of Consumer AR/AI Glasses Brands in China¹

No.1

03

Outlook



Operating Philosophy

Strategy Guidance, Innovation Drive, Advancing Manufacturing, Global Operation



Core Business
Increase profitability

- ◆ **Large-Sized Display** Leverage momentum in premium displays to maintain industry leadership, expand high-end share, and explore AI-driven innovation
- ◆ **Small-and-Medium Sized Display** Focus on key markets, coordinate strengths and resources to improve operating efficiency and strengthen profitability
- ◆ **Internet Business** Dual engines to drive profit expansion with AI-enabled growth in the domestic market and expand overseas through business-model innovation



New Business
Scale up global footprint

- ◆ **Photovoltaic Business** Strengthen operational capabilities in China to sustain growth, focus on Europe to accelerate overseas scale-up
- ◆ **All-Category Marketing** Leverage TCL's global brand influence and advantages in supply chain and sales channel to drive global scale and quality growth
- ◆ **AI/AR Deployment** Multi-category strategy, tech-led experience, and digital intelligence empowered decisions jointly drive long-term growth



Globalisation 3.0 Strategy

Optimising global resource allocation capabilities and enhancing **localised operational** capabilities in key overseas regions



Construct a World-Class IP Portfolio

Leveraging the **Olympics and regional sports marketing** to drive a dual leap in **brand value** and global **influence**



ESG Strategy

Implementing energy conservation and energy transition to **achieve carbon compliance targets**

FY2024 and FY2025 Performance Targets

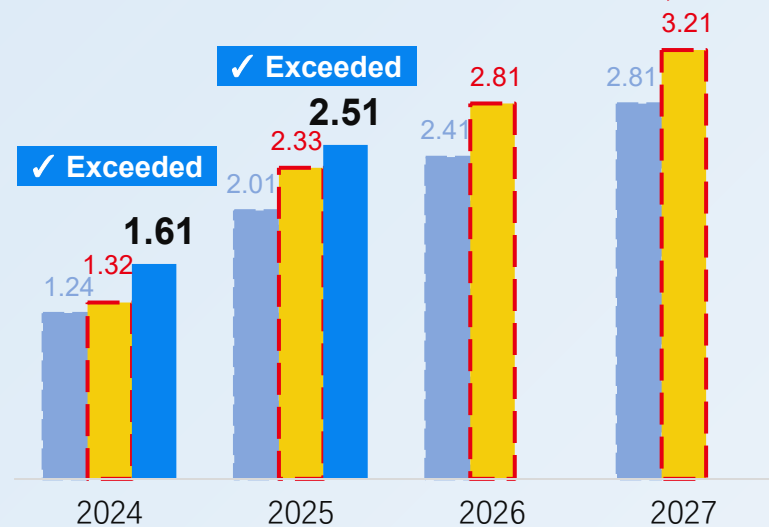
Exceeded ✓

2025–2027 Equity Incentive Plan

(Targets for adjusted net profit attributable to the parent, in HK\$ billion)

CAGR 20.1%

CAGR 25.9%



Target corresponding to 80% vesting | Target corresponding to 100% vesting | Actual achievement

TCL

THANKS!

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TCL Electronics Investor Relations Official WeChat Account:



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