

The U.S. TV Market Demand Increases in the First Quarter of 2020 TCL Brand TV Continues to Gain Market Share in Retail Market

(April 29, 2020, Hong Kong) **TCL Electronics Holdings Limited** (“**TCL Electronics**” or “**the Company**”, HKSE stock code: 01070.HK) announced its sales volumes of TV products in the U.S. retail market in the first quarter of 2020 (January to March). During this period, unit sales volume of TCL brand TVs in the U.S. retail market increased by 6%* year-on-year. In addition, in the first quarter of 2020, the Company ranked 2nd* with a 15.4%* market share in terms of unit sales volume in the U.S. market, up by 0.6* percentage point year-on-year. (data source: The NPD Group)

Although the pandemic outbreak began in North America in March, the TV market demand is still vigorous. According to The NPD Group, the total unit sales volume of TVs in the first quarter of 2020 in the U.S. retail market increased by 2%* year-on-year. In March alone, TV sales volume in the U.S. retail market increased by 12%* year-on-year. The Company maintained a strong momentum in the U.S. retail market and continued to grow its market share. In the first quarter of 2020, unit sales volume of TCL brand TVs in the U.S. retail market increased by 6%* year-on-year, with an increase of 45%* in March compared to that of in February. TCL brand TVs maintained their No.2* position with 15.4%* market share in the first quarter in the U.S. retail market. Furthermore, the Company’s market share in terms of retail sales volume has shown an upward trend week-on-week, and climbed to 18.4%* during the week from April 5 to April 11.

Benefiting from enhanced product competitiveness and extensive and in-depth distribution channels, the Company has been performing remarkably well in the U.S. market. The Company gradually penetrated in the market from online channel Amazon in 2011 to offline channels in Walmart, Costco, Sam’s Club, Target and accomplished full coverage of 6 major sales channels in the U.S. by extending to all branches of Best Buy across the U.S. in 2017. The Company is now dedicated to optimizing distribution structure and increases the proportion of sales volumes through mid to high distribution channels. In addition, TV products of TCL Electronics are highly recommended in the North American markets. Among which, TCL R-series TVs were awarded by 26 third-party authorized institutions (Forbes, CNET, Digital Trends, tom’s guide, gamesradar+, etc.) in the first half of 2019, including the Best TV, Best 4K Ultra-HD TV, Best TV Deals. Product competitiveness has been enhanced continuously. As of April 22, 7 of the top 10 best-selling TVs in American Amazon are TCL brand TVs.

**Source: The NPD Group, Inc., US Retail Tracking Service, LCD TV, Based on unit sales, Jan.- Mar. 2020 combined, March 2020, and April 5-11, 2020*

Due to the uncertainties of the pandemic situation in overseas, the Company will pay close attention to the development of the pandemic in different areas, timely adjust its global supply and marketing strategies, and increase the investment of online resources, R&D and product innovation, and then strive to maintain annual sales growth. In addition, the Company will focus on developing its global Internet business, and vigorously propel the "AI x IoT" strategy, dedicating itself to becoming a global leading intelligent technology company and create greater value for shareholders.

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About TCL Electronics

Headquartered in China, **TCL Electronics Holdings Limited** (stock code: **01070.HK**, incorporated in the Cayman Islands with limited liability) is one of the leading players in the global TV industry, and is engaged in the research and development, manufacturing and distribution of consumer electronic products. Through a new product-and-user-oriented business model that focuses primarily on a "double +" strategy which includes "smart + internet" and "products + services" as the main direction, TCL Electronics strives to build a comprehensive ecosystem for smart TVs that provides users with smart and healthy living products and services, and is dedicated to becoming a global leading smart technology company. According to the latest Sigmaintell report, the market share of the Company in terms of sales volume ranked No.2 in the global TV markets in 2019. TCL Electronics is included in the eligible shares list of the Shenzhen-Hong Kong Stock Connect Scheme, Hang Seng Stock Connect Hong Kong Index, Hang Seng Composite MidCap & SmallCap Index and Hang Seng Corporate Sustainability Benchmark Index. For more information, please visit its website: <http://electronics.tcl.com>.

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