

TCL Electronics Brings OD Zero Technology to Mini LED Smart Screen and Launches Latest Connected Smart Home Offerings

(March 11, 2021, Hong Kong) - **TCL Electronics Holdings Ltd.** ("TCL Electronics" or "Company", 01070.HK) demonstrated industry-leading innovation leadership with the launch of its latest high-end product - TCL X12 8K Mini LED —Vidrian™ Mini-LED Smart Screen.

Representing the highest technical standard of the Mini LED display category, TCL X12 Vidrian™ Mini-LED Smart Screen is the world's first Mini LED smart screen built on OD Zero technology, the world's thinnest Mini LED smart screen, as well as carrying the highest number of LED chips.

Zero distance between the TV backlight and the screen (OD Zero technology) allows a TCL X12 Vidrian™ Mini-LED to carry 96,000 LED chips within a 9.9mm ultra-thin frame and makes it possible to achieve high-precision visual presentation with brightness up to 2000nits and contrast ratio of 10 million to 1. Compared to mainstream WOLED products, OD Zero Mini LED smart screens substantially lead in brightness, color gamut, resolution, burn-in, product life span and other technical dimensions with only one-third of the price.

As a pioneer of Mini LED displays, TCL Electronics introduced the category and achieved mass production of the world's first Mini LED smart screen TCL X10 in 2019. Accounting for 90% of the Mini LED TV products sold worldwide in 2020, TCL Electronics has established itself as the dominant player in the Mini LED product category.

Smart screen as the hub of connected intelligent offerings

TCL Electronics is also focusing on applications of intelligent technologies among products and systems that connect with smart screens and with each other to create better user experience in a home setting. Through offerings such as Eagle Cloud Platform, self-developed Wi-Fi modules, and Octopus Cloud audio and video services, TCL Electronics is building intelligent applications for cross-screen interconnection, interoperability, and distribution.

In addition, the Company also launched the smart screen system UI5.0, which is based on the core design concept of "UI serves content, and interaction serves user experience". It innovates in all aspects of UI design, system interaction, and scene functions to create a more immersive, and enjoyable full-scene ecosystem with smart screens as its hub.

UI 5.0 brings thousands of games to the screen from eight major cloud game platforms in China, while introducing services such as AI fitness, remote classrooms, kids' content, and health management. TCL Electronics has partnered with Vivo to bundle smart screens with smartphones through UI 5.0, in which smart screens can show reminders about incoming calls and messages to Vivo users. When answering calls, UI 5.0 will automatically lower the volume of the smart screen.

Looking ahead, Kevin Wang, CEO of TCL Industries and TCL Electronics, commented, “We are pleased to bring OD zero technology to Mini LED display products and its ecosystem. Nowadays, key technologies such as 5G, IoT, AI, and cloud computing are accelerating the wave of consumer electronics becoming more intelligent. As an established player with industry leading technologies and robust product portfolio, we aim to deepen the implementation of our ‘AI x IoT’ strategy and leverage the foundational strength of our smart display technologies and its ecosystem to create products that enable high-quality and connected smart life for consumers around the world.”

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About TCL Electronics

Headquartered in Shenzhen, China, TCL Electronics Holdings Limited (stock code: 01070.HK, incorporated in the Cayman Islands with limited liability) is engaged in the research and development, manufacturing and distribution of consumer electronic products such as smart TVs and mobile communication devices and independently developed home Internet services. TCL Electronics has emerged as a world-leading and China's only diversified consumer electronics platform with advantages of vertically integrated industrial chain. With smart display as the core of the strategy and 5G and "AI x IoT" as technology drivers, TCL Electronics provides users with a smart and healthy life with household, mobile and commercial scenarios and is devoted to becoming a world-leading smart technology company. According to the latest report from Sigmaintell, the market share of global brand smart TV of TCL Electronics in the third quarter of 2020 ranked Top 3 in the world. With leading positions in the domestic and overseas markets, the MAU and ARPU of TCL Electronics' home Internet operation platform (“Falcon Network Technology”) both ranked among the top in the PRC market. TCL Electronics has also emerged as the industry's only Chinese company with sustainable and large-scale revenue in the overseas Internet services. 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 the website of investor relations of TCL Electronics:

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