

**Sales of TCL Electronics' Smart Screens  
Reached 5.69 Million Sets in the First Quarter of 2021,  
with a YoY Growth of 33.2%**

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**Sales of Smart Screens from Overseas Markets Increased 42.5% YoY**

(April 23, 2021, Hong Kong) **TCL Electronics Holdings Limited** (“TCL Electronics” or “the Company”, HKSE stock code: 01070.HK) today announced the sales volume of its TCL smart screens in the first quarter of 2021 (January to March). The global sales volume of TCL smart screen increased by 33.2% year-on-year to 5.69 million sets. The Company’s sales volume increased significantly year-on-year in the first quarter of 2021. This was due to the Company continuing to concentrate on market development. As a result, its products are highly praised and appreciated by consumers. Also, the industry was severely affected by the pandemic in the first quarter of 2020, which translated to a relatively low base in terms of sales volume.

The rise in the cost of commodities and raw materials to a high level, as well as fluctuations in the upstream supply chain, have presented relatively big challenges to the smart display industry amid continued and severe chip and screen supply shortages. However, the Company leveraged its core competencies in global manufacturing capacity and the vertically integrated industrial chain, together with continuous technological innovation, to improve its product competitiveness and brand awareness. The Company continuously optimized its product mix, with the proportion of smart TV and 4K TV by sales volume increasing by 3.0 percentage points and 2.5 percentage points to 91.2% and 53.2%, respectively. Meanwhile, the Company focused on high-end display technologies and product development. In the first quarter, the proportion of quantum dot TV (QLED TV) by sales volume increased by 3.7 percentage points to 4.6%, with growth mainly originating from overseas markets. In addition, the Company was the first in the industry to achieve large-scale production of the Mini LED TV.

In overseas markets, the sales volume of TCL smart screens increased by 42.5% year-on-year during the first quarter. In terms of regional markets, the sales volume in North American markets grew by 60.3% year-on-year, among which the US market grew 65.9% year-on-year. European markets witnessed a year-on-year growth of 46.8%. Specifically, the year-on-year growth in the UK, Spain and France reached 107.2%, 58.6% and 46.3%, respectively. Emerging markets also achieved stable growth with sales volume up 27.5% year-on-year. Elsewhere, year-on-year growth in Japan, Russia, Chile, Argentina and Vietnam reached 356.1%, 289.1%, 224.2%, 102.2% and 44.6%, respectively.

In the PRC market, continuous efforts to further develop online and offline sales channels paid off with the sales volume of smart screens maintaining an upward trend, hitting 8.3% year-on-year growth in the first quarter. Specifically, the sales volume of smart TV and 4K TV increased by 14.4% and 11.3% year-on-year, respectively. The Company will continue to optimize its product and channel mix in the PRC market while enhancing its market competitiveness.

Sales volume of smart mobile, connective devices and services also rose steadily. In the first quarter, the total sales volume reached 7.36 million, with a year-on-year increase of 50.8%.

Servicing its global users through advanced smart display technologies, TCL Electronics grew its market share for three consecutive years at an above-trend rate, with the sales volume of its brand TV ranking third worldwide last year. In 2021, the ongoing challenges from the pandemic and the fluctuation of the upstream supply chain are expected to affect the whole industry in the short term. The Company is working proactively to tackle these challenges and will continue to increase investment in R&D and product innovation, with a focus on artificial intelligence and high-end display technologies such as Mini LEDs, 8K and quantum dots. In addition, the Company will continue to grow the global market share of TCL brand TV and develop its global internet business, while further promoting the “AI x IoT” strategy, in order to become a leading global intelligent technology company and create greater value for shareholders.

**From January to March 2021 (Unaudited)**

	January to March 2021	January to March 2020	Y-o-Y Change
<b>TCL Smart Screen sales volume</b>	<b>5,691,200</b>	<b>4,272,053</b>	<b>+33.2%</b>
— PRC Market	-	-	<b>+8.3%</b>
— Overseas Markets	-	-	<b>+42.5%</b>
<b>Proportion of TCL Smart TV (%)</b>	<b>91.2%</b>	<b>88.2%</b>	<b>+3.0 percentage points</b>
<b>Proportion of TCL 4K TV (%)</b>	<b>53.2%</b>	<b>50.7%</b>	<b>+2.5 percentage points</b>

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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 Omdia, the market share of global brand smart TV of TCL Electronics in 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: <http://electronics.tcl.com>

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