

TCL Electronics Reveals Mini LED Strategy and the World's First Bezel-less 98-Inch Mini LED Smart Screen

(August 26, 2021, Hong Kong) TCL Electronics Holdings Limited (“TCL Electronics” or “the Company”, HKSE stock code: 01070.HK) convened the TCL Mini LED Strategic Outlook Conference in Shenzhen, China. Mr. ZHANG Shaoyong, CEO of TCL Electronics and vice president of TCL Industries Holdings Co., Ltd. Group, TCL, presented the Company’s goal of becoming the top smart screen player in the world in the next five years by leveraging next-generation Mini LED display technologies and large-screen products. At the conference, TCL also unveiled its new 98-inch IMAX Enhanced smart screen, which is the first bezel-less Mini LED large screen in the world.



Superior Display Technologies and Vertically Integrated Supply Chain Enable Sustainable Development

A Mini LED display panel is formed by thousands of individual LED chips and achieves high-precision visual presentation in brightness and color through the control of micron lamp beads. Compared to other types of display panel materials, Mini LED display has a longer product life span and lower production cost for large screen products. Thanks to these features, Mini LED is better suited for the trend of increasingly larger screens in the TV industry.

TCL Electronics is a dominant player in research and development, design and production of display products and is the first company in the world to produce Mini LED backlit TV at scale. During the first half of 2021, the Company's R&D expenditure increased by 102.6% and amounted to HK\$1.03 billion. Thanks to

vertically integrated global supply chain, TCL Electronics is growing sustainably through economies of scale and robust long-term partnerships with suppliers.



New Large-Screen TV Brings New Social Possibilities to the Living Room

Larger screen is the Moore’s law of the TV industry. On this front, TCL Electronics has already become the global leader. The new 98-inch IMAX Enhanced smart screen is equipped with top-of-the-line specs including contrast control zones with optical engines, quantum dot (QLED) display technology, 2.1 ONKYO sound solution, as well as full-scene AI control and one-touch projection features.

The new 98-inch IMAX Enhanced smart screen disrupts the concept of conventional interior design, in that large-screen TV is no longer mounted on the wall but becomes a wall itself, offering an immersive experience in the living room. The company collaborated with Boloni, an artisanal furniture brand in Italy, to launch a new concept – “Living Room 98”, committing to transforming the living room into a multifunctional area of the home with integrated new and improved audio, visual, and social experiences.

Going forward, TCL Electronics will leverage its vertically integrated supply chain, focus on high-end display and smart interactive technologies, vigorously promote innovative and global strategies, and continue to provide customers with better products and services.

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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 R&D, 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 first half of 2021 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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