

TCL Electronics' Two Mini LED Products Receive AVF's Technological Innovation Award

* * * * *

Mini LED Leads the Industrial Upgrading of TV Industry

(October 22, 2021, Hong Kong) -- The 17th China Audio and Video Industry Forum (AVF) hosted by the China Video Industry Association convened in Shenzhen, China, together with an award ceremony for technological innovation. **TCL Electronics Holdings Limited** ("TCL Electronics" or "the Company", HKSE stock code: 01070.HK) two Mini LED products — TCL 98X9C IMAX Enhanced Smart Screen and TCL C12 Quantum Dot Mini LED Smart Screen, won the Technological Innovation Award.



This year's forum – with the theme of "Technology Innovation, Boundless Future" – gathered academia, business and industry leaders in the fields of TV, monitors and commercial displays, industry associations, higher education institutions, IoT and applications from government organizations. The forum provided direction for technological innovation and industrial upgrading through discussions and forecasts of the industry's status quo and future development trends.

The Technological Innovation award won by TCL's two Mini LED products is the only award being recorded in the Ministry of Science and Technology in the audio and video

field. The highly regarded industry accolade aims to encourage China's audio and video enterprises to raise core competency and advance scientific development through innovation to play out enterprises' role in leading technological innovation in the building of an innovative country. TCL's two Mini LED smart screens were granted the prize as recognition of TCL's product innovation and the Company's Mini LED's strategy.

Driven by consumer demand, display technology is steering toward giant screens and higher resolution, leading the way for the global TV industry. Mini LED technology offers superior brightness, clarity, color and size, among many other aspects. Omdia published a research report in August forecasting that global Mini LED backlight TV shipments will gradually increase and reach 250 million units by 2025. As the first brand launching and commercializing Mini LED smart screens in the world, TCL is at the forefront of technology development by devising a strategic global deployment of supply chain and production capacity. TCL has mastered the core leading technology of Mini LED spanning across 12 technological areas, and owns 48 core technologies, 470 patents, one Mini LED experiment line and four Mini LED backlight display laboratories. The Company also collaborates closely with many upstream and downstream strategic partners. TCL Electronics has become a leader in the Mini LED market.

Looking ahead, TCL Electronics will remain steadfast in its pursuit of Mini LED display technology innovation. As a pioneer in the Mini LED market, the Company strives to provide global users a more intelligent and intuitive life experience through cultivating Mini LED end products and helping to accelerate the development of China's display industry.

-End-

About TCL Electronics

TCL Electronics Holdings Limited (“TCL Electronics” or “the Company”, stock code: 01070.HK, incorporated in the Cayman Islands with limited liability) was listed on the mainboard of the Hong Kong Stock Exchange in November 1999. The Company is mainly engaged in R&D, manufacturing, and sales of smart screen, smart mobile and connected device, smart commercial display, smart home product and other diversified IoT products, as well as independently developed home Internet services. TCL Electronics is the only diversified consumer electronics company within the industry in China with vertically integrated supply chain. Focusing on the smart display business, supported by 5G technology and "AI x IoT" strategy, TCL Electronics is committed to providing a smart and healthy life in household, mobile and commercial scenarios, and dedicated to becoming a global leading smart technology company. TCL Electronics is part of the Shenzhen-Hong Kong Stock Connect program, and is included in the Hang Seng Stock Connect Hong Kong Index, the Hang Seng Composite MidCap & SmallCap Index, and the Hang Seng Corporate Sustainability Benchmark Index. In 2018, for four consecutive years it received an A rating for ESG from Hang Seng Indexes Company Limited.

For more information, please visit the website of investor relations of TCL Electronics: <http://electronics.tcl.com>, or TCL Electronics Investor Relations WeChat Page.

**Media Contacts:****TCL Electronics**

Cassie Chow

Email: weiheng.zhou@tcl.com

Citigate Dewe Rogerson

Linda Pui

Email: linda.pui@citigatedewerogerson.com