



TCL Electronics (01070.HK) Strengthens its Mid-to-High-End Strategy

98-Inch Smart Screen Ranks No.1 by Omni-Channel Sales Volume in the PRC Market

(29 April, 2022, Hong Kong) - **TCL Electronics Holdings Limited** ("TCL Electronics" or "the Company", 01070.HK) announced today that the global sales volume of TCL smart screen reached 4.86 million units in the first quarter of 2022. As consumers favor large-sized display products, the sales volume of TCL smart screen of 75-inch and above increased by 71.8% year-on-year with 98-inch smart screens taking the first place in the PRC market, meanwhile the sales volumes of TCL Mini LED smart screen and QLED smart screen remain ranking No.1 in PRC market¹.

With the iteration of display technologies, TVs have become more intelligent, larger by screen size and been applied in various scenarios. In the first quarter of 2022, the Company's proportion of large-sized smart screen sales witnessed sustained growth. The proportion of smart screen of 65-inch and above by sales volume increased by 3.0 percentage points year-on-year to 12.5% and the average size of TCL smart screen sold in the PRC market increased from 51.6 inches to 54.7 inches.

At the same time, TCL Electronics continues to deepen its exploration in the Mini LED market and fortify its leading position in Mini LED display technology. In March this year, the Company introduced three new QD-Mini LED Smart Screens at the "Inspire Greatness" TCL QD-Mini LED Spring New Product Launch - the flagship QD-Mini LED Smart Screen X11, the classic QD-Mini LED Smart Screen C12E and the giant size of QD-Mini LED Smart Screen 98X9C Pro. Equipped with the third generation QD-Mini LED technology, the three new products can create perfect picture quality with ultra-high contrast ratio, accurate lighting control, high brightness and halo-effect free in dark starry sky. Smart Screen 98X9C Pro is currently the world's largest infinity screen, and Mini LED Smart Screen X12 and X11 are awarded the German "Red Dot Awards" of 2022.

In international markets, the world's major economies have begun to tighten their monetary policy to fight high inflation, which has curbed economic recovery and market demand improvement in post-pandemic era. At the same time, the global logistics has yet to return to normal. As a result, sales volume

¹ Data: CMM omni-channel sales volume.

of TCL smart screen in the international markets in the first quarter of 2022 had been impacted. By region, the sales volume of TCL smart screen in the European market witnessed a year-on-year growth of 16.1%, with high growth rates of 202.7%, 103.1% and 50.1% year-on-year in the UK, Italy and Poland respectively and however, the sales volume in emerging markets² and North America declined slightly, while the sales volume of TCL smart screen in Australia, Vietnam and the Philippines maintained a strong growth momentum, demonstrating a year-on-year increase of 81.4%, 57.9% and 40.5%, respectively. In addition, market share by sales volume in the United States increased 1.1 percentage points year-on-year to 14.4%, firmly ranking second in the United States, according to NPD report.

In the PRC market, due to the recurrent pandemic and weakening demand, the retail sales volume of the overall TV industry declined with large-sized products performing outstandingly. According to the omni-channel data of CMM, the sales volume of 75-inch, 85-inch, and above TV in the first quarter in the PRC market increased 48.2%, 56.0% and 187.4%, respectively, significantly higher than the increase of the sales volume of any other sizes. Impacted by the overall industry and product mix adjustment, the sales volume of TCL smart screen in the PRC market dropped slightly in the first quarter of 2022, however, the penetration rate of large-sized smart screen products increased significantly. In the first quarter, the proportion of 65-inch and above smart screens by sales volume in the PRC market increased by 14.4 percentage points to 35.9%, and the sales volume of 75-inch and above smart screens in the PRC market increased significantly by 125.8%. According to the omni-channel data of CMM, the average retail price of TCL smart screens witnessed a year-on-year growth of 23.8% in the first quarter of 2022, registering a better performance than the industry average.

In addition to smart screens, TCL Electronics sold a total of 4.88 million units of small and medium-sized displays in the first quarter of 2022. In this quarter, the Company also released new small and medium-sized smart display products such as TCL BOOK14 Go laptop and TCL TABMAX 10.4-inch tablet.

TCL Electronics has been actively developing the strategy of all-category smart products. In the innovative business unit, sales volume of all categories of smart-home products recorded a growth at different rates. Global sales volume of smart locks, air purifiers and smart soundbar rose 20.4%, 4.0% and 18.5% year-on-

² Emerging markets include Asia Pacific, Latin America as well as Central and East Asia.

year respectively in the first quarter of 2022. In the all-category marketing business, distribution sales volumes of refrigerators and washing machines also increased by 9.7% and 11.0% year-on-year, respectively. Smart commercial display TCL NXTHUB V60, TCL C12 whole-house smart home appliances, Breeva Pro 700/400 air purifier and LEINIAO AR smart glasses even won the “2022 iF Design Award”.

TCL Electronics will continue to push forward its all-category development strategy, build a more comfortable and more convenient “intelligent IoT ecosystem” and strive to develop into a smart technology enterprise with all-category development.

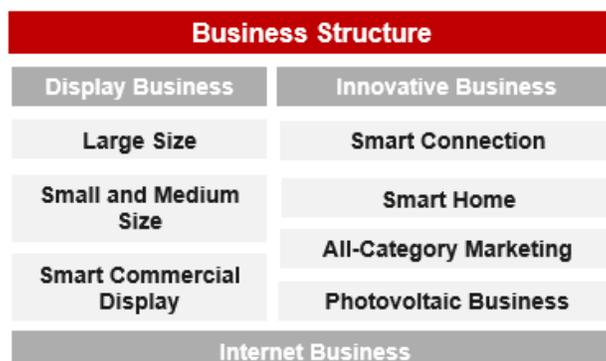
Sales Data for the First Quarter of 2022 (Unaudited)

	Unit: Set
Sales Volume of Large-Sized Display Products	4,857,843
- Proportion of 65-Inch TCL Smart Screen by Sales Volume	8.7%
- Proportion of 75-Inch and above TCL Smart Screen by Sales Volume	3.8%
Sales Volume of Small and Medium-Sized Display Products	4,877,711
Distribution Sales Volume of All-Category Marketing	2,067,038

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About TCL Electronics

TCL Electronics Holdings Limited (01070.HK, incorporated in the Cayman Islands with limited liability) was listed on the mainboard of the Hong Kong Stock Exchange in November 1999. It is engaged in display business, innovative business and internet business. TCL Electronics actively transforms and innovates under the strategy of “Value Led by Brand with Relative Cost Advantage”. Focusing on the mid-to-high-end markets around the world, the Company strives to consolidate the “intelligent IoT ecosystem” strategy and is committed to providing users with an all-scenario smart and healthy life while developing into a world-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. Besides, it has received Hang Seng Index's ESG rating of A for four consecutive years since 2018.



For more information, please visit the investor relations web page of TCL Electronics at <http://electronics.tcl.com> or follow the WeChat Official Page of TCL Electronics investor relations by scanning the QR code below.



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