

TCL Electronics (01070.HK) New Flagship Mini LED 8K Smart Screen Arrives in Hong Kong

(19 May 2022, Hong Kong) - TCL Electronics Holdings Limited ("TCL Electronics" or "the Company", 01070.HK) held a new product launch in Hong Kong with the theme of "Inspire Greatness." Among the new series of smart screens, refrigerators, air conditioners, air purifiers, dehumidifiers and other smart home appliances unveiled in Hong Kong, the TCL Mini LED 8K Smart Screen X925, equipped with the latest Mini LED display technology and Google TV™ operating system, attracted much attention from all walks of life. The products will be available at major offline consumer electronic appliance retailers and online stores.



Flagship Mini LED 8K Smart Screen: Perfect Combination of Smart Technology and Craftsmanship

With the spirit of exploring breakthroughs for future technologies and constantly going beyond, the new high-end "X Series" launched by TCL Electronic seek to strike a chord with customers in an intense manner and attain the goal of "Transcend Vision". With leading industry technology, the flagship model X925 enhances the picture



quality to ultra-high definition 8K resolution and brings users a visual and auditory enjoyment that goes beyond their imagination in terms of color gamut, contrast ratio, brightness and acoustics. Coupled with futuristic high-tech design, it is a market-leading smart product in both appearance and technology.

The flagship 75-inch X925 Smart Screen uses technologies such as HDR 10+, Wi-Fi 6, MEMC 120Hz and ALLM (Automatic Low Latency Mode). It is an IMAX ENHANCED certified smart screen

that aims to bring users the ultimate picture quality experience. Equipped with a HDMI 2.1 interface, X925 can deliver up to 4K resolution at a 120Hz refresh rate, allowing the players of new generation gaming consoles to have an extraordinarily smooth entertainment experience.

In terms of sound effect, X925 uses a 2.1-Channel Onkyo sound system with two up-firing speakers that allow users to get a Dolby Atmos experience with greatly enhanced surround sound. In terms of design, the X925 adopts a very stylish bezel-less design so that users can focus more on the content played on the smart screen and have a better sense of visual presence. And the simply designed ultra-thin metal body implies high taste for life.

TCL X925 Mini LED 8K Smart Screen Suggested Retail Price HK\$79,800

TCL Mini LED Smart Screen C835: All-round Smart Screen that Meet All Your Expectations

As an all-round smart screen, C835 not only uses the TCL Mini LED local dimming technology to achieve high contrast ratio and color rendering through multi-zone lighting control, but also offers 4K resolution at a 144Hz refresh rate, which is the highest specification in the market. Meanwhile, for users who value gaming experience, the C835 Smart Screen uses HDMI 2.1, Game Master, 144Hz VRR, MEMC 120Hz, Dolby Vision IQ, Local Dimming, FreeSync™ Premium and other technologies to enable users to enjoy superior picture quality while getting a smoother gaming experience. In addition, the C835 is equipped with TCL Health Hub, which allows users to synchronize their sports with their smart screen at home. It can satisfy various needs of family members: watching movies, playing games, bodybuilding and working, etc..

TCL Mini LED 4K Smart Screen C835 is available in two sizes: 55-inch and 65-inch.

Suggested Retail Price for 65C835: \$32,800

Suggested Retail Price for 55C835: \$20,800

All-Round Smart Home Appliances: Aesthetical Design Fits Every Space

In addition to the new smart screen series, TCL Electronics also launched a series of smart home appliances to bring a full range of smart living experience to Hong Kong consumers, including



smart air conditioners, refrigerators, air fresheners and dehumidifiers. These products can not only provide superior services but also improve home design.

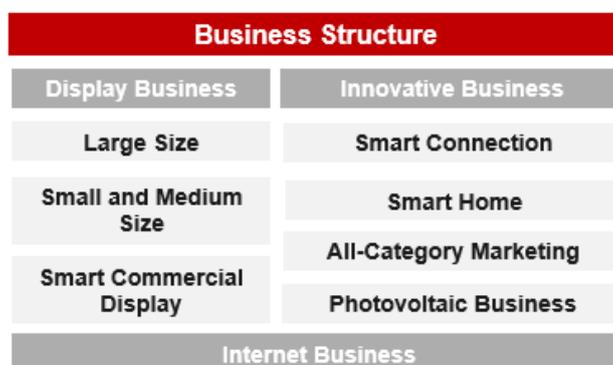


In 2021, with strong international brand power and extensive global channel resources, TCL Electronics developed all-category IoT products and launched globally a full range of smart home appliances such as refrigerators, washing machines and air conditioners. The Company has further improved its intelligent IoT ecosystem so that together TCL products can bring more comfort, more convenience and better enjoyment to global consumers. In the future, TCL will continue to leverage its brand and channel advantages and further promote its all-category smart products in the global market.

- The End -

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 Account of TCL Electronics investor relations by scanning the QR code below.



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