



TCL (01070.HK) Unveils Full-Category Exhibition and Global Press Conference at IFA 2022

Showcasing the excitement of its smart connected lifestyle large screen Mini LED QLED TV collection, latest display technology and full category offerings

(18 July, 2022, Hong Kong) - **TCL Electronics Holdings Limited** (“TCL Electronics” or “the Company”, 01070.HK) returns to IFA 2022 in Berlin in September, the first major offline edition of the global trade fair for consumers and home electronics since 2019. TCL Electronics will be showcasing a collection of world-first exhibits, including the latest display technology for large screen Mini LED QLED TVs with live demonstrations and introductions to the full category offerings.



Meanwhile, TCL Electronics is hosting a global press conference on 1 September, followed by a five-day exhibition with an expansive TCL booth spanning over 2,500 square meters.

“We are excited to be back at IFA 2022 and proud to be part of this dynamic industry. With our new branding signature ‘Inspire Greatness’, TCL Electronics will continue to inspire people unleashing the greatest moments in their lives with our products and services,” said Shaoyong Zhang, CEO of TCL Electronics.

At the TCL IFA booth, visitors will be able to experience the aesthetics, superior performance and functionality of the latest displays, soundbars and smart wearables, along with a full range of smart home appliances, and an assortment of new TV prototypes. With first-hand opportunities to explore the technology behind the innovations, TCL Electronics will also introduce deep-learning AI that delivers the next level of image quality.

TCL Press Conference at IFA 2022

Date: September 1st, 2022

Time: 14:00 (CEST)

Venue: Hall 21B, Messedamm Berlin, Germany (entrance through the Sommergarten, between Halls 21 and 22)

Livestream: [TCL Electronics on YouTube](#)

Speakers:

Frédéric Langin, Vice President Sales and Marketing (TCL Europe)

Marek Maciejewski, Product Development Director (TCL Europe)

Olivier Semenoux, Head of Product Marketing and Go-To-Market Director (TCL Europe)



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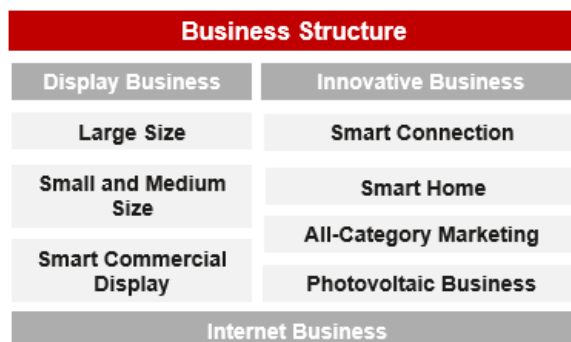
TCL Electronics will be exhibiting at IFA 2022 as follows:

Date: September 2-6th, 2022

Venue: HALL 21A, Messedamm Berlin, Germany

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.



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