



TCL Electronics (01070.HK) Sold More Than 10 million Smart Screens in 1H2022
with Remarkable Results and Enhanced Product Mix
During China's "618" Shopping Festival

(20 July, 2022, Hong Kong) - **TCL Electronics Holdings Limited** ("TCL Electronics" or "the Company", 01070.HK) announced today its global sales volume for the first half of 2022. Global sales volume of TCL smart screens reached 10.15 million sets in the first half of 2022, with an 8.9% growth in the second quarter compared with the first quarter. The Company achieved outstanding sales performance during China's "618" Shopping Festival¹, with TCL smart screens being the top performer in terms of sales revenue across all channels of e-commerce² and TCL Mini LED smart screens being the top performer in both the volume and sales revenue across all channels of e-commerce². The market share of TCL's 98-inch giant smart screens exceeded 50%³. TCL's 75-inch and above smart screens also became the top performer in both sales volume and sales revenue across all channels of e-commerce², with a 5-fold increase in sales volume year-on-year. Mid-to-high-end products have been widely popular among consumers.

The upgrade of product size and the increase in sales volume of high-end products are a reflection of consumers' emphasis on quality. As mid-to-high-end large screens have become consumers' first choice, the Company has been actively upgrading its product mix by upholding the principle of "Value Led by Brand". In the first half of 2022, the proportion of the Company's large-sized smart screens sales witnessed sustained growth, with its proportion of sales volume of 65 inches and above smart screens increasing by 5.1 percentage points year-on-year to 15.1%, and the proportion of those of 75 inches and above increasing by 3.2 percentage points year-on-year to 5.2%.

At the same time, TCL Electronics is committed to the research and development of Mini LED technology and continues to lead the Mini LED market by constantly setting new records in the industry. In the first half of 2022, sale volume of TCL Mini LED smart screens rose by 7.8% year-

¹ Source: data collected from May 31st to June 18th, 2022. Data for Mini LED smart screens collected from May 20th to June 18th, 2022.

² Source: TCL ecommerce platform, JDSZ, Tmall SYCM, Suning Edao, KSSYT, TikTok Ecommerce Compass.

³ Source: GfK.



on-year. In May this year, the Company also held a launch event to introduce the TCL Q10G Mini LED smart screen equipped with "micron-level dot matrix light control technology". The new smart screen integrates the core technologies of maximum 448-part micron-level dot-matrix light control, 1000nits ultra-high peak brightness, 98% DCI-P3 cinema-grade primary colour gamut, and all-channel 4K 120Hz high refresh rate, to meet high-end standards for clarity, colour, brightness, contrast and refresh rate. It can achieve not only ultra-high contrast ratio but also higher brightness, wider colour gamut and longer product life cycle.

In the PRC market, sales volume of TCL smart screens rose by 1.1% year-on-year. Consumers' increasing focus on large-sized products has led to the evident popularity of large screens in the PRC market. In the first half of 2022, the proportion of TCL's 65-inch and above smart screens by sales volume in the PRC market increased by 14.3 percentage points to 39.4%, and the proportion of those of 75-inch and above in the PRC market increased by 12.0% percentage points to 17.3%. The average size of TCL smart screens sold in the PRC market rose from 52.5 inches to 55.7 inches, a significant increase of 3.2 inches year-on-year.

In the international markets, the political and economic volatility has, to some extent, curbed demand in global end-consumer markets. As a result, the global sales volume of TCL smart screens declined slightly in the first half of 2022, but some regional markets still performed well. In emerging markets⁴, the sales volume of TCL smart screens increased by 7.6% year-on-year, with sales in Pakistan, Australia, Vietnam and Indonesia increasing by 41.2%, 44.9%, 51.8% and 66.0% year-on-year respectively. Pakistan, Australia and Myanmar ranked first in terms of market share by sales volume⁵; Sales volume in Europe and North America went down slightly in general, but sales volume in Poland and the United Kingdom maintained strong growth momentum, up by 24.8% and 118.3% year-on-year respectively; The US ranked third in terms of market share by sales volume⁶.

In addition to smart screens, TCL Electronics sold a total of 10.22 million units of small and medium-sized displays in the first half of 2022. Among which, TCL 5G smartphone sales, against

⁴ Emerging markets include Asia Pacific, Latin America as well as Central and East Asia.

⁵ Source: GfK, data collected from Jan to May, 2022

⁶ Source: NPD, data collected from Jan to May, 2022.



the market trend, increased by more than 200% year-on-year. The Company also released new small and medium-sized smart display products such as TCL Stylus 5G smartphone and TCL TAB Disney Edition tablet. In terms of commercial display products, the Company launched TCL 98P60, a self-developed 98-inch new product that targets large conference scenarios and TCL 86X60, a new product for education purpose. The Company will launch more commercial display products for vertical industry segments in the future.

TCL Electronics continued to leverage its brand influence and channel advantages, and actively implemented its all-category strategy. In terms of innovative business, sales of all smart-home categories went up steadily. TCL large-screen smart locks became the top performer in both sales volume and sales revenue across all channels of e-commerce² during China's "618" Shopping Festival. At the same time, the Company's all-category marketing strategy continued to gain momentum in the global market, with sales volume of air conditioners, refrigerators and washing machines increasing by 9.1%, 14.0% and 13.2% year-on-year respectively in the first half of 2022. TCL was also awarded "Innovative Healthy Freshness Preservation Brand" for its refrigerators by China Refrigerator Industry Symposium Organizing Committee.

In the future, TCL Electronics will continue to pursue the strategy of "Value Led by Brand with Relative Cost Advantage". With a spirit of transformation and innovation, the Company will continue to promote its all-category development strategy for an "intelligent IoT ecosystem" in its effort to become a leading global enterprise of smart technologies.

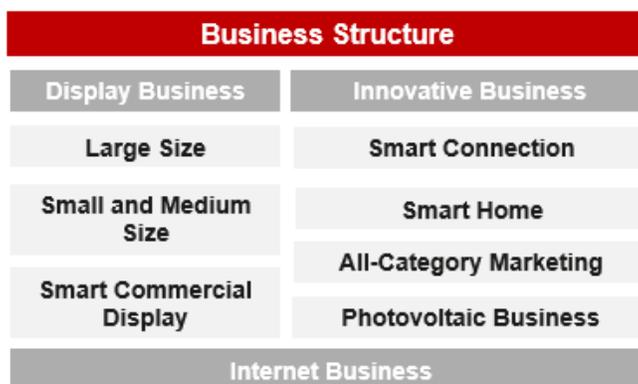
Sales Data for the First Half of 2022 (Unaudited)

	Unit: Set
Sales Volume of Large-Sized Display Products	10,149,790
- Proportion of 65-Inch and above TCL Smart Screens by Sales Volume	15.1%
- Proportion of 75-Inch and above TCL Smart Screens by Sales Volume	5.2%
Sales Volume of Small and Medium-Sized Display Products	10,217,712
Distribution Sales Volume of All-Category Marketing	4,744,431

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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 “Developing lasting brand value and establishing 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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