

## **TCLE (01070.HK) Exhibits Innovative Technologies, Home Theater Experiences and a Smart Connected Lifestyle Ecosystem at CES 2023**

*Interactive exhibition spotlights global brand's ultra-large Mini LED QLED displays, gaming monitors, mobile devices, smart home appliances, sustainability commitments and more*

(6 January 2023, Hong Kong) -- **TCL Electronics Holdings Limited** ("TCL Electronics" or the "Company", 01070.HK) is participating in CES 2023 from January 5th to 8th<sup>1</sup>, 2023. Under the brand signature Inspire Greatness, visitors to TCL's 1,650 square meter booth in Central Hall at the Las Vegas Convention Center can experience TCL technology and full-category products first-hand.

At CES 2023, the Company has announced the renewal of its partnership with the Chinese Theatre in Hollywood in order to deepen its marketing matrix in sports, entertainment and other diversified areas to promote the implementation of its globalization strategy. The Company has also set up a TCL Green zone at CES for the first time, aiming to convey the message of environmental protection and green development to the visitors, and to raise TCL's exploration of sustainable development to a new dimension with artistic aesthetics.



“As a responsible corporate brand, TCL continues to make meaningful contributions to the greater society, local communities and the ever-changing environment,” said Juan Du, Chairperson of TCL Electronics. “TCL adopts new technologies to drive environmentally friendly manufacturing and with our global #TCL Green campaign, we wish to inspire more people to join us in protecting the environment and building a sustainable home. We also support gender equality and superior education for younger generations with #TCL for Her and more global campaigns.”

### **A Pioneer in Mini LED Technology Layout, TCL Electronics Implements the "Ultra Large Screen + Mid-to-High-End" Development Strategy**

At CES 2023, TCL Electronics exhibits its ultra-large-screen Mini LED QLED TV lineup and latest award-winning sound bars offering cinema-quality audio to further enhance the TCL home theater experience. The Company has also released a number of large-screen products in North

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<sup>1</sup> Local time, i.e. 6 - 9 January BST.

America, such as the S-Series and the new Q-Series QLED/Mini LED Smart Screens. Among the new Q-Series, the flagship Mini LED Smart Screen QM8 features TCL's own AIPQ Engine and adds Mini-LED ULTRA with up to 5X more dimming zones, achieving up to 2,300+ zones, which is



groundbreaking for a 4K TV. To enhance the gaming experience, the QM8 also unleashes the new Game Accelerator 240 for up to 240Hz VRR – an unrivaled gaming experience coupled with AMD FreeSync Premium Pro Certification. In addition, the Company has also exhibited a number of innovative products such as picture frame TVs, Mini LED/QLED gaming monitors at CES 2023.

As the first company to launch Mini LED Smart Screens and achieve mass production in the world, TCL Electronics has deep deposits in Mini LED technologies. The Company has introduced industry-leading COB and AM technologies in the Mini LED field, and has achieved the development of COB full process technology, customized chips, PCB technology reserves and platform architecture through independent and cooperative R&D, forming a technology control point to effectively support the Company's Mini LED strategy; in AM technology, TCL Electronics is the first company in the world to create the coplane of single-sided aluminium-based lamp driver. At present, the industry-leading Mini LED technology solution has been successfully applied in mass production of high-end series of smart screens such as TCL X11 and C12. In the first three quarters of 2022, the retail volume of TCL Mini LED smart screens accounted for more than 52% in the domestic Mini LED TV market, reigning as No. 1 with an absolute advantage<sup>2</sup>.

## **Groundbreaking TCL RayNeo X2 AR Smart Glasses Launched to Build a New AR Ecosystem**

In addition to the eye-catching Mini LED smart screens and various smart products, the launch of TCL RayNeo X2 AR smart glasses has also received close attention and praise from the majority of technology enthusiasts.

As the first binocular full-color Micro-LED optical waveguide AR glasses in the world, TCL RayNeo X2 adopts the diffractive light waveguide + binocular heterodyne full-color Micro LED solution, the Qualcomm Snapdragon XR2 platform as well as a 16-megapixel HD camera which make the glasses super strong in independent computing and free interaction,



<sup>2</sup> Source: CMM Omni-channel

allowing users to have convenient and efficient AR experience in multiple scenarios including translation, real-time navigation, message/call notification and snapshot.



In terms of structure, TCL RayNeo X2 adopts a simple wireless all-in-one design, and the overall shape is similar to conventional glasses, meeting the needs of everyday wear. In terms of hardware parameters, the TCL RayNeo X2 screen can achieve a high contrast ratio of 100,000:1 and an outstanding image brightness of up to 1,000 nits, generate enhanced visual effects and make the AR glasses ideal for both indoor and outdoor use.

In recent years, China has done a lot to encourage the development of the metaverse. The guidance and support from the policy end of 2022 has injected new momentum into the development of the metaverse domestically. In November of 2022, the Ministry of Industry and Information Technology and five other departments issued *The Virtual Reality and Industry Application Integration Development Action Plan (2022-2026)* which proposes that by 2026, the overall virtual reality industry (hardware, software and application) in China should be worth 350 billion RMB, the sales volume of virtual reality terminals should reach 25 million units and there should be no less than 100 leading influential enterprises in the industry. IDC also predicts that AR and VR headsets will continue to grow by more than 30% in the next few years, with shipments reaching 35.1 million units by 2026.

TCL Electronics continues to expand its AR/VR business, and during the "Double Eleven" shopping festival<sup>3</sup> in 2022, TCL RayNeo smart glasses became the top performer in both sales volume and amount of AR category on Tmall and JD.com. In the future, TCL Electronics will continue to actively carry out the layout of all-category intelligent IoT ecosystem to provide global users with "all-scenario, all-category, all-connected" smart life experience.

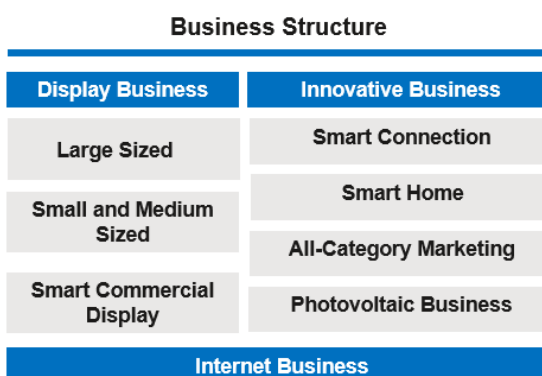
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<sup>3</sup> Source: Data collected from 31 October 2022 at 20:00 to 11 November 2022 midnight.

## **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 five 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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