

**TCLE (01070.HK) Announces Positive Profit Alert  
Expects Adjusted Profit attributable to Owners of the Parent in 2025  
to Grow by Approximately 45% to 60% YoY**

(18 January 2026, Hong Kong) -- **TCL Electronics Holdings Limited** ("TCL Electronics" or the "Company", **01070.HK**) published a positive profit announcement. Based on a preliminary review of the unaudited management accounts of the Company for the Year 2025 and the information currently available to the Board, it is expected that the Company's adjusted profit attributable to owners of the parent<sup>1</sup> in the Year 2025 will be in the range of approximately HK\$2.33 billion to HK\$2.57 billion, representing an increase of approximately 45% to 60% as compared with the corresponding period in 2024.

The expected significant increase in adjusted profit attributable to owners of the parent is mainly attributable to the following factors:

- 1) The Company is committed to "Globalised" and "Mid-to-High-End" development by adhering to the "Lead with Brand Value, Deepen Global Operation, Drive with Technology and Thrive on Vitality" strategy. The Company has achieved quality growth across worldwide businesses with overall profitability continuously improved, among which large-sized display business has solidified the leading position in the industry and realised remarkable results in mid-to-high-end markets, internet business has maintained high profits and innovative business has further expanded its scale.
- 2) By continuously strengthening the advantages in global supply chain and channel layout, the Company has boosted its capacity to address global operational risks in an agile manner. Through proactive AI digitalisation improvement, the Company's operating efficiency was enhanced, contributing to lower expense ratio. Meanwhile, the Company has adjusted its organisational structure by centring on global operations, refined talent development and management system and bolstered team morale through share incentive programmes, therefore further driving up the results of the Company.

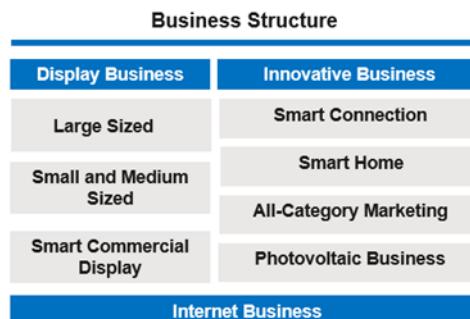
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<sup>1</sup> Adjusted profit attributable to owners of the parent is a non-HKFRS financial measure adopted by the Company to supplement the Company's consolidated results prepared and presented in accordance with HKFRS issued by the Hong Kong Institute of Certified Public Accountants as an additional, but not a substitute, financial measure, which is defined by the Company as profit attributable to owners of the parent after adding back the following adjustments: (i) (gain)/loss from investment companies, net; (ii) (gain)/loss on disposal and liquidation of subsidiaries, net; (iii) (gain)/loss related to call options and put options, net; (iv) (gain)/loss on disposal of non-current assets, net; and (v) related income tax effect.

Looking forward, the Company will seize the opportunities arising from industry development, continuously explore cutting-edge technologies for new AI scenarios, take innovation as its core driving force, steadily optimise the quality of products and services, and strive to deliver more comfortable and convenient living experiences to global users. Adhering to the "Globalised" and "Mid-to-High-End" development, the Company will continuously enhance its global brand value and commercial value, accelerate the globalisation process, together with shareholders to pool efforts for long-term growth, share the dividends of development, and jointly create sustainable value.

## About TCL Electronics

TCL Electronics Holdings Limited (01070.HK, incorporated in the Cayman Islands with limited liability, “TCL Electronics”) 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 “Lead with Brand Value, Deepen Global Operation, Drive with Technology and Thrive on Vitality”. Focusing on the mid-to-high-end markets around the world, the Company strives to consolidate the “Intelligent IoT Ecosystem” all-category layout 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 a constituent of several key Hang Seng indices, including the Hang Seng Stock Connect Hong Kong Index, the Hang Seng Composite MidCap & SmallCap Index, and the Hang Seng Consumption Index. Besides, it has received Hang Seng Index’s ESG rating of A for 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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