**TCLE (01070.HK) Announces Positive Profit Alert**
**Expects Adjusted Profit attributable to Owners of the Parent for 1H 2026 to Grow by Approximately 40% to 56% YoY**

(9 July 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 first half of 2026 and the information currently available to the Board, it is expected that the Company's adjusted profit attributable to owners of the parent[1] for the first half of 2026 will be in the range of approximately HK$1.48 billion to HK$1.65 billion, representing an increase of approximately 40% to 56% as compared with the corresponding period in 2025.

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

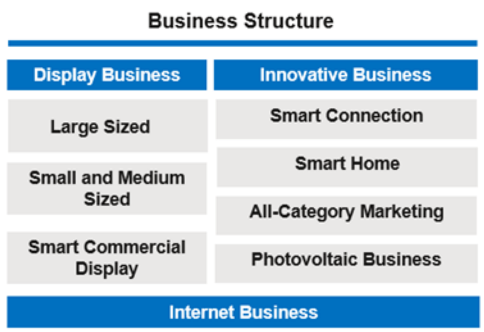
The Group further advanced the implementation of its "Globalisation" and "Premiumisation" strategies, achieving quality growth across its global operations with notable improvement in gross profit performance. Overall profitability has steadily strengthened, underpinned by the TV business maintaining its global leading position with continued improvement in product mix, and enhanced monetisation capability of the high-gross-profit -margin internet business, as well as the improvement in the profitability of the small-and-medium-sized display business.

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 "Premiumisation" 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.

[1] 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.

## About TCL Electronics

TCL Electronics Holdings Limited (01070.HK, incorporated in the Cayman Islands with limited liability) has been listed on the Main Board of The Stock Exchange of Hong Kong Limited since November 1999. Its business scope covers display business, innovative business, and internet business. Guided by the business philosophy of "Strategy Guidance, Innovation Driven, Advanced Manufacturing and Global Operation", TCL Electronics actively embraces transformation and innovation and focuses on breaking into the mid-to-high-end global market, and strives for an all-category layout for the "Smart IoT Ecosystem". Dedicated to providing users with all-scenario smart healthy living experiences, TCL Electronics aims to become a leading global intelligent terminal enterprise. TCL Electronics is included in the list of eligible shares for the Shenzhen-Hong Kong Stock Connect. It is a constituent stock of the Hang Seng Stock Connect Hong Kong Index, the Hang Seng Composite LargeCap & MidCap Index, and the Hang Seng Composite MidCap Index. Since 2018, the Company has been awarded an ESG rating of A by Hang Seng Indexes Company for several consecutive years.




For more information, please visit TCL Electronics' investor relations website at http://electronics.tcl.com, or scan the QR code below to access the official WeChat account of TCL Electronics Investor Relations.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