



TCL Electronics Demonstrates Strong R&D Capabilities Launches 4K UHD C6 Series AI TVs in Hong Kong

(7 November 2018, Hong Kong) – **TCL Electronics Holdings Limited** (“**TCL Electronics**” or “the Company”, HKSE stock code: **01070.HK**) held a product launch event of its brand new 4K UHD C6 Series AI TVs in Hong Kong today. The C6 product series are equipped with both the Android TV system and Google Assistant AI Voice Assistant, which not only reflects TCL's quest for perfection in both audio-visual quality and attractive sleek design, but also demonstrates the Company's leading product mix and R&D capabilities which enhance the user lifestyle experience.

The introduction of the brand new C6 AI TV Series by TCL Electronics aims at creating a smart living experience for consumers. C6 Series are equipped with build in Google Assistant AI Voice Assistant to serve as the core product in a smart home to make consumers' smart living more convenient and fulfilling. A number of features were displayed at the event, such as offering users quick and easy access to a wide range of content including entertainment programs or news through the “Voice Search” function. By using Alexa or Google Home smart speakers, consumers can use voice commands to remotely control smart home appliances, such as room lights, lamps and electric curtains, etc. which creates smart living experience with full convenience and enjoyment. The simple ultra-thin frameless full screen design and excellent audio-visual performance also present an exceptional viewing experience to users.

The UHD 4K display of the C6 Series features HDR 10 processing technology that delivers distinct images of UHD image quality offering rich detail to users when they are watching 4K HDR popular content online. TCL's exclusive Micro Dimming local light control technology divides images into several hundred zones for independent brightness and contrast adjustments so as to create a clear and vivid view. Even dark images can be displayed in detail. Users are also assured of the best images at different angles with C6 Series' 178° viewing angle. TCL C6 Series AI TV are now available in official stores by Broadway, CMK, Suning, HD Life, AV Home, and on HKTV and Anlander.com in Hong Kong. In addition to C6 Series, TCL Electronics is also launching the entry level 4K UHD TV P65 Series and the S6500 AI TV Series, further inspiring a trend of AI TVs.

This year, TCL C6 Series was named as the “Best Buy LCD TV 2018-2019” at IFA Europe by EISA, an authoritative association in the industry, and was hailed as the “Most All-round Appealing TV”. The Series also garnered the “Global Smart TV Audio-Visual Experience Award of the Year” at CES, which showcases the world's top and outstanding technology products. The international honors received by TCL C6 Series clearly demonstrate that the picture and sound quality of the Company's products and brand influence are widely recognized, signifying TCL Electronics' preeminent position in the international market. As a China-based consumer electronics brand with global influence, TCL ranked 79th in the Forbes' Digital 100 2018, the only Chinese home appliance brand on the list.

Reviewing the sales performance in the first three quarters of 2018, TCL Electronics continued to set new records. In the first three quarters, LCD TV sales volume increased by 31.1% year-on-year to 21.12 million sets. In the third quarter, LCD TV sales volume achieved a quarterly record high with 7.95 million sets. TCL Electronics has maintained leading position in overseas markets with LCD TV sales volume increasing by 34.5% year-on-year to 13.54 million and turnover increased by 32.3% to HK\$19.57 billion in the first three quarters, accounting for over 60% of both overall sales volumes and turnover. Sales volume in the North American market rose significantly by 30.7% year-on-year in the first three quarters, and the Company's market share in terms of sales volume jumped to Top 2 in July and August this year. In the European market, sales volume surged by 60.3% year-on-year, and the Company ranked No.3 in France in terms of sales volume from January to August this year. Meanwhile, the emerging markets remained on a positive growth track with sales volume increasing by 38.3% year-on-year in the first three quarters. Since the sales performance has far exceeded expectations, the Company has raised its 2018 annual targets of TV sales volume to 28.30 million sets to attain new heights.

TCL Electronics has continued to push forward its globalization strategy, and the successful execution of the business strategy is the testimony to its success. Both the competitiveness of its products and brand power are on the rise. In the future, TCL Electronics will focus on reinforcing and strengthening the current core TV business, and it will implement its strategic transformation and diversification strategy by launching smart AV, commercial display and smart home businesses, thereby empowering itself to become an international conglomerate in the electronics industry and generating greater value for our users and shareholders.

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TCL 4K UHD TV



Smart home technology showcased at the event.



About TCL Electronics

Headquartered in China, TCL Electronics Holdings Limited (HKSE stock code: 01070) is one of the leading players in the global TV industry, and is engaged in the research and development, manufacturing and distribution of consumer electronics products. Through a new product-and-user-oriented business model that focuses primarily on a “double +” strategy which includes “smart + internet” and “products + services” as the main strategic direction, TCL Electronics strives to build a comprehensive ecosystem for smart TVs that provides users a superior experience with its smart products and services. According to the latest Sigmaintell report, the Company ranked No.3 in the global TV market with a market share of 11.8% in terms of sales volume in the first half of 2018. According to omni-channel data from CMM, the Company ranked No.3 in the PRC TV market with a market share of 12.6% in terms of turnover in the first three quarters of 2018. TCL Electronics is included on the list of eligible shares in the Shenzhen-Hong Kong Stock Connect Scheme and Hang Seng Stock Connect Hong Kong Index. For more information, please visit its website: <http://electronics.tcl.com>

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