



**TCL Electronics' Sales Volume of TV Sets Reaches 8.44 Million
in First Quarter of 2019 and Hits Quarterly Record High Again
Sales Volume in Overseas Markets Notably Surges by Over 50% YoY**

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**Sales Volume of 4K TVs Surges by Over 80% YoY
Sales Volume in North American Markets Doubles YoY
Number of Internet Business Users Exceeds 34 Million**

(Hong Kong, 12 April 2019) **TCL Electronics Holdings Limited** (“**TCL Electronics**” or “**the Company**”; 01070.HK) today announced the sales volumes of its TV products in the First Quarter of 2019. The Company hit another quarterly record high with 8.44 million TV sets sold in the First Quarter, remarkably increased by 32.5% year-on-year. Among which, the TV sales volume of overseas markets rose by 50.9% year-on-year to 5.95 million sets, accounting for more than 70% of the overall sales volume.

Benefiting from an active globalization strategy, continuous improvement in the competitiveness of its products and brand power, as well as optimization of product mix and sales channel structure, TCL Electronics' overall LCD TV sales volume maintained rapid growth in the First Quarter of 2019, of which included 6.84 million smart TVs and 3.32 million 4K TVs – rising notably by 47.4% and 82.8%, respectively.

In overseas markets, the Company's globalization strategy netted fruitful results in the First Quarter. LCD TV sales volume rose by 50.9% year-on-year to 5.95 million sets, accounting for more than 70% of the overall sales volume. Various overseas markets recorded a rapid year-on-year growth. The sales volume of North American markets maintained strong growth momentum and strongly increased by 112% year-on-year. According to the latest NPD market research report, the Company ranked No.1/No.2 in North America for six consecutive weeks in the First Quarter, in terms of sales volume. The European markets recorded growth of 27.1% year-on-year, with Germany, Italy and France showing remarkable growth. The emerging markets increased by 39.9% year-on-year, mainly driven by robust growth in Argentina, Ecuador, Indonesia and Australia. As an important growth engine for business development of the Company, overseas markets maintain on a fast-growing track.

In the PRC market, the Company's LCD TV sales volume reached 2.49 million sets in the First Quarter, representing a steady increase of 2.6% year-on-year. Sales volume of its own brand products rose by 8.3% year-on-year. The sales volume of smart TVs accounted for 82.4%, and the sales volume of 4K TVs accounted for 55.2% of total LCD TV sales volume in the First Quarter (both excluding ODM business). The Company will continue to optimize its product mix and sales channel structure in order to further boost its competitiveness in the PRC market.

The user base of internet business continued to expand. The number of newly-activated users operated by Huan reached 2.91 million in the First Quarter of 2019, up by 41.9% year-on-year. The number of accumulated users soared to 34.82 million, rising by 36.1% year-on-year, and the average daily number of active users jumped up by 42.0% year-on-year to 17.12 million (Source: Huan Technology Co., Ltd. “Huan”).

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In 2019, the Company will continue to further develop North American markets and European markets, while actively expanding emerging markets with huge potential, such as India, Russia and South America. It will also optimize its product mix and sales channel structure in the PRC market, as well as accelerate its brand internationalization and strengthen its brand influence in order to further enlarge its global market share. At the same time, the Company will strive to implement the strategy of "A.I. x IoT", devoting to achieving the interconnection of hardware + software + all devices with IoT scenarios, providing users with smart and healthy living related products and services, aiming to become a global leading smart technology company and create greater value for shareholders.

From January to March 2019 (Unaudited)

	Accumulated Total (As at March 2019)	January- March 2019	January- March 2018	Y-o-Y Change (%)
LCD TV sales volume	N/A	8,442,925	6,374,423	32.5%
Of which: Smart TVs	N/A	6,839,351	4,640,379	47.4%
– PRC Market	N/A	2,492,518	2,430,056	2.6%
– Overseas Markets	N/A	5,950,407	3,944,367	50.9%
Proportion of Smart TV in the PRC Market (excluding ODM business) (%)	N/A	82.4%	83.2%	N/A
Proportion of 4K TV in the PRC Market (excluding ODM business) (%)	N/A	55.2%	53.3%	N/A
Number of TCL Activated Internet TV Users ⁽¹⁾	34,818,253	2,910,833	2,051,590	41.9%
Average Daily Number of Active Users ^{(2) (3)}	N/A	17,118,261	12,058,685	42.0%

⁽¹⁾ Number of TCL Activated Internet TV Users refers to the number of users who use the Internet TV web service more than once

⁽²⁾ Average Daily Number of Active Users refers to the number of non-repeat individual users who visit within seven days

⁽³⁾ March 2019 data

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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 electronic 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 direction, TCL Electronics strives to build a comprehensive ecosystem for Smart TVs that provides users with a superior experience with its smart products and services. According to the latest Sigmaintell report, TCL Electronics climbed up from third and placed second in the global TV market with a market share of 11.6% in terms of shipment in 2018. According to CMM omni-channel data, TCL Electronics ranked No.3 in the PRC TV market with a market share of 12.8% in terms of turnover in 2018. TCL Electronics is included in the eligible shares list of 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>

For Enquiries:

Strategic Financial Relations (China) Limited

Ms. Serine Li	Tel: (852) 2864 4835
Ms. Winnie Lau	Tel: (852) 2864 4876
Ms. Karen Li	Tel: (852) 2864 4837
Ms. Lonn Lo	Tel: (852) 2114 4962
Ms. Evan Lu	Tel: (852) 2114 4963
Ms. Hera Wong	Tel: (852) 2864 4893
Ms. Yoyo Lai	Tel: (852) 2864 4850

Email: sprq-tcl@sprq.com.hk