



TCL Electronics Wins Four International Honors at CES 2019

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Unveils Groundbreaking Flagship 8K+QLED and Mini LED Products Deploys Artificial Intelligence Platform

(Hong Kong, 11 January 2019) TCL Electronics Holdings Limited (“TCL Electronics” or “the Company”, HKSE stock code: **01070.HK**) debuted its new TCL X10 QLED 8K TV and 8-Series flagship TV, the first QLED 8K TV for the North American market, at International Consumer Electronics Show 2019 (CES 2019) in Las Vegas, the United States, and was awarded four honors by the International Data Group (IDG), gaining high recognition from the international industry in terms of its product competitiveness, innovative technology and comprehensive strength.

TCL Electronics was awarded three major honors including “2018-2019 CE Brands Top 10”, “2018-2019 Global CE Brands Top 50” and “2018-2019 Global TV Brands Top 10”, and the new product TCL X10 QLED 8K TV won an prestigious award “2018-2019 8K TV Gold Award of the Year” on the “2018-2019 Global Top Brands Award Ceremony” hosted by IDG, which was held during the CES 2019.

TCL Electronics is dedicated to promoting innovation-driven development and satisfying different needs of consumers in terms of picture and sound quality, content application and so on. The newly-launched TCL X10 QLED 8K TV showcases a number of innovative technologies including the cutting-edge 8K+QLED technology, first time adoption of mini LED backlight technology, support for Dolby Vision® and more, featuring the 8K “ultra HD” resolution to provide users with fascinating experience. It is also equipped with ONKYO and the Dolby Atoms® audio technology, which is a flagship product to re-define what real audio-visual device is. In addition, the exclusive “Q Engine” self-developed by TCL, perfectly actuated X10 sound effect to become a large-screen smart speaker, which can provide 24-hour online user service whether it is on or with the screen off.

TCL AI-IN is TCL's new branded AI platform, under which all of its AI-powered products will be grouped, and successfully integrate its smart technology partners such as Android TV™, Roku (North America only) and Amazon Alexa. With this platform, TCL is building an intelligent ecosystem that provides consumers with a simple, personalized life experience. Moreover, the Company has officially announced that it has joined the 8K Association as a founding member, to jointly promote 8K together to the consumers and other industry partners, to further define the future of this new technology. TCL also showcases an all-round and comprehensive smart home ecosystem centered on smart-TV and smart life products at CES 2019, demonstrates the Company's commitment to provide users with a superior experience with its smart products and services, develop diversified business and deploy AI+IoT strategy.

North America is one of the fastest growing regions in the overseas markets of the Company. Since 2017, TCL Electronics has fully covered 6 major sales channels in North American market including Wal-Mart, Best Buy, Costco, Target, Sam's Club and Amazon. According to the latest market research report data released by NPD, the market share of TCL Electronics in the third quarter and November in 2018 in terms of sales volume climbed up to 2nd place. In terms of branding strategy, the Company makes strong effort to strengthen marketing and reinforce brand influence. TCL adopts localized marketing strategy to engage with consumers, such as sponsoring TCL Chinese Theatre in Hollywood, appointing Giannis Antetokounmpo (The Alphabet), a NBA talented player for the Milwaukee Bucks, as the Brand Ambassador for TCL in North America, and sponsoring different kinds of entertainment, such as talk show, sports

events and eSports events. The Company will further expand North American market, in which Mexico, Canada and other regions will be new key growth drivers in the future as well. Meanwhile, the Company will continue to develop European market and huge potential emerging markets, such as India, Russia and South America, to continuously enhance TCL brand awareness and influence, to deepen its globalization strategy.



TCL X10 QLED 8K TV wins '8K TV Gold Award of the Year'

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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 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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