TCL Smartest Ecosystem for Entertainment and beyond
Fastest growing TV brand

TOP 2

28.6 M

23.1%

In the global TV market by shipment volume
Worldwide sales volume of TV sets in 2018
YoY sale volume growth
20 years of international development

1981
- TCL's previous incarnation, TTK Home Electronics LTD, established

1999
- Entered Vietnam as test of internationalization

2004
- Acquired Thomson, operated in the European market and become an international enterprise

2011
- LCD TV sales exceeded 10 million units

2016
- Sold 20 million units TV

2017
- Sold 23 million units TV

2018
- World TOP 2
  - Sold 28 million units TV

20 Years of Overseas Experience
More countries joining top brands
TCL Europe facts

43% YoY
2018 volume growth
10% SoM in France
50% YoY in Germany
UK branch

Local
Sales offices in 10 key European countries

Factory
TV factory in Poland
Distribution center in Poland

R&D
R&D offices
AI centre in Poland
Geographical expansion in Europe

2007 -2017
- France, Spain, Italy, Belgium, Germany,
- Poland, Sweden, Norway, Finland, Denmark,
- Czechia, Slovakia, Hungary, Latvia,
- Lithuania, Estonia

2018
- United Kingdom, Slovenia, Croatia, Greece

2019
- Portugal, Ireland, Netherlands, Switzerland,
- Austria, Bulgaria, Serbia, Bosnia, Montenegro,
- Macedonia, Malta, Cyprus
From TCL Multimedia to TCL Electronics

**Vertical integration**
- TV panels
- Mobile panels
- Chipsets

**Family devices**
- T-Home

**Personal devices**
- T-Life
TCL Electronics ambition in Europe

TV
TOP 3
By 2020

Audio
Significant market share by 2022

A/C
Significant market share by 2022
Marek Maciejewski
Product Development Director Europe
Global Leader in Smart products

T-HOME
- Smart Home

T-LIFE
- Smart Life

T-Lodge
- Smart Hospitality
- Smart Rooms
- Intelligent bathroom
- Intelligent life

T-PARK
- Intelligent Office
- Intelligent production
- Intelligent Property
- Audio and Video Entertainment

Intelligent solutions

Marcel Maciejewski - Product Development Director Europe
Vertically integrated Chinese TV brand

**Gen 11**
- T6, T7 lines
- 6x75”
- 8x65”
- 100k sheets per month per line

**Gen 8.5**
- T1, T2 lines
- 6x55”
- 8x49”
- 140k sheets per month per line

**Integration**
- Module
- Backlight
- Panel
- Set
Technological innovation

PRINTED OLED TECHNOLOGY

QLED

QUANTUM DOT DISPLAY TECHNOLOGY

MINI LED DISPLAY TECHNOLOGY
Mini LED for extreme performance

1000 zones
20,000 LEDs
Super slim
Ultra wide viewing angle

100% colour vol
Real file colours
1000 nits brightness
Globally awarded & desired products
Democratization of technologies

**Design**
Simplistic

**Picture**
Sense of light & colour

**Sound**
Cinema experience

**Experience**
Makes life easier

- Metal
- Glass
- DOLBY VISION
- QLED
- MiniLED
- DOLBY ATMOS
- Sound by ONKYO
- Built-in soundbar
- androidtv
- Android 9
- Google Assistant

24/04/2019
Mark Maciejewski - Product Development Director Europe
Let us assist you

Hands free  Ready to help  In all TVs

Built-in or with optional accessory  Any TV, Smart Home action or assistant action  Android 9 2019 TVs
TV product strategy 2019

Performance & Content oriented

Streaming
- AndroidTV UHD
- AndroidTV FHD & HD
- HDR
- Google Assistant
- Works with Alexa
- AI-IN

Best Value
- Dolby Vision, HDR10+
- Dolby Atmos
- Wide colour gamut
- Optional hands free assistant
- Metal & glass

High performance
- Mini LED
- QLED
- High brightness
- Best motion
- Ultra wide viewing angle
- Slim
- Hands free assistant

Reaching the best
- 8k
- HDMI 2.1
2019 TV product range
Sept. 5th - IFA 2019 - Making life intelligent

TV
- 8K HDR

Audio
- Soundbars
- Portable speakers

Headphones
- New range

Smart Home
- Complete offer
- Google Home & Alexa compatible

A/C
- Full range

Many more
- TCL
TCL

Thank you for your attention