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## **TCL ELECTRONICS HOLDINGS LIMITED**

### **TCL 電子控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 01070)

## **POSITIVE PROFIT ANNOUNCEMENT FOR 2025 INTERIM RESULTS**

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the shareholders of the Company and potential investors that, based on a preliminary review of the unaudited management accounts of the Group for the First Half of 2025 and the information currently available to the Board, it is expected that the Group's adjusted profit attributable to owners of the parent for the First Half of 2025 will be in the range of approximately HK\$950 million to HK\$1,080 million, representing an increase of approximately 45% to 65% as compared with the corresponding period in 2024. The expected significant increase in adjusted profit attributable to owners of the parent is mainly attributable to the following factors:

- (i) The Group has adhered to its strategic vision of “Lead with Brand Value, Excel in Global Efficiency, Drive with Technology, Thrive on Global Vitality” and has been committed to “Globalised” and “Mid-to-High-End” development. It has increased R&D investment in high-end display technology such as Mini LED and AI, so as to further enhance the competitiveness of the Group's products and promote the implementation of its mid-to-high-end strategy across the globe. Moreover, the Group has built up its capacity to respond to risks arising from global operations in an agile manner by strengthening its leading advantages in global supply chain and channel layout. In addition, the Group has further upgraded its global brand value and unleashed its brand potential since TCL became a Worldwide Olympic Partner in early 2025. Despite a complex and fast-changing market environment, the Group's core business has achieved growth of better quality in scale and significant improvement in product mix and channel structure, while the innovative business has maintained strong growth momentum in the First Half of 2025.
- (ii) The Group has continued to build its optimal cost effectiveness and efficiency advantage. During the First Half of 2025, through effective digital transformation, automation and intelligentisation, bulk management and production capacity optimisation, the Group has boosted its operational efficiency in production,

manufacturing, logistics, warehousing, etc. As a result, the Group's overall expense ratio has been further reduced in the First Half of 2025. Additionally, the Group has upgraded its global talent cultivation and management system to develop a strong talent pool full of vitality, and has driven up the results of the Group through share incentive plans.

The Company is still in the process of finalising the results of the Group for the First Half of 2025. The information contained in this announcement is only based on the Company's preliminary assessment on the unaudited management accounts of the Group for the First Half of 2025 and other relevant information currently available to the Board, and such figures and information have not yet been audited by the Company's auditor nor reviewed by the audit committee of the Company. The results announcement of the Group for the First Half of 2025 is expected to be published in late August 2025.

**Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

## **DEFINITIONS**

In this announcement, unless the context otherwise requires, the following terms have the following meanings when used herein:

“adjusted profit attributable to owners of the parent”	a non-HKFRS financial measure adopted by the Group to supplement the Group'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 Group 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) income tax effect;
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The management of the Group believes that the adjusted profit attributable to owners of the parent provides useful supplementary information to investors in assessing the results of the Group's core businesses by excluding the impact of certain non-cash items, investments and non-current assets transactions. However, such definition does not have a standardised meaning prescribed by HKFRS and therefore may differ from similar terminology used by other companies, and may not be comparable to similar measures presented by other companies. Accordingly, the use of such non-HKFRS measure has limitation as an analytical tool, and investors should not consider it in isolation form, or as a substitute for analysis of our results of operations or financial conditions as reported under HKFRS;

“AI”	artificial intelligence;
“Board”	the board of Directors;
“Company”	TCL Electronics Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the shares of which are listed on the Main Board of the Stock Exchange (stock code: 01070);
“Director(s)”	the director(s) of the Company;
“First Half of 2025”	the six months ended 30 June 2025;
“Group”	the Company together with its subsidiaries;
“HKFRS(s)”	The Hong Kong Financial Reporting Standard(s);
“LED”	light emitting diode;
“Listing Rules”	the rules governing the listing of securities on the Stock Exchange;
“R&D”	research and development;
“SFO”	the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong);
“Stock Exchange”	The Stock Exchange of Hong Kong Limited; and
“%”	per cent.

On behalf of the Board  
**TCL Electronics Holdings Limited**  
*Chairperson*  
**DU Juan**

Hong Kong, 22 July 2025

*As at the date of this announcement, the Board comprises Ms. DU Juan, Mr. ZHANG Shaoyong, Mr. PENG Pan and Mr. SUN Li as executive Directors and Professor WANG Yijiang, Mr. LAU Siu Ki and Mr. HUI Chi Kin Max as independent non-executive Directors.*