

CORPORATE PROFILE

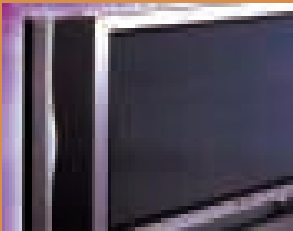
TCL International Holdings Limited is a prominent industry leader in the design, manufacture, and sales of a wide range of household appliances in the PRC and overseas. Riding on the success of the mainstay businesses in colour televisions, audio-visual products and white goods, TCL expands into the modern areas of information technology products and services, including personal computers, Internet access devices and value-added services. All of the products sold in China are distributed through an extensive nationwide distribution network under the TCL brand name.

Business Philosophy

TCL strives to provide value for customers, career opportunities for employees and benefits for society as a whole.

TCL's Guiding Principles

- The reputation of TCL's brand name is built on the quality of its products and services.
- TCL commits to the digital technology of the future and invests substantially in Research and Development corresponding to market demands.



Colour Television



White Goods



Personal Computer



Information Technology

Mission

TCL - The Inter-lifestyle Creator

TCL aims at being a premier consumer electronic brand in the PRC to create an Inter-lifestyle in households, putting innovative, intelligent, interactive and informative technologies in everyday life.

- TCL's products can only be connected to the consumers through an effective nationwide distribution network.
- TCL builds partnerships and alliances with parties which can enhance TCL's technological capability, management expertise and extend its access to the local and international market.