

# Corporate Profile

## Mission

TCL's aim is to facilitate the consumer's embrace of a new lifestyle by making innovative, intelligent, interactive and informative technologies part of his or her every day life.

## Business Philosophy

As an outstanding corporate citizen, TCL constantly strives to provide great value for its customers, promising career opportunities for its employees and significant contribution to society as a whole.

## 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.
- 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.

