



TCL

EROS follow the future

The Creative Life





- TCL CORPORATION
- TCL LED PACKAGE
- TCL LIGHTING





TCL

The Creative Live

TCL Corporation

TCL-founded in 1981, is one of largest consumer electronics enterprises in China. As one of the fastest increases company in China, TCL keep annual speed of 42.65 % in 1990s

Listed Company

TCL Corporation has four listed companies: TCL Corporation (SZ.000100), TCL Multimedia (HK.1070) , TCL Communication (HK.2618) and Tonly Holdings (HK.1249).

Brand Value

In 2012, the brand value of TCL had exceeded USD9.5 billion to the No.1 TV brand in China and No.5 in world.

Brand Strategy of TCL Corporation

TCL Brand Value

In 2012, the brand value of TCL reaches RMB 58.33 Billion (USD9.5 Billion)

Philosophy of TCL Corporation

■ - Vision -

To become one of the
most innovative and
respected global
enterprises

■ - Mission -

To create value for its
customers,
opportunities for its
employees, benefits for
its shareholders and a
commitment to
corporate social
responsibility

■ - Spirit -

Dedication
Integrity
Teamwork Innovation

■ - Values -

Integrity and
accountability;
Fairness and justice;
Revolutionary ideas
and innovations;
United in
knowledge and
practice



Li Dongsheng (Chairman/CEO)

and the board committee

TCL Corporation

TCL Multimedia

- TV Business Unit
- R & D
- Industry & Supply Chain
- Marketing
- Operations Technology Co. Ltd
- ROWA Business Unit
- Technoly Electronics Co. Ltd

TCL Communication Technology Holdings Co. Ltd

- PLM
- BPS
- Sales & Marketing
- GMC
- HQ Operations

CSOT

- RDC
- MC
- PTC
- QC
- SCC
- SC
- BSG

TCL Home Appliances Group

- Air Conditioner Division
- White Household Appliances Division
- Small Home Appliances Division
- TCL Delonghi
- RECHI Refrigeration Equipment Co.

TCL Systems Technology Business Unit

- TCL Lighting Electrical Appliances Co., Ltd
- TCL Business Systems Technology (HuiZhou) CO.,Ltd
- TCL New Technology (HuiZhou) Co.;Ltd
- TCL Digital Technology (shenzhen) CO.,Ltd
- HUIZHOU SHEN ZHEN Speed Distribution Plarom CO.,Ltd
- Koyoo Online Service CO.,Ltd
- Electronic Commerce Center
- TCLNanyang lectric Equipme nt (Guangzhou) Co.,Ltd

Techne Group Co. Ltd

- TCL High Frequency EI.Co.,Ltd
- TCL Display Technology Co., Ltd.
- TCL Hyperpower Batteries Inc.
- TAIYANG OPTO-ELECTRONICS TECHNOLOGY(HUIZHOU)CO.,Ltd
- CanyonCircuit Technology Co.,Ltd.
- ELECTRONIC COMPONENTS BU.
- METAL & PLASTIC BU.

New Business Group

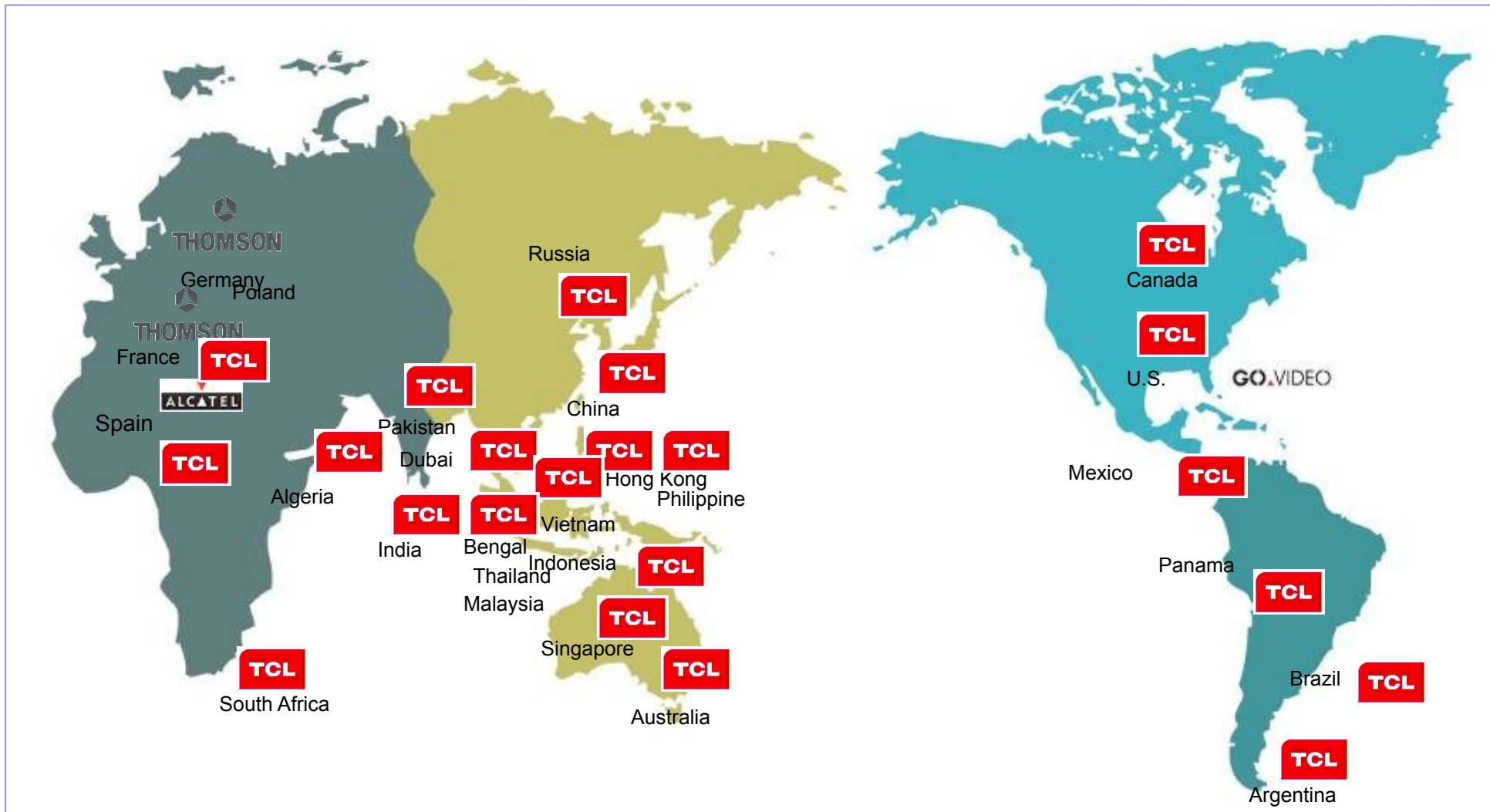
- TCL Education Web Limited.
- Beijing Sinopharm
- Hundric Medline
- Info.Tech.Co.,Ltd.
- Huizhou TCL Environmental Protection and Resource CO.,Ltd

Investment Business

- TCL Capital Co., Ltd
- Natural Resource Development
- Corporate Direct Investment

HIGHLY INFORMATION INDUSTRY CO. Ltd

Real Estate



- In 2011, TCL global operating income of RMB60.834 billion (USD10.14 billion), and employs 60,000 people throughout Asia, the Americas, Europe, Oceania and other countries and regions. With sales organizations in more than 40 countries and regions around the world, sold under the TCL, Thomson and other brand color television and TCL, Alcatel brand mobile phone. 2011 TCL LCD TV sales of 10.86 million units around the world, 43.61 million mobile phone.
- In 2012, the TCL brand value of RMB58.326 billion, still on top of the first brand of Chinese color TV industry.



TCL Milestones



1981

The founding of TTK Household Electronic Appliance Co., Ltd., TCL's predecessor

1986

Launch of China's first hands-free touchtone phone
Establishment of the TCL brand

1992

Launch of the TCL brand big-screen color TV

1996

Merger with Luk's color TV project in Hong Kong

1997

Start of the ownership-restructuring reform
Establishment of the TCL Group



1999

Entry into Vietnam, kicking off TCL's globalization process
The founding of Telecommunication Co., Ltd.

2004

Listing of the TCL Group
Merger of the Thomson television business and Alcatel mobile phone business

2007

Launch of TCL's new brand Strategy
Business restructuring
Introduction of 4+2 model

2008

Rollout of the first LCD module
Official partner of the 2010 Guangzhou Asian Games

2011

China Star Optoelectronics Technology's High-Generation LCD Panel Project Starts Production

TCL Products Range

✓ Display system



✓ lighting



✓ TV



✓ Digital products



✓ Telecommunication



创意 感动 生活
The Creative Life

✓ Logistics



✓ Home appliance



✓ air-condition washing machine



✓ Electronics components



✓ Education



TCL Corporation Awards and Honors



2011年全球竞争力品牌
中国TOP10



中国最具生命力企业

GALLUP®

中国顶级品牌榜



中国品牌百强榜最具影
响力品牌60强



中国企业全球化特别贡献奖



2010中国最有价值品牌

财富
FORTUNE

2007最受赞赏的中国公司



全国企业自主创新十大杰
出企业荣誉称号



中国最大500家大企业集团
第29名

Government Leader Visiting TCL



China President Hu Jintao



China Prime Minister Wen Jiabao



China Vice Prime Minister Li Keqiang



China Vice Prime Minister Zhang Dejiang



Government Leader Visiting TCL



the Standing Committee of the Political Bureau of the CPC Central Committee Liu Yunshan



The former Guangdong Provincial Party Secretary Wang Yang



Guangdong Provincial Party Secretary Hu Chunhua



Governor of Guangdong Province Huang Huahua

TCL Global Marketing Activities



Guangzhou 2010 Asian Games partner



Football game, Iran



Polo Open Championship, Argentina



Transformers 3 Promotion Partner



Algeria



Sponsor for CBA



Shuttle Bus adv. (IRAN)



2010 TCL Global partner Conference



The Transformers 3



TCL Chinese Theater in Hollywood



Iron Man 3



The relationship between TCL and famous Companies

- Color TV (TCL multimedia)



- Mobile (TCL Communication)



- OEM and ODM business

TOSHIBA **Panasonic**

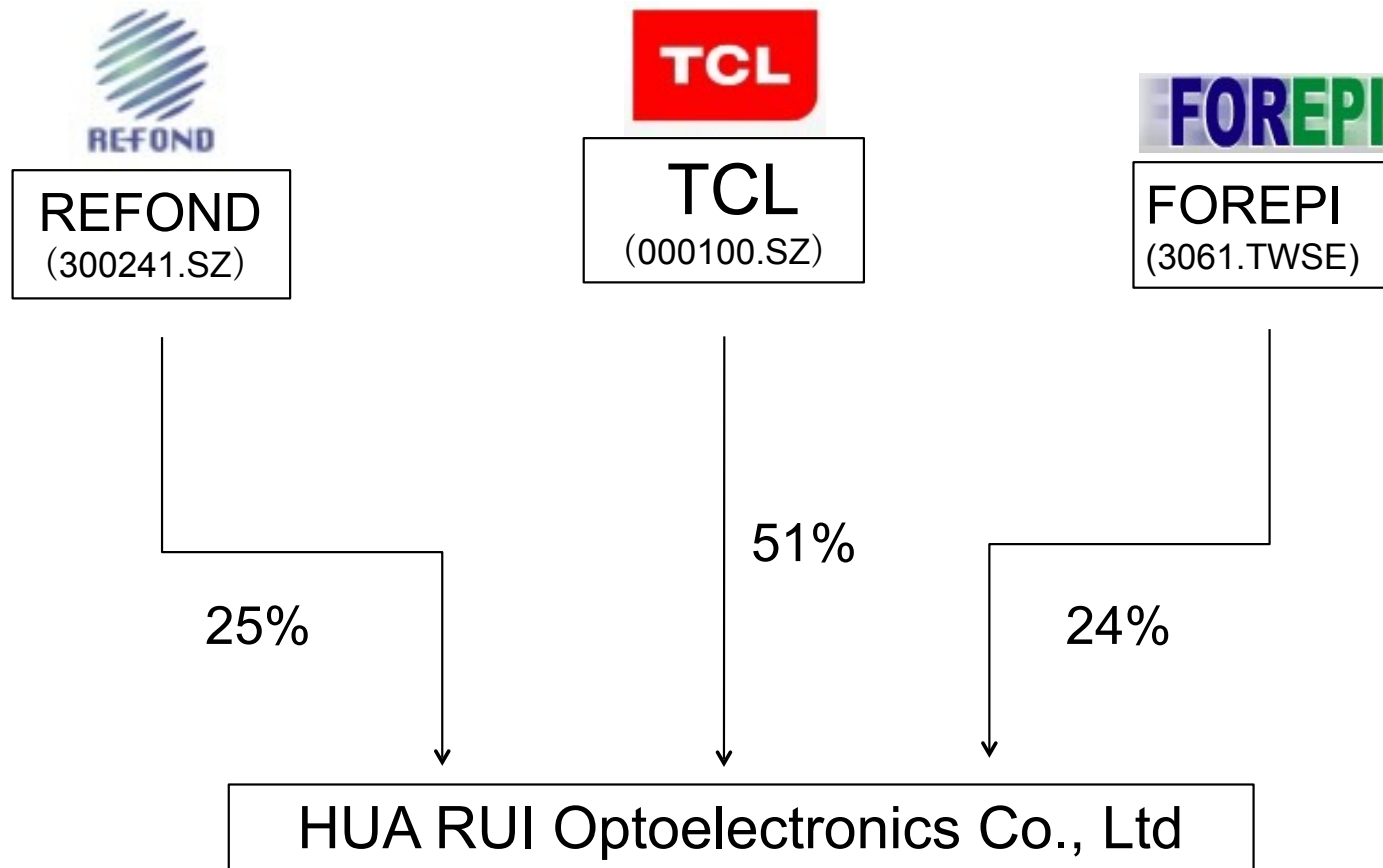
SONY *Pioneer*



TCL LED PACKAGE



JOINT VENTURE IN LED PACKAGE



Business scope: LED package, LED module, LED Chip, etc





FOREPI was incorporated in Nov.4th,1999 and devoted itself on pure-play high power InGaN LED wafer and chip manufacturer. FOREPI was a fast-growing enterprise since 1999 established; Currently, FOREPI is only LED company with the capability of offering full spectrum including high power InGaN Blue, Green and near-UV LED in Taiwan and customer's bases widespread in Korea, Taiwan, US, HK and China area.

REFOND



REFOND, founded in 2000, as a professional supplier of high-end SMD LED, Refond's packaging technical level is leading over all enterprises in the same field in china and reached the international advanced level. Refond have applied more than 70 patents. Patents are among core technologies of LED packaging like reliability, Luminous efficacy, color rendering and life span.



HUA RUI Optoelectronics Co., Ltd



HUA RUI office



SMT machine

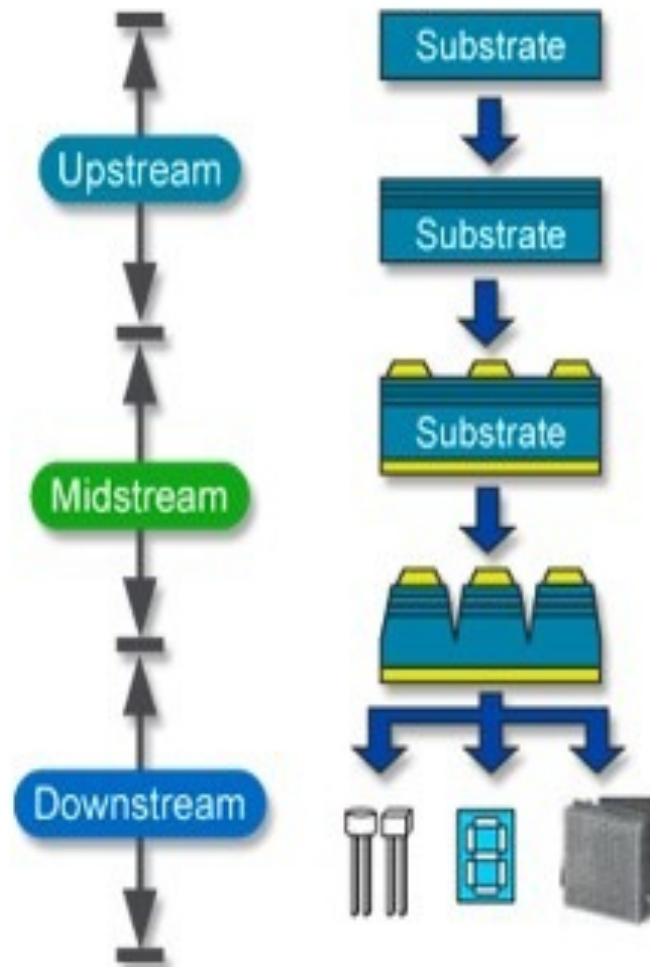
Lighting Bar
LED module



LED package Plant
under construction

Set up on August, 2013
Invested Asset: 200 Million
Planned capacity: 2 billion/year

Product and service:
LED Backlight
LED module
LED Lighting



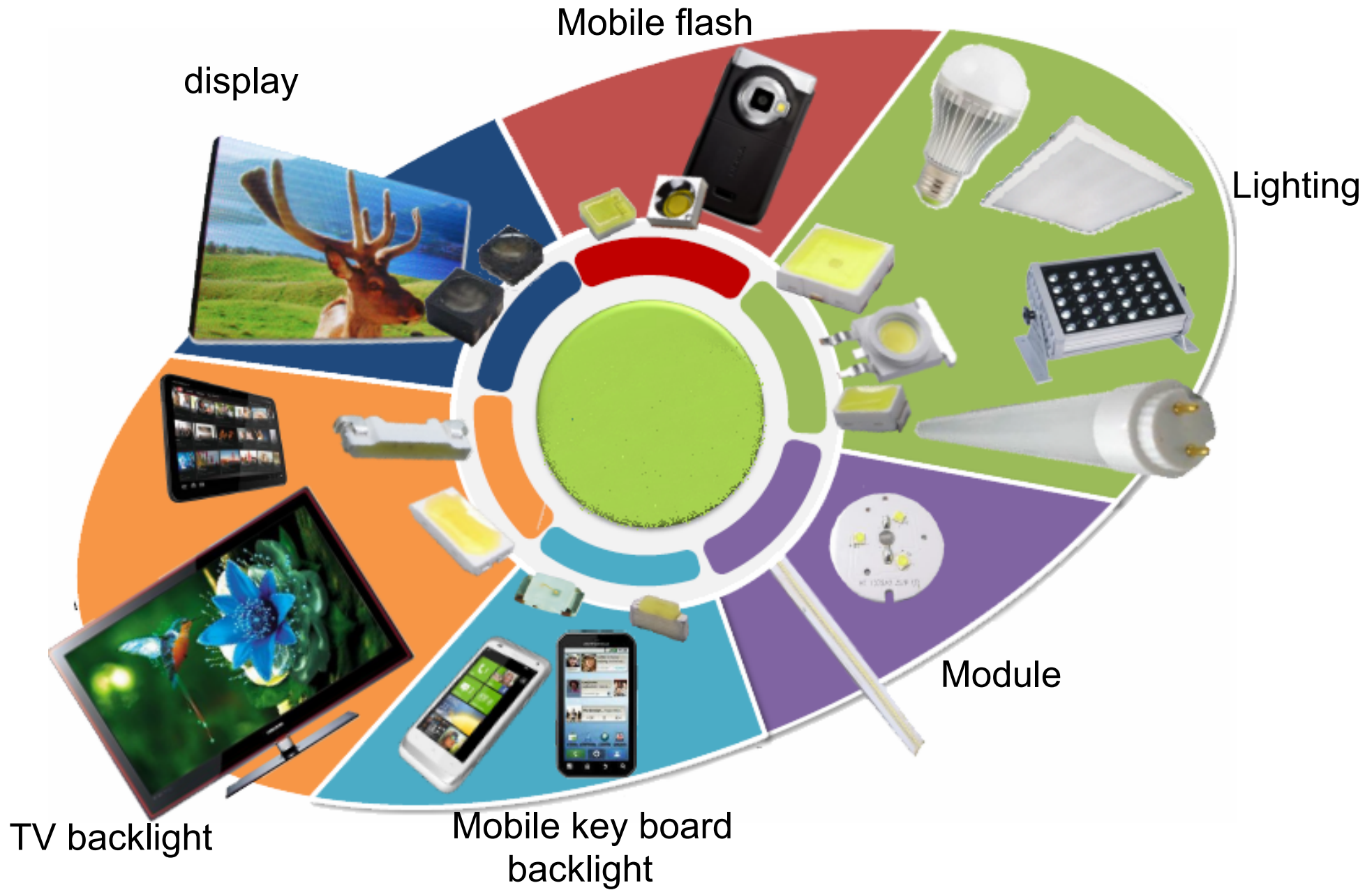
Epitaxy Growth:
MOCVD

Front-End Chip Process:
Evaporation, Photolithography, Etching

Back-End Chip Process:
Lapping, Probing, Scribing, Sorting

Package:
Die Bond, Wire Bond,

Product:
Lamp, SMD, Dot Matrix



TCL LIGHTING



TCL LIGHTING INTRODUCTION



Products Ability

TCL lighting divide into two products groups, LED lighting and Energy-saving lighting, which covers projects, home, commercial, street and landscape and special lighting and able to offer a comprehensive product solution and full service to customers

Production Ability

TCL lighting have R&D center and national recognized testing center and Doctor lighting distribution center and owns several professional production lines and co-invest 0.3 Billion RMB with Harvatek to build a LED package factory, which will bring more advantage in whole industry

Marketing

TCL Lighting has nearly 30 offices in China to covering all provinces and have a perfect sales-net in China. At same time, TCL have own agents or distributors in Middle-East, East Europe and East and South Asia and OEM/ODM for some customers.

Services

TCL lighting's sales-net have reached more than 2500, covering all big and middle cities in China and will offer a fast, convenient and perfect service to customers.



TCL LIGHTING HISTORY Overview

1997

TCL first CFL made by Engineer Shi.



2004

Issued national standard of electrical ballast



2006

Nationally Recognized Testing Laboratory



2008

TCL Lighting (Yizhen) Set up.



2010

Lighting Design Center Set up.



1997

2000

2004

2005

2006

2007

2008

2009

2010

2013

2000

TCL Lighting Co., Ltd Set up.



2005

Products Exemption



2007

TCL Lighting (Wuhan) set up.



2009

LED Research Center Set up.



2013

Joint Venture with Forepi in LED package



TCL LIGHTING Factory for LED Products



TCL Lighting (Huizhou) Factory can offer LED Bulb 50M around, LED Tube 30M around, and LED street lamp and LED fixture together, total will be 150 Million around per month



LED lighting fixture

Lighting source

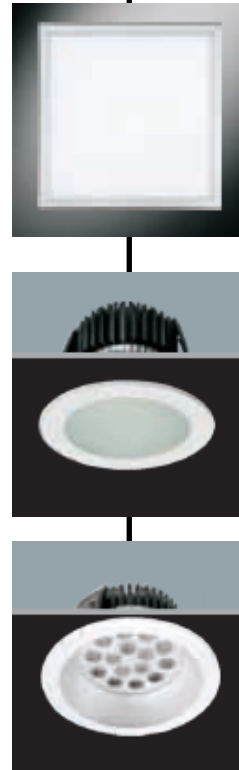


New for 2013

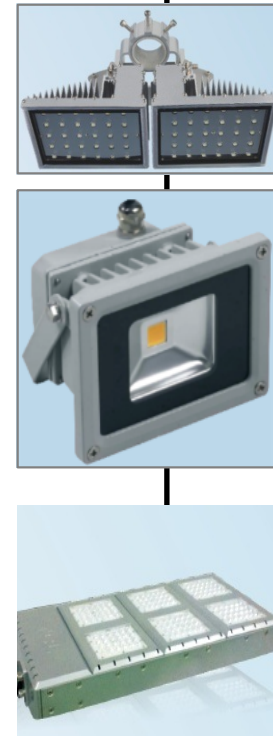
Commercial lighting



Projects lighting



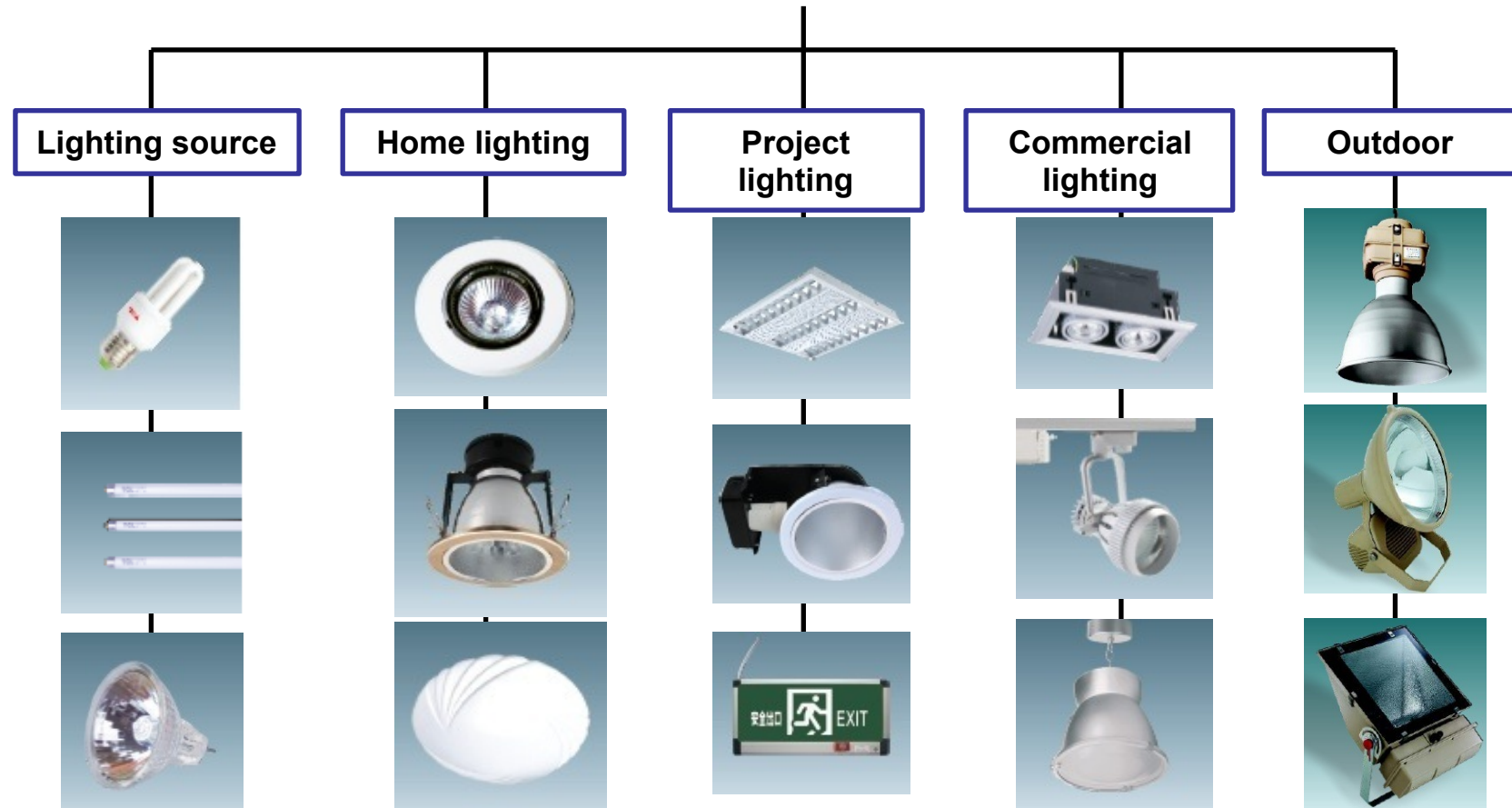
Outdoor light



Landscape lighting



Traditional lighting fixtures



Technical Development



Testing Center



Lighting Design & Research



- R&D Team, more than 150 engineers, 98% college graduated, and most of them with more than 11 years experience in lighting industry.
- More than 400 new models introduce to market every year.
- More than 500 patents.



IP Testing



Luminosity Testing



Light Function Testing



Laboratory Accreditation Certificate



Aging Testing



Light Source Testing



Safety Testing

The first lighting NRTL in China-Nationally Recognized Testing Laboratory

TCL-Lighting Certificates



ISO9001, 2000



SAA



ROHS



CCC



CB



CE



FCC



UL



ECP

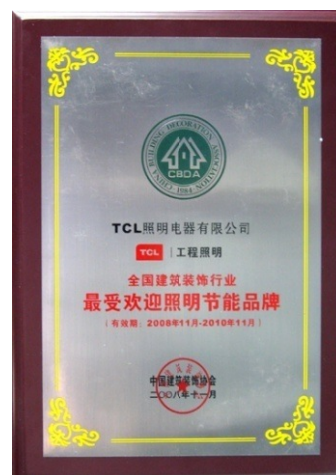
ISO9001 ISO14001 OSH18001



Certificate meet local market require.



TCL LIGHTING Awards and Honors



注：由于篇幅限制，本页面仅呈现小部分证书。

TQM

Management System

- ISO9001:2008
- ISO14001



Key Processes Control

- DQA
- IQC
- PQC
- FQC



Skilled Employees

A professional QC team and well trained workers promise a reliable quality



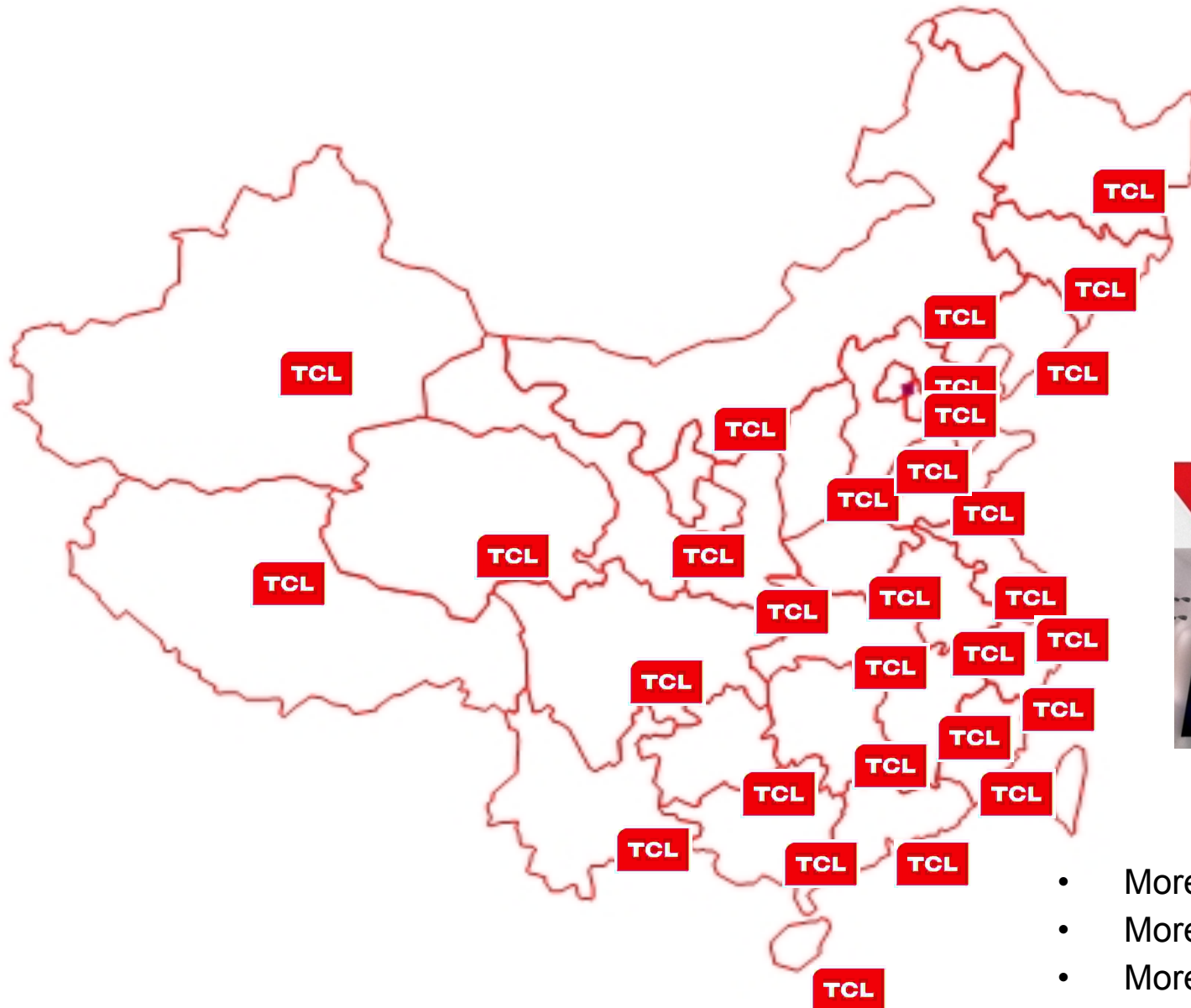
Equipments Instruments

Well equipped production, aging and testing machines and instruments promise accordance as well as reliability



Strict quality control.

TCL LIGHTING Chinese Marketing and sales-net



- More than 30 office
- More than 600 TCL Lighting Shop
- More than 3000 sales-nets
- Sales turnover is RMB1Billion in 2012

TCL LIGHTING Overseas Marketing and Sales-net

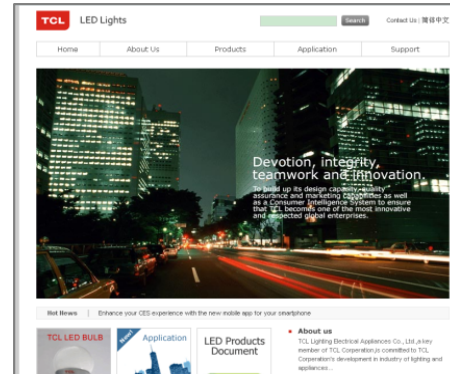
TCL Acting national distribution information



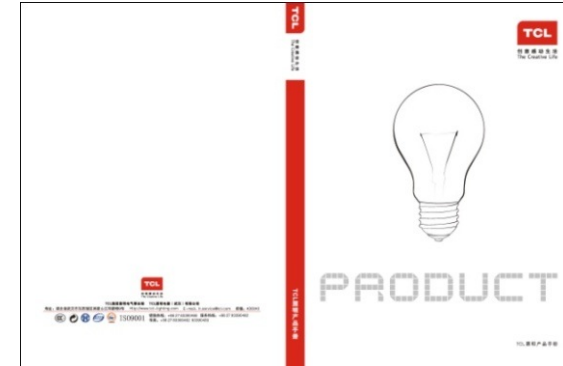
TCL LIGHTING Marketing Promotion



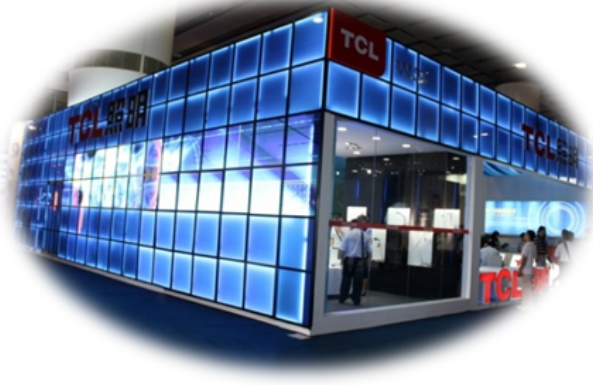
✓B2B



✓WEB



✓Catalogue



Guangzhou Carton Fair



✓Exhibition



✓ products release conference

Typical projects



2008 Beijing Olympic Game



2010 Asian Game



World Expo --China Pavilion



Portugal



TCL LED Advantage

- Complete industrial LED Chain from Front-end (LED Chips), LED Package and LED application (TV, Mobile phone, Home application, Lighting)
- Huge sales volume , Multimedia 27.2 billion, Telecommunication: 8.8 billion Home Machine: 6.5 billion and so on.
- Powerful support from Government (Good relationship with Government)

What we want and What we can?

- OEM and ODM for LED products for lighting fixtures.
- Offer a good solution for cost down for products





www.erosgroup.ae

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谢谢

TCL集团股份有限公司

www.tcl.com

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