



## **Foxxum now provides Smart TV solution to TCL**

For its fleet of highly innovative TV sets in the Australian and South American markets TCL Multimedia, one of the largest television manufacturers in the world, has signed an agreement with Foxxum, worldwide leading in the fields of Smart TV solutions, to provide a state of the art Smart TV portal.

Both companies stated, that the cooperation marks an important step towards an even stronger growth of market shares in those parts of the world. With TCL providing its highly sophisticated, feature rich Smart TV products and Foxxum adding its Smart TV expertise as well as a dedicated Foxxum TV store, users will now benefit from even more integrated, well designed, easy to use and feature rich entertainment offers.

„As we are growing our TV business in all parts of the planet at high speed, we can only work with very trustful and strong partners. So we are very pleased, to have found such a company in Foxxum, supporting our ideas and strategy with a tremendous amount of experience as well as the necessary flexibility for today's markets“, explains Jeff Huang, Overseas TV+ Director at TCL Multimedia.

„We could not be happier about TCL's decision to work with us“, explains Ronny Lutzi, CEO at Foxxum. „Sharing our ideas about customer oriented business models and being able to fully adapt to the TCL Smart TV ecosystem while adding to it with high quality regional and local content offerings we will create something great for the users.“

### **About TCL Corporation**

Founded in 1981, TCL Corporation (000100.SZ) is one of the largest consumer electronics enterprises in China, with over 78,000 employees and brand distributors around 80 countries. Currently it has three listed subsidiaries: TCL Multimedia (01070.HK), TCL Communication (02618. HK), and Tonly Electronics (01249.HK), with a diverse business portfolio covering LCD TVs, LCD panels, mobile phones, audio and video equipment, home appliances and lighting products. In 2015, TCL's total sales revenue reached RMB 104.5 billion, and the TCL brand value reached RMB 71 billion. TCL is ranked No. 3 in market share of LCD TVs, No. 5 in mobile phones, and No. 5 in LCD panels sector, on global basis.



### **About TCL Multimedia**

Headquartered in China, TCL Multimedia Technology Holdings Limited (HKSE: 01070) is one of the leading players in the global TV industry, engaged in the research and development, manufacturing and distribution of consumer electronic products. Through a new product-and-user-oriented business model that focuses primarily on a “double +” strategy which includes “intelligence + Internet” and “products + services” as the main direction, striving to become a “global entertainment technology enterprise” that provides integrated entertainment solutions to customers

For more information, please visit our website or Facebook:

TCL EU website: <http://www.tcl.eu>

TCL EU Facebook: <https://www.facebook.com/TCL.Lighting.Europe>

### **About Foxxum - Smart TV excellence**

Foxxum is a global leader in the development, operation and commercial marketing for innovative Smart TV solutions. As an established pioneer in the sector, Foxxum works closely with leading companies at all stages of the global consumer electronics value chain to develop Smart TV solutions – from silicon vendors to device manufacturers and network operators. Worldwide partnerships with premium broadcasters, the most important video producers and distributors allow Foxxum to provide a best in class content portfolio containing the most important global content brands as well as country specific local content providers. Foxxum’s development and platform expertise offer viewers the best Smart TV user experience possible, with innovative Smart TV technology, a global entertaining content portfolio and an outstanding design. Foxxum provides its clients with highly tailored, personal collaboration, which includes the possibility of jointly tapping into profitable revenue streams in a technology sector with enormous growth potential. Further information can be found at [www.foxxum.com](http://www.foxxum.com)



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