

TCL JOINS AVANCI LICENSING PLATFORM

Leading Chinese innovator expands Avanci marketplace to 39 patent owners

BEIJING & SHENZHEN, CHINA and DALLAS, TX, USA, December 2, 2020 – Avanci, the one-stop platform for licensing wireless technologies for the Internet of Things (IoT), today announced that TCL Communication has joined its 3G/4G licensing program, bringing the number of patent owners on the platform to 39. Avanci's one-stop marketplace offers a license to the vast majority of 2G, 3G and 4G cellular standard essential patents for Internet of Things products and connected vehicles, through a single agreement with a transparent, fixed price royalty.

Kasim Alfalahi, founder and chief executive officer of Avanci, said: "We are delighted to welcome TCL Communication, a global smartphone industry leader, to Avanci, the latest of several leading Chinese innovators to join the platform. Avanci enables companies such as TCL Communication to earn a fair return on their R&D investments, through an efficient marketplace that balances the interests of patent owners and licensees around the world, enabling continued innovation."

Karl YEH, General Counsel at TCL Communication, said: "We are pleased to join Avanci to offer our cellular essential patents through Avanci as an efficient way to license to IoT and automotive manufacturers. TCL Communication, with the support of Purplevine IP Group, continues to contribute to a healthy industry ecosystem through licensing of Standard Essential Patents (SEP) on fair, reasonable, and non-discriminatory (FRAND) terms, and we are committed to innovating for The Creative Life."

Avanci's one-stop marketplace has transformed the way companies share technology by licensing intellectual property from many different patent holders in a single transaction. By streamlining the technology sharing process, Avanci is accelerating the growth of the Internet of Things by providing automotive and IoT manufacturers with an efficient and transparent way to access the wireless technology needed to bring their products online. 16 automotive brands are already licensed through Avanci, with more than 16 million licensed connected vehicles on the world's roads. In 2020, the World Economic Forum named Avanci a Technology Pioneer for its work in accelerating innovation for the Internet of Things.

In August 2020, Avanci launched its 5G licensing program for IoT and automotive and looks forward to sharing more details in the coming months.

About Avanci

Avanci believes that sharing technology in the Internet of Things era can be simpler. Our one-stop solution is designed to enable the success of the ecosystem, bringing efficiency, convenience and predictability to the technology licensing process. Since 2016, Avanci has been driving innovation forward by making connections through our marketplace. Those with essential patents can share their innovations, and companies creating connected products for the IoT can access the patented wireless technology they need to be successful – in one place, with one agreement and for one fair, flat rate.

<https://www.avanci.com>

About TCL Communication

TCL Communication Technology Holdings Limited (TCL Communication) designs, manufactures and markets an expanding portfolio of mobile devices and services worldwide through a comprehensive portfolio that includes TCL and Alcatel branded products. The company's products are sold in more than 160 countries throughout North America, Latin America, Europe, the Middle East, Africa and Asia Pacific. Incorporated in Hong Kong, TCL Communication operates its own manufacturing and R&D centers worldwide. TCL Communication is the subsidiary of the TCL Electronics (1070.HK), one of the world's fastest-growing consumer electronics companies and one of the world's leading television and mobile device manufacturers. TCL Electronics specializes in the research, development and manufacturing of consumer electronics ranging from TVs, mobile phones, audio devices and smart home products as part of the company's "AI x IoT" strategy. For more information, please visit its website: <http://electronics.tcl.com>.

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