

THOMSON

Thomson Electronic Company Profile

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1010 VIENNA

2025-04



#EXECUTIVE SUMMARY

Thomson Electronic is the exclusive licensee of the renowned THOMSON brand. With a 10-year license agreement already in place and discussions underway to extend for another decade we exemplify a robust and strategic alliance in delivering high-quality consumer electronics across Europe and the MEA region.

This presentation will outline our strategic initiatives, market expansion, and commitment to long-term value creation.

20Y

LICENSING
PERIOD

Active 10-year license agreement with the potential extension of another 10 years.

156%

ANNUAL REVENUE
GROWTH

Year-over-year revenue increase of up to 156%, showcasing strong market expansion.

+100%

MARKET
PENETRATION

Since initiating the THOMSON project we've achieved a 100+% increase in market share across Europe.



#ABOUT US

Our **headquarters in Vienna, Austria**, is the central hub of our global operations. The parent company holds complete ownership over several regional subsidiaries, each dedicated to specific markets to tailor our approach and services locally.

We are committed to maintaining **high-quality European assembly standards**, with factory premises located in **Hungary and Poland**. This setup not only supports regional manufacturing needs but also aligns with our strategy to leverage European craftsmanship and operational excellence.

7

Branches

Our Group has several branches across Europe, Hong Kong and Dubai, from which we manage our global activities.

60

Employees

Today, 60 people are working in various departments including product development, quality assurance, marketing, sales, logistics, and customer care.

27

Nationalities

Our team spans 27 nationalities, working together globally. This versatility enables us to deeply understand local needs and identify global opportunities.



#THE THOMSON BRAND

With a heritage of more than 130 years, THOMSON is not only the oldest but also one of the last remaining European electronic brands, still active in that market.

THOMSON has taken part in the greatest technological revolutions. During all this time, the brand follows its mission to **creating innovation which is useful and accessible to all.**

Today, THOMSON achieves high recognition across all major European countries.

TOP 5

BRANDS IN
FRANCE

THOMSON ranks among
the top 5 most known
brands in France

44%

PURCHASE
INTENTION

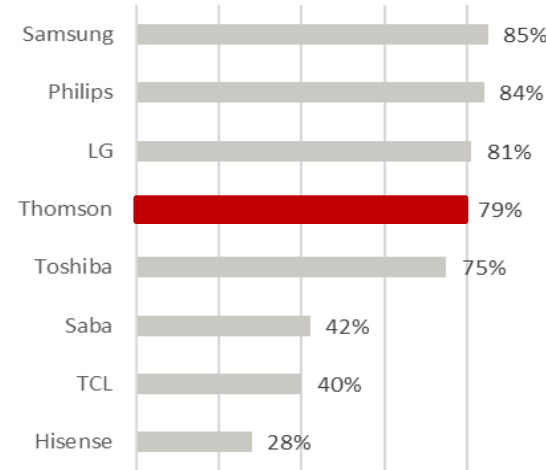
With 44% THOMSON
brand achieves a very
high purchase intention.

+50%

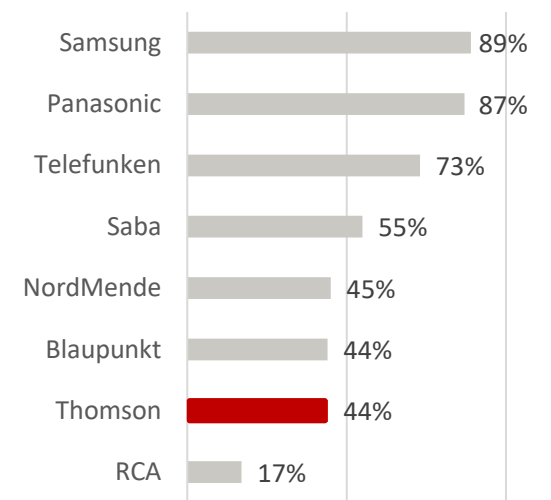
OWN A THOMSON
PRODUCT

More than 50% of French
people have owned or
bought a THOMSON
product in the past

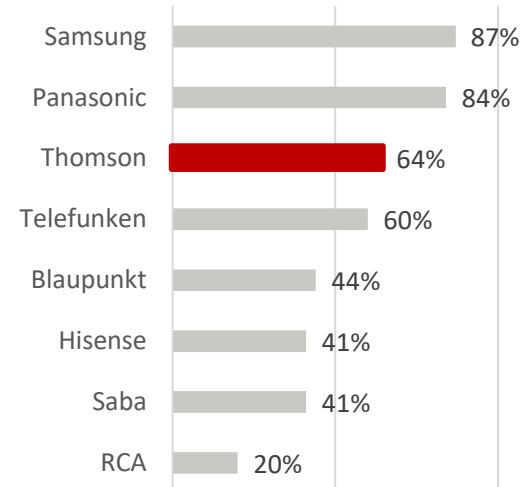
FRANCE



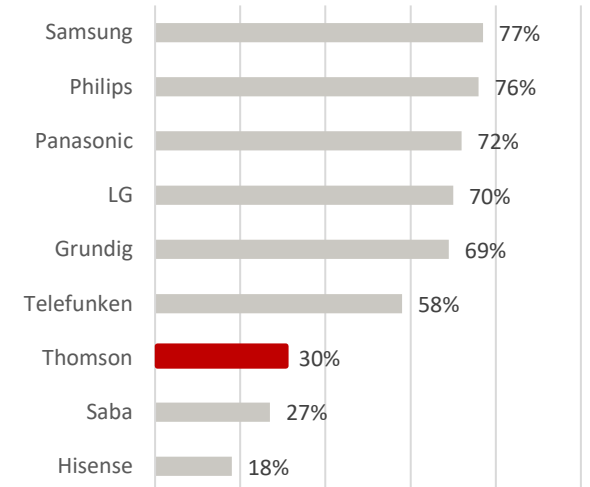
ITALY



SPAIN



GERMANY



**guided awareness of TV brands*

#PRODUCT PORTFOLIO

Starting with TVs, we were able to increase our product portfolio step by step. Today we offer a comprehensive range from streaming devices to projectors and beyond, that covers all essential for your viewing needs.

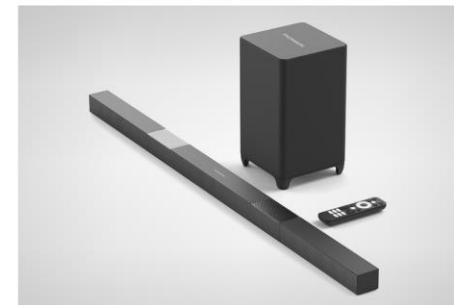
- TVs
- Monitors and Smart Monitors
- Streaming Devices & OTT
- Soundbars (from Q2 2025)
- Projectors (from Q2 2025)
- Digital Photoframes (from Q2 2025)
- SDA (from 2025)

150+

ACTIVE ITEMS
IN PORTFOLIO

1.9_M

STREAMING DEVICES
AND TV SETS SOLD



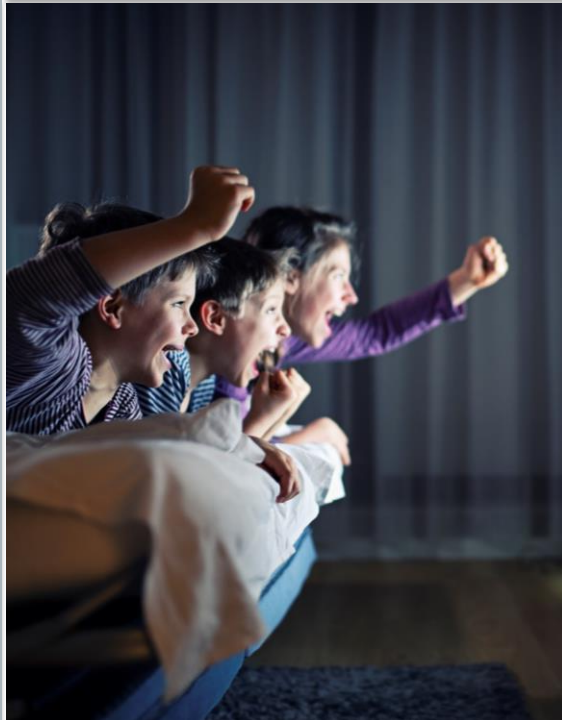


NR. 1

Fastest growing TV brand in Europe

NR. 4

TV brand in Nordics



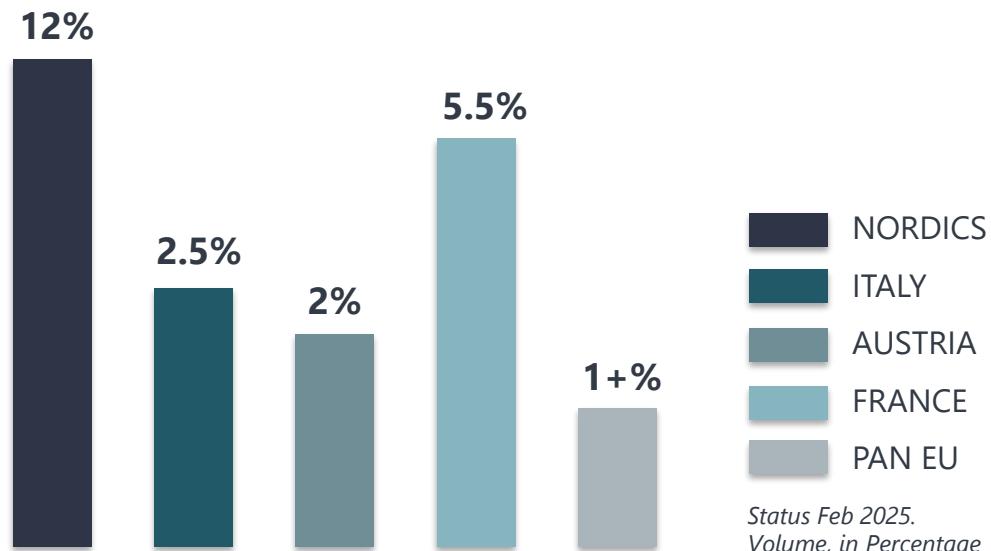
THOMSON

#MARKET SHARE

This rapid growth positions Thomson as the **fastest-growing brand** in the European TV industry.

Only one year after launching the first Thomson TV, we have achieved a remarkable presence in the GfK report, securing **up to 11% market share** in select countries.

Today we rank among the top 10 brands in Italy, Austria and France and even secured the **4th place in Nordics**.



#SALES PERFORMANCE

Since initiating our partnership with the Thomson brand, we achieved remarkable growth in both turnover and volume. Our **year-over-year growth rate exceeded 156%**, positioning Thomson as the fastest-growing TV brand across all of Europe. This surge reflects our strategic initiatives and our effective market penetration

+100%

INCREASE IN
MARKET SHARE

1.9M

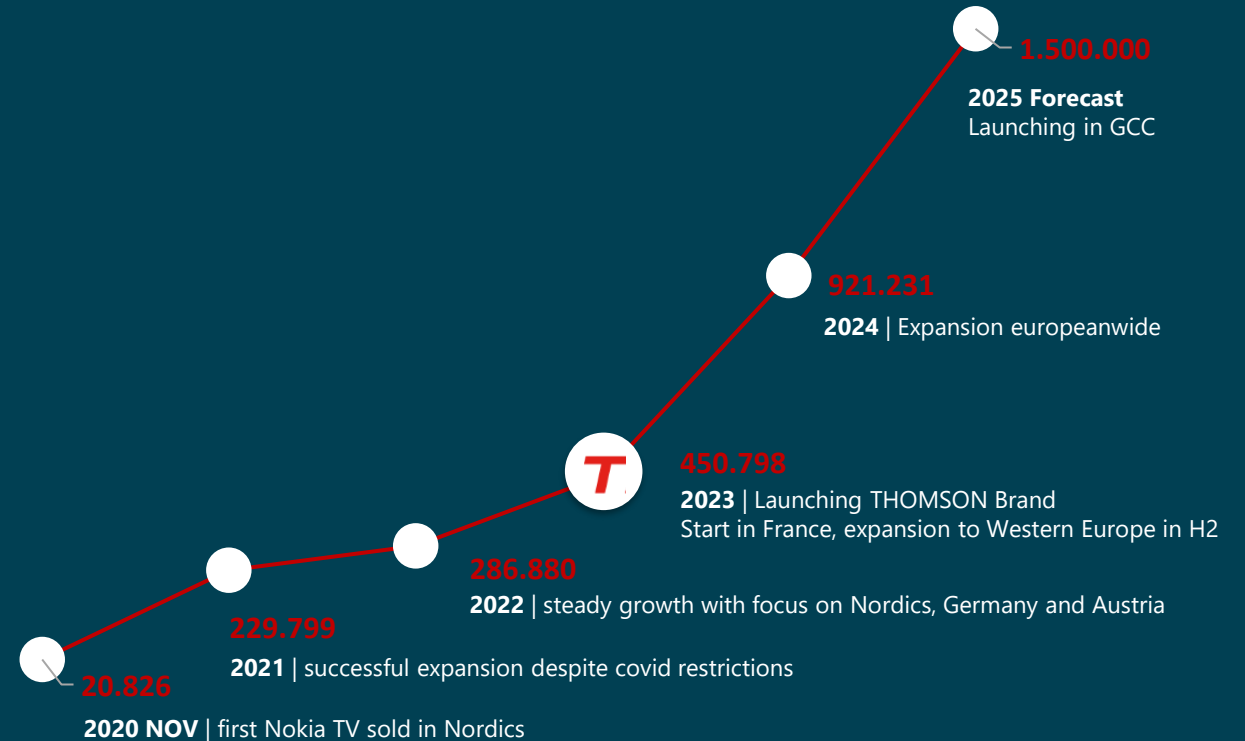
PRODUCTS
SOLD*

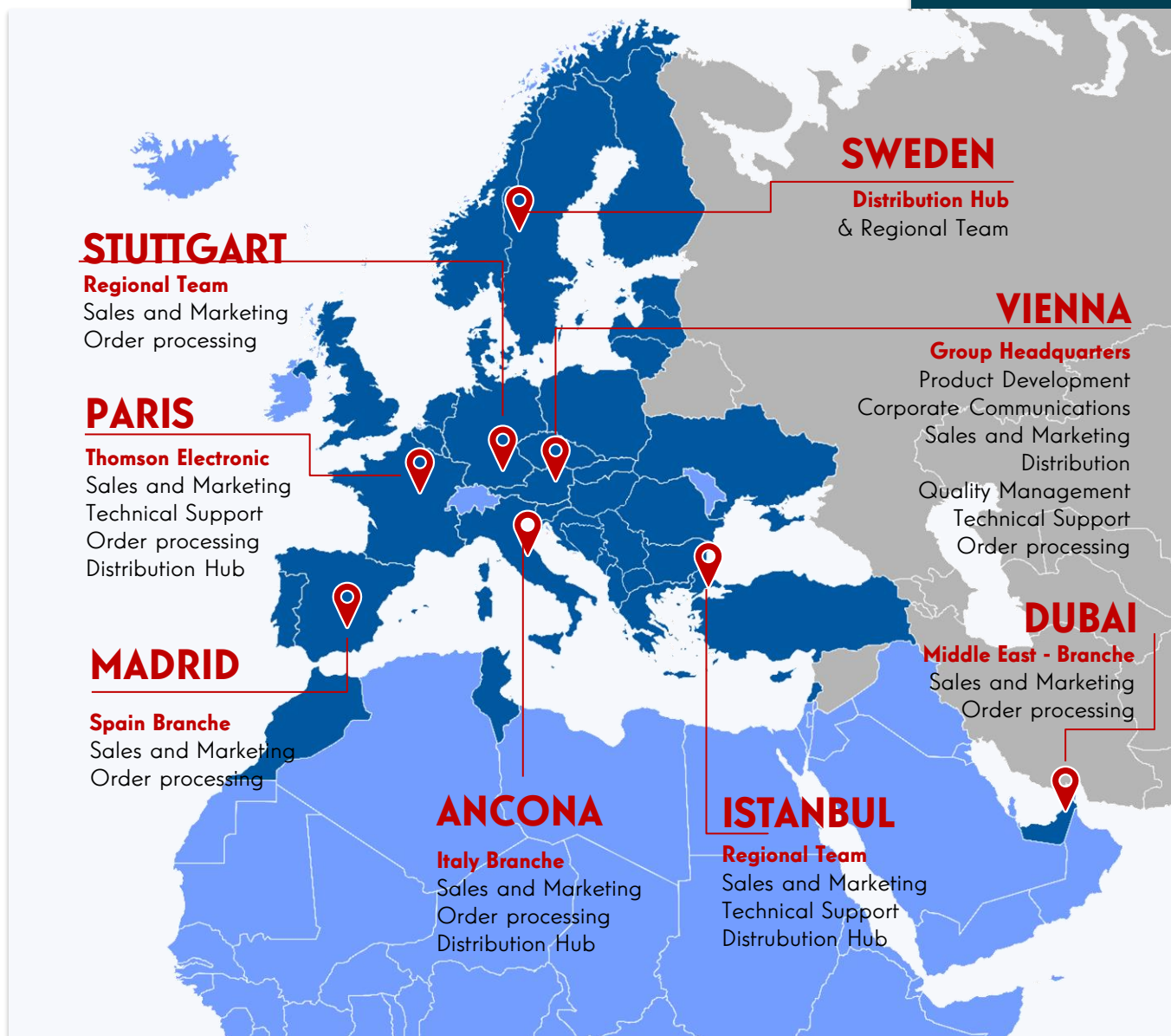
156%

YOY
GROWTH

**TV sets + Streaming devices sold since 2020*

SALES QUANTITIES since 2020: TV and Streaming Devices





#TERRITORY

From our headquarters in Vienna we target markets all around the globe. Our License includes **Europe, Central Asia, Middle East and Africa.**

The Market activation is carried out in 4 phases:

1: France & Western Europe	2023
2: Whole Europe	2024
3: MEA	2025
4: Central Asia & Africa	2026

40+

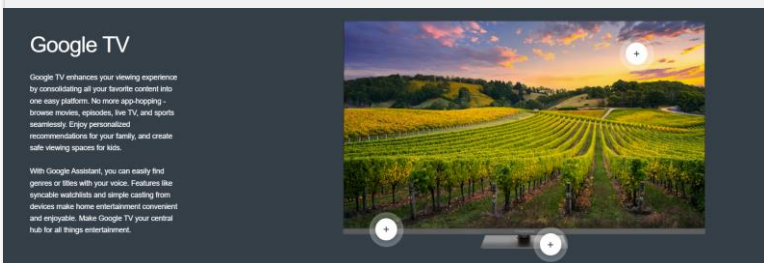
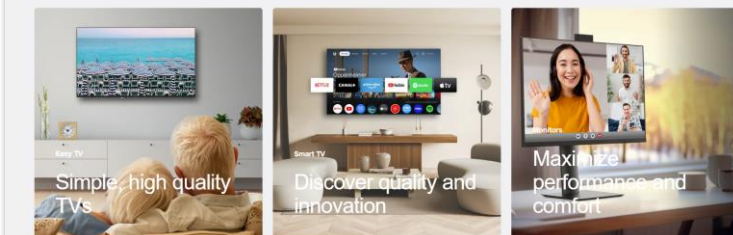
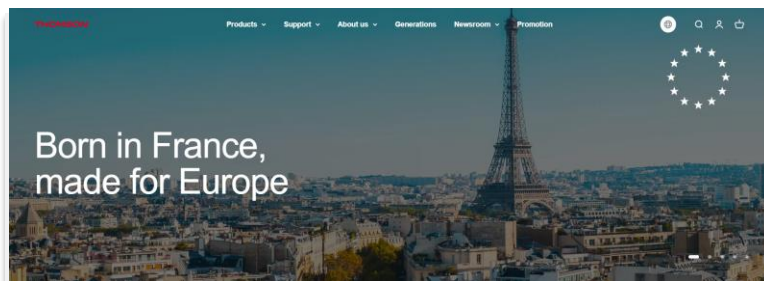
ACTIVE
MARKETS

120

SERVICABLE
COUNTRIES

3

CONTINENTS
COVERED



132

years of experience

THOMSON's origins date back to 1893, with values that have remained consistent over time.



Proximity

As a European brand, we understand local needs and can adapt quickly. Our TVs are assembled in Europe, ensuring quality and reducing transportation distance.



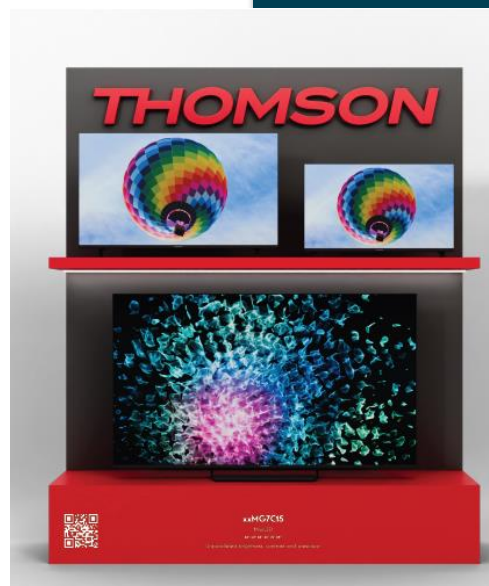
Simplicity

We design products that are accessible to everyone, making them practical, and easy to use in everyday life.



Trust

Thanks to our reliability, commitment to usefulness and quality, Thomson is and will be a brand trusted by generations to come.



#CHANNEL STRATEGY

Our channel strategy leverages a diverse mix of platforms to optimize market reach and exposure. **Strong retail partnerships** are the core of our operations, accounting for **~80%** of total sales. Online marketplaces contribute the remaining 21%, highlighting our reach across diverse digital platforms.

In addition, we are launching our **own direct sales channel** in 2025. This initiative will allow us to offer personalized experiences, exclusive products, and direct support to our customers, further strengthening our market position.

#DISTRIBUTION PARTNERS

POWER

TEKNO SA

ttt
r.ua

FNAC DARTY

Auchan

IN
INTERSPAR

**ELECTRO
DEPOT**
ÉLECTROMÉNAGER • IMAGE • SON • MULTIMÉDIA

Cdiscount

Carrefour

ELKJOP

amazon

copre

alza.cz

boulangier

EURONICS

BUT

esprinet®

**euronics
Tufano**

EP:
ElectronicPartner

goer

BREVI

U

TRONY

MediaMarkt

sonepar

f9Distribution

UBALDI
.com

expert






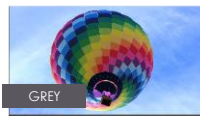




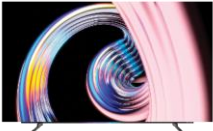










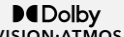







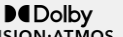



**GP
dis**
FRANCE

WESTech®
PART OF ELKO GROUP

#THE TV RANGE

THOMSON  Google TV

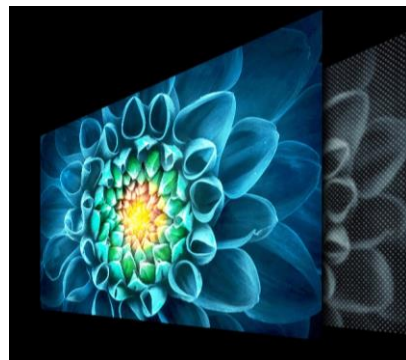
Being an **official partner of Google TV**, our products feature one of the most secure and convenient operating systems worldwide.

 <p>BLACK WHITE</p>	 <p>BLACK WHITE</p>	 <p>BLACK WHITE</p>		 <p>GREY</p>	 <p>GREY</p>	 <p>GREY</p>		 <p>GREY BLACK</p>		
<p>24" 32" HD 40" 43" FHD 32" HD white 40" FHD white</p> <p>EASY TV xxHD2S13 xxFD2S13</p> <p> Dolby AUDIO</p> <p> easytv</p>	<p>24" C 32" HD 24" C 32" HD white 32" 32" C 40" 43" FHD 40" FHD white</p> <p>HD/FHD xxHG2S14 xxFG2S14</p> <p> Dolby AUDIO</p> <p> Google TV</p>	<p>43" 50" 55" 65" 43" 50" 55" white</p> <p>4K UHD TV xxUG4S14 xxUG4S14W</p> <p> Dolby AUDIO</p> <p> Google TV</p>	<p>43" 50" 55" 65" 75"</p> <p>4K UHD TV xxUG5C14</p> <p> Dolby AUDIO</p> <p> Google TV</p>	<p>24" C (HD) 32" C 32" 40" 43" (FHD)</p> <p>QLED XS 24HQG4S14C xxFQG4S14</p> <p> Dolby AUDIO</p> <p> Google TV</p>	<p>43" 50" 55" 65" 85"</p> <p>QLED TV xxQG4S14</p> <p> Dolby VISION-ATMOS</p> <p> Google TV</p>	<p>43" 50" 55" 65" 75"</p> <p>QLED TV xxQG5C14</p> <p> Dolby VISION-ATMOS</p> <p> Google TV</p>	<p>43" 50" 55" 65"</p> <p>QLED PLUS xxQG6C14</p> <p> Dolby VISION-ATMOS</p> <p> Google TV</p>	<p>43" 50" 55" 65" 75" 85" 100" 43" 50" 55" 65" grey</p> <p>QLED PRO xxQG7C14/ S14 xxQG7C04</p> <p>144 Hz</p> <p> Dolby VISION-ATMOS</p> <p> Google TV</p>	<p>55" 65" 75"</p> <p>MINILED xxMG7C15</p> <p>144 Hz</p> <p> Dolby VISION-ATMOS</p> <p> Google TV</p>	<p>55" 65" 77"</p> <p>OLED xxOG8S24</p> <p>120 Hz</p> <p> Dolby ATMOS Dolby VISION IQ</p> <p> Google TV</p>

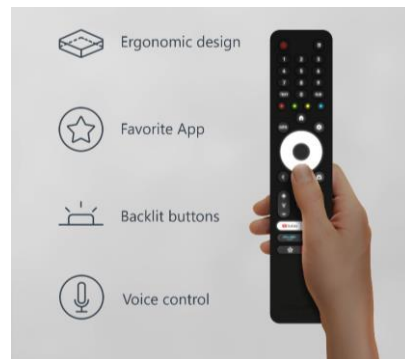
#OUR OFFER



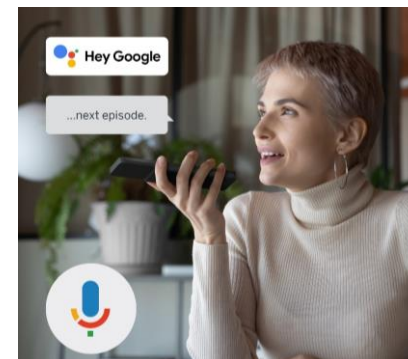
ON EVERY PRODUCT



A+ PANELS FOR 0-DEAD PIXELS



BACKLIGHT REMOTE



CONVENIENT VOICE CONTROL



CENTRAL SWIVEL STANDS



FRAMELESS DESIGNS FROM THE SMALLEST SIZE



WHITE TVs IN SIZES UP TO 55"



CAMPING TVs



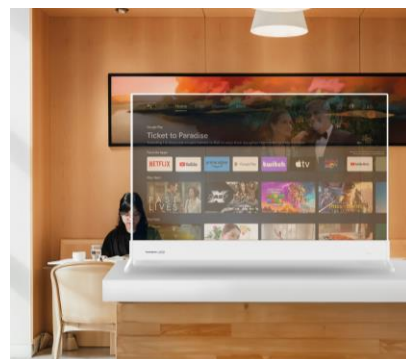
HOTEL MODE



PREMIUM MARKETING ASSETS



SECURE & CONVENIENT
OPERATING SYSTEMS



ADVANCED DISPLAY
TECHNOLOGIES



INTEGRATED FRONT SPEAKERS



144HZ REFRESHRATE



BIG SIZES UP TO 100"

#CERTIFIED EXCELLENZE

Our commitment to quality is consistently recognized by independent test institutes and leading industry press. Securing numerous awards and achieving 4 to 5 star rankings across e-commerce platforms, our products stand for reliable performance.

0.01%

AFTER SALES
RATE*

demonstrating
our unwavering
commitment to
quality.

4,5+

AVERAGE
PRODUCT RATING

THOMSON products
perceive average
ratings of 4,5/5 Stars
across e-commerce
platforms.

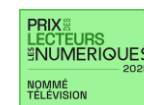
NR. 1

STREAMING
BOX

Our 270 Streaming
Box was rated as
the product of the
year 2025 by
Computerbild

*status France, 2024

THOMSON



★★★★★ 943

8.3/10

Practicality Tip

HiFi Test 3/24 TV-HIFI

Thomson Streaming Box 240

Top Class 1.0

HiFi Test 3/24 TV-HIFI

Value for money: very good

Kriterien	%	Thomson Streaming Box 240
Bildqualität	20	94%
Tonqualität	10	94%
Ausstattung	15	83%
Apps und Multimedia	20	93%
Bedienung	15	90%
Fernbedienung	10	94%
Stromverbrauch	5	100%
Speicherfunktionen	5	92%
Bonus	—	—
Preis-/Leistungsindex	—	0,87

TESTURTEIL

SEHR GUT 92,0%



★★★★★ 939

Streaming Box Thomson Streaming Box Plus 270

Top Class 1+

HEIMKINO 1/25

Value for money: very good

Thomson Streaming Box Plus 270

Spitzenklasse 1+

HiFi Test 6/24 TV-HIFI

Preis/Leistung: sehr gut

Best Buy

HEIMKINO 1/25

Gerät des Jahres 2025

HiFi Test Streamingbox Thomson Streaming Box Plus 270



Die besten Streaming-Boxen und -Sticks

