

51 重要提示
1.1 本公司董事会、监事会、董事、高级管理人员保证本报告所载资料不存在任何虚假记载、误导性陈述或者重大遗漏，并对其内容的真实性、准确性和完整性承担个别及连带责任。

1.2 公司年度财务报告已经大华会计师事务所审计并出具了标准无保留意见的审计报告。
1.3 公司负责人李东生、主管会计工作负责人 财务总监 CFO 黄旭波发表声明：保证年度报告中财务报告的真实、准确、完整。

Table with 2 columns: Item and Value. Includes stock codes (000100), exchange (Shanghai), and contact information for the company secretary and financial officer.

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TCL集团股份有限公司 2011 年度报告摘要

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拓展现有客户的新产品业务，通过逐步建立海外供应链以降低成本，以及加强研发能力，提高产品竞争力，AV产品销量实现同比增长25.8%。公司共推出197个新产品系列，其中包括DVD机、蓝光DVD机、影碟及数码相机、康佳数码相机、DVD、BDVD产品等。

展望
2012年，全球经济增长放缓及中国稳增长政策等因素对消费电子行业的整体影响仍然存在，多个来自信息科技行业的新竞争对手也积极布局电视市场，激烈的行业竞争将得到延续，内容服务领域的，内容和品牌优势，以及DisplaySearch最新数据显示，未来三年全球电视行业仍将保持增长，销量将从2011年的2.48亿台增长至2014年的2.78亿台。随着中国城镇化进程的逐步推进，以及三大运营商对CRT电视更新换代的需求增加，中国彩电行业在2012年仍将保持增长态势。全球消费电子行业在2012年仍将保持增长态势，技术进步实现全球产业链整合，全球营销体系搭建和产品结构优化，通过提升产品竞争力，优化销售渠道，并通过规模效应增加竞争力，实现全球产销量的全面提升。2012年全年LCD电视销量目标为1,380万台，同比增长11%增长17%。

AV产品销量实现同比增长25.8%。公司共推出197个新产品系列，其中包括DVD机、蓝光DVD机、影碟及数码相机、康佳数码相机、DVD、BDVD产品等。

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