

FOR IMMEDIATE RELEASE

HISENSE SHOWCASES TECHNOLOGICAL PROWESS AND GLOBAL GROWTH AT UEFA EURO 2024™

Suwanee, Georgia (June 20, 2024) – Hisense, a global home appliance and consumer electronics brand, is currently making its third appearance at the UEFA European Championship™. As the UEFA EURO 2024™ Official Screen Provider for the Video-Assisted Referee (VAR), Hisense is exhibiting its dedication to technological progress while also highlighting its growing global relevance.

Having partnered with every UEFA European Championship™ since 2016, Hisense has forged a strong and enduring connection with Europe's top football event. Hisense was announced as the UEFA EURO 2024™ Official Screen Provider for the Video-Assisted Referee (VAR) – marking the first time UEFA has authorized exclusive rights to one of its sponsors. The company is providing state-of-the-art screen solutions at the tournament's central VAR Room in Leipzig, Germany, assisting in the on-field refereeing decisions. Hisense is committed to further driving technological development as it continues to elevate viewing experiences.

As the official partner of UEFA EURO 2024™, Hisense continues to innovate in high quality products and services by developing pioneering home appliance technology in the pursuit of improving everyday life. The Hisense ULED Mini LED U7N is the Official Television of the UEFA EURO 2024™, featuring 144Hz Game Mode Pro and AI Sports Mode, which delivers outstanding picture quality and performance, immersing viewing audiences in all the action.

Hisense is currently expanding its globalization strategy and optimizing its global footprint in operating 34 industrial parks, 26 R&D centers while also achieving outstanding results. According to leading international market research institute Omdia, Hisense global TV shipments rank second in the world from 2022 to Q1 2024. Hisense's 100-inch TV shipments ranked No.1 globally in Q1 2024 accounting for 56% of the global 100-inch market.

###

About Hisense

Since 2001, Hisense USA Corporation, a subsidiary of Hisense Group, has been a leading provider of technology products, encompassing a diverse range of offerings such as televisions, Laser TVs and Cinemas, refrigerators, ranges, dishwashers, and an array of air conditioners and dehumidifiers. As the Official TV and Home Appliance Partner of the NBA and the UEFA EURO 2024™, the company places maximum emphasis on performance, quality, and value, leading to remarkable industry growth and a reputation for producing reliable, award-winning products. In 2023, Hisense maintained its position as the second-largest global TV manufacturer for the second consecutive year, demonstrating the company's commitment to superior product quality and the best customer experience.

Media Contact

Hisense USA PR

press.usa@hisense.com