



Dare to dream. build infinity together

TECH INNOVATION FOR ALL | USER CO-CREATION | LEADING WITH TV

iFFALCON 1500

AGENDA



① SALES REVIEW

② **WHY** iFFALCON

③ ROAD TO **1500**



01 SALES REVIEW

① SALES REVIEW

average / store : 6 – 8 units / month

60 STORES	Jan'26	Feb'26	Mar'26	Apr'26	May'26
Store #	51	54	59	47	54
Qty	297	441	930	217	468
REGION [STORE #] - SELL OUT					
REG.1 [16]	89	106	138	68	65
REG.2 [13]	51	88	125	67	98
REG.3 [14]	86	125	156	30	138
REG. 4 [17]	71	122	136	51	166
Others	0	0	375	1	1

OTHERS – Project win overs – REVO Town Bekasi 375 units on Mar' 26

Store	Jan-26	Feb-26	Mar-26	Apr-26	May-26	AVG
MALL ARTHA GADING	19	28	19	14	5	5
PONDOK INDAH MALL		7	9	36	33	33
BOGOR TRADE MALL	6	19	30	8	19	19
RUKO PEMUDA	6	13	26	6	18	18
LIPPO MALL CIKARANG	3	10	9		43	43
RUKO BUKIT TINGGI	1	1	5	1		2
CINERE			2		5	3
NAGA PEKAYON			2	1		1
NAGA WISMA ASRI			1		1	
SPR PLAZA PADANG					1	

REVIEW

- TOP selling stores (avg. 17 units / mth)
MAG, PIM, BTM, Pemuda, Cikarang
- TOP bottom stores (not 1 unit / mth)
Bukit Tinggi, Cinere, Pekayon , Naga Wisma, Padang
- 55 inch still below expectation – as ECII organic major big size
- next opportunities to push up to 75 inch

SKU	Jan'26	Feb'26	Mar'26	Apr'26	May'26	P%
32S55	186	244	363	130	256	50%
40S55	27	46	416	43	50	25%
43S55	81	128	119	36	142	22%
55U65	3	23	32	8	20	4%

02 WHY IFFALCON

About iFFALCON



Worldwide Olympic Partner

Established in **2017**, iFFALCON is a **young smart technology** brand under TCL, created to cater to the dynamic needs of younger users. As a pioneer in the TV industry, iFFALCON is exploring **entry-level smart** home appliances, redefining the tech experience for the **next generation**.

Didirikan pada tahun 2017, iFFALCON adalah merek teknologi pintar muda di bawah naungan TCL yang diciptakan untuk memenuhi kebutuhan dinamis generasi muda. Sebagai pelopor di industri TV, iFFALCON kini mulai merambah ke segmen peralatan rumah tangga pintar tingkat pemula (entry-level), menghadirkan pengalaman teknologi yang lebih modern dan relevan bagi generasi berikutnya.

History



iFFALCON

NiaowoClub

1,500,000+

2,000,000+

8.81%



2017

TCL announced the launch of its TV sub-brand for the younger users iFFALCON.

2018

With the launch of sub-brand iFFALCON in New Delhi, TCL commenced its globalization layout.

2019

Established the 'iFFALCON Alliance' - a strategic platform unifying content resources and hardware ecosystems.

2020

Expanding into Europe, we pioneered the 'Niaowo Club', creating the industry's first interactive forum platform for its users.

2022

Debating at IFA, iFFALCON's Q72 4K QLED TV has surpassed 1.5 million units sold worldwide.

2023

With sales exceeding 2 million units globally, the product has received widespread approval from users worldwide.

2024

Ranking 5th among Chinese TV brands, we secured an 8.81% share of the domestic retail market.

2025

Expanding into Latin and North American markets, we launched the F75 Ultra-Slim Art TV - redefining aesthetic boundaries in home entertainment.

IFFALCON

**electronic
city**
Light **UP** your Moments

IFFALCON



Worldwide Olympic Partner

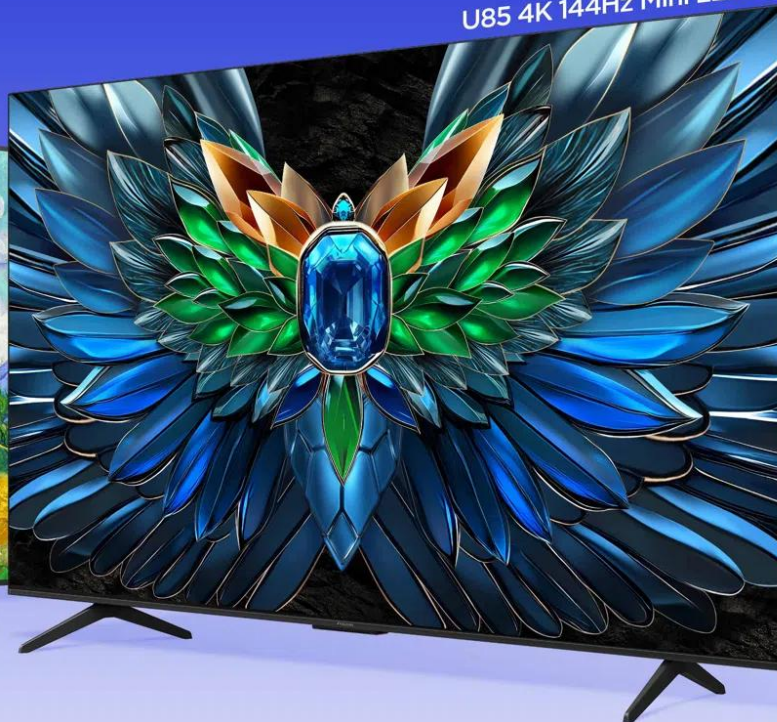
S45 SMART TV



F75 4K 144Hz Ultra Slim TV



U85 4K 144Hz Mini LED TV



U75 4K 144Hz SMART TV

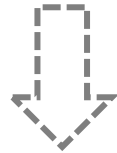


U65 4K HDR TV



IFFALCON

3 + 1



**3 Years
Warranty Panel**



**1 Year
Service Warranty**

U65: 4K UHD



75" | 65" | 55"

Aku cocok untuk orang yang **TV drama enthusiast**, dan sangat cocok untuk menonton 4K TV sangat cocok untukku.

S55: 2K FHD



32" | 40" | 43"

"Google system monitor"
Aku ingin membeli monitor untuk kepuasan menonton



iFFALCON S55



Worldwide Olympic Partner



iFFALCON S55 Google TV

32

40

43

- FHD
- HDR 10
- Dolby Audio
- Google TV – Google Cast
- Multiple Viewing Mode



iFFALCON U65



Worldwide Olympic Partner

iFFALCON U65 4K UHD Google TV

55

65

75



- 4K Ultra HD
- MEMC
- HDMI2.1
- AiPQ Processor
- Google TV
- Google Assistant
- Game Master
- Metallic Bezel-less



MEMC



AiPQ Processor

HDMI™

HDMI 2.1



Hey Google

Hey Google

MEMC

Never miss a detail in fast moving action

MEMC algorithm reduces motion display blur, deducts image tearing and guarantees a silky-smooth scene.



HDR10

See Clear Details with HDR 10

intelligently analyzing images in various scenes, and dynamically adjusting the image signal for enhanced contrast. This ensures that even when viewing non-HDR sources, users can enjoy visual quality akin to HDR content



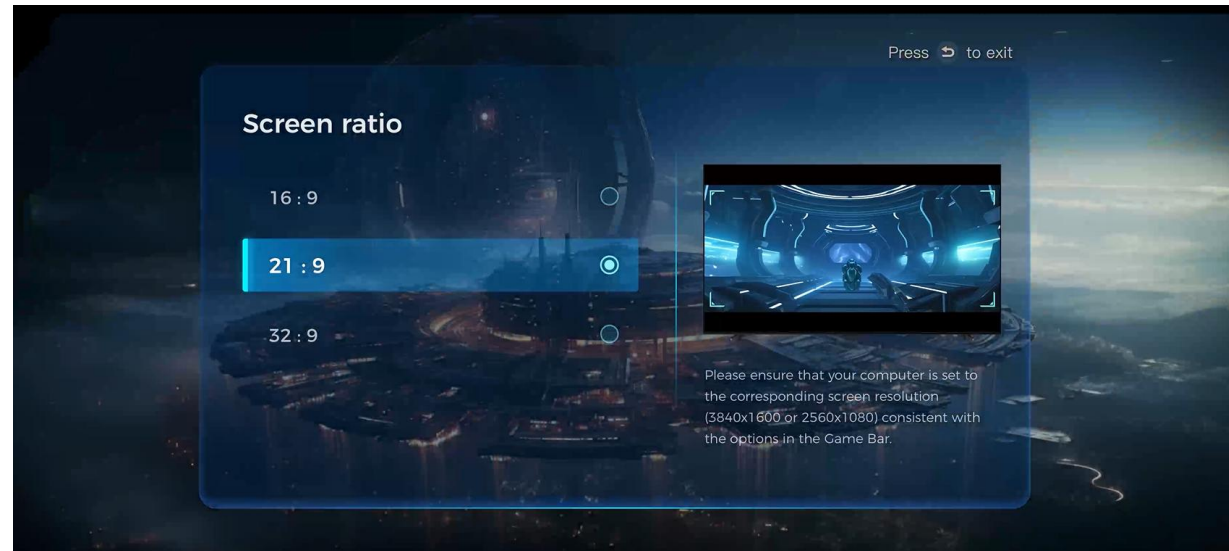
ALLM

Automatic Low Latency Mode and Variable Refresh Rate guarantee the silky smooth console gaming experience by deducting blurs and stutters.



Superwide Gameview

With the 21:9 and 32:9 superwide screen ratio, you can get up to twice the field of view in the game, making you a hardcore gamer ready for any unexpected situation.



IFFALCON S55

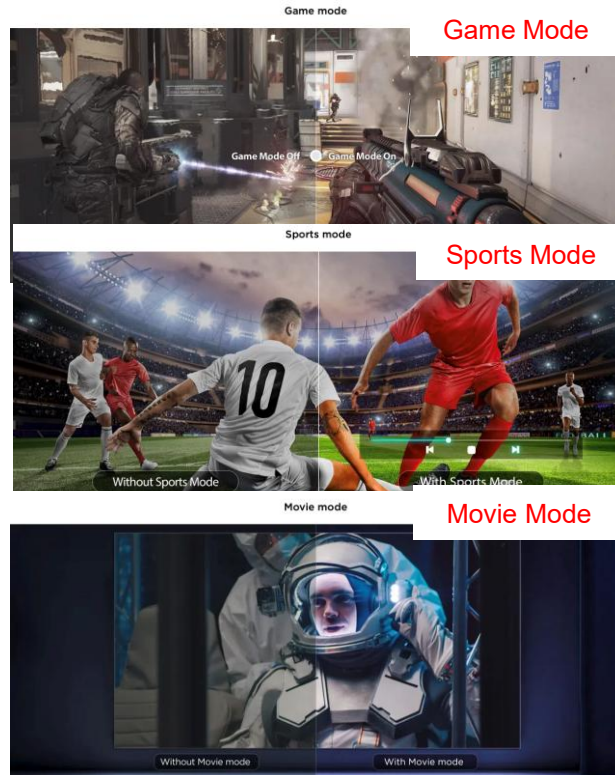
Google TV



2K FHD

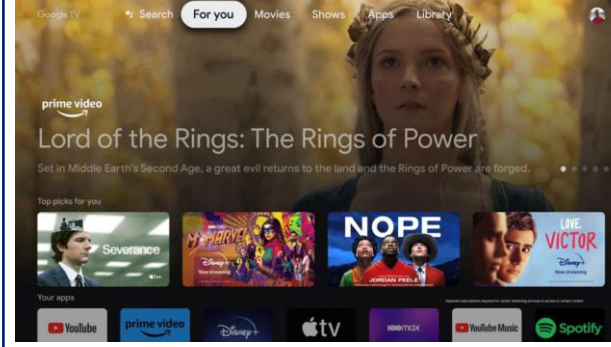


Multiple Viewing Mode



IFFALCON U65

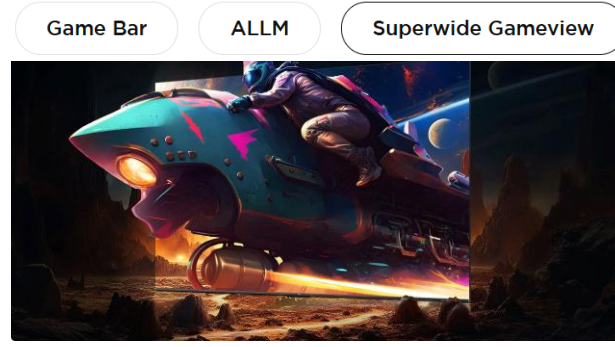
Google TV



4K Ultra HD



Game Master



MEMC



GARANSI 3 Tahun Panel + 1 Tahun Service (Bisa claim berkali-kali)

PRICE STRATEGIC

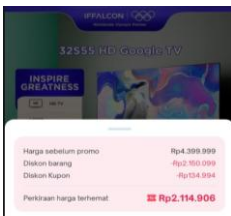
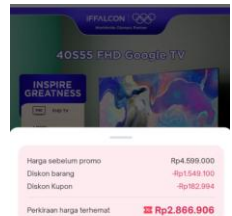
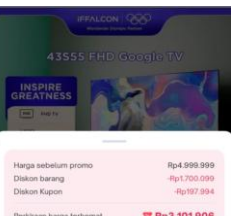
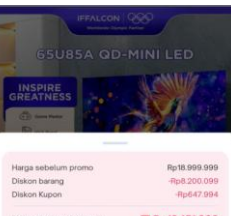
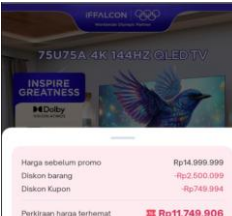
SIZE / BRAND	IFFALCON	TCL	LG	AQUA	Hisense	SHARP	COOCQA	mi
32"	2,249,000		2,799,000	2,279,000	1,999,000	2,899,000	2,199,000	2,149,000
40"	3,149,000			2,699,000	2,799,000		2,999,000	
43"	3,429,000		4,199,000	3,799,000	3,199,000	3,999,000	3,299,000	3,299,000
55"	5,999,000		6,499,000	6,099,000	5,199,000	7,599,000	6,099,000	6,199,000
65"	8,199,000	8,399,000	8,399,000	8,999,000	9,099,000	9,499,000	8,299,000	8,449,000
75"	10,499,000	11,299,000	11,999,000	10,549,000	11,799,000	14,499,000	9,799,000	

PRODUCT COMPARISON			
Specification	IFFALCON	AQUA	Hisense
	S55 SERIES	AQT6600FG SERIES	E5G SERIES
Resolusi	2K FHD	Full HD	Full HD
Sistem Operasi	Google TV (base Android 14)	Android 9.0(Pie)	Android TV 11
Prosesor	Quad-Core Cortex-A55	CA53 Quad Core @ 1.1GHz	CA55 Quad-Core
Garansi	3 Tahun Panel + 1 tahun service (Bisa claim berkali-kali)	3 tahun panel + Service (1 kali claim)	3 tahun panel + 1 tahun service (1 kali claim)

KEY POINT IFFALCON

- Panel warranty 3 Years + 1 Year services
- Affordable BIG SIZE for gaming
- Google TV instead of "JUST Smart TV"
- Affordable for projects chances

ONLINE PRICE COMPARISON

STORE	32S55	40S55	43S55	55U65	65U65	75U65
ECI	2,249,000	3,149,000	3,429,000	5,999,000	8,199,000	10,499,000
SHOPEE						
	2,249,000	3,049,900	3,299,900	5,399,900	10,799,000	11,299,000
TOKPED						
	2,249,900	3,049,900	3,299,900	5,399,900	10,799,900	12,499,900

Price Matters.

But It's Not Everything.



14 DAYS WARRANTY
RETURN & EXCHANGE*



e-cityzen REWARDS



INSTALLMENT &
COMPLETE PAYMENT
OPTIONS



FREE DELIVERY &
INSTALLATION



Store OPEN

Sales person / promoter /
store team AVAILABLE and
NOT Ai Customer Service

WHY BUY IN ELECTRONIC CITY

<u>ELECTRONIC CITY</u>		ONLINE	
Display produk tersedia di toko	✓	Stock produk tidak selalu tersedia	✗
Customer bisa mendapatkan penjelasan yang lengkap mengenai fitur produk oleh staff toko	✓	Biaya tambahan yang cukup tinggi untuk pengiriman, packing dan asuransi	✗
Stock tersedia di toko dan dapat langsung dibawa pulang	✓	Akses untuk aftersales service yang akan memakan waktu dan proses yang panjang	✗
Beragam pilihan untuk metode pembayaran (Banking & Leasing)	✓		✗
Akses untuk aftersales service yang mudah dan dapat dijangkau	✓		✗
Tersedia garansi tukar baru selama 14 hari	✓		✗

POSM



IFFALCON

S55 Google TV

32" | 40" | 43"

POWERED BY TCL



HDR

Detail Lebih Jelas

Menganalisis gambar dalam berbagai adegan dan menyesuaikan sinyal gambar secara dinamis untuk menghasilkan kontras yang lebih tajam.



Sensasi Suara Memukau

Nikmati kualitas suara ultra-realistis yang lebih bertenaga dengan Dolby Audio. Didesain khusus dengan suara sejernih kristal, dialog super tajam, dan detail yang memukau.



Metallic Bezel-less

Layar Lebih Besar, Batas Lebih Tipis

Desain Metallic Bezel-less yang menggabungkan tampilan elegan dengan pengalaman menonton yang imersif. Saatnya menikmati inovasi dan keanggunan dalam satu layar.



IFFALCON

U65 4K HDR TV

55" | 65" | 75"

POWERED BY TCL



Saksikan Dunia yang Lebih Berwarna

Dikembangkan eksklusif oleh TCL, teknologi ini otomatis memaksimalkan ketajaman warna untuk memberikan pengalaman video premium yang jauh lebih nyata.



Sensasi Suara Memukau

Nikmati kualitas suara ultra-realistis yang lebih bertenaga dengan Dolby Audio. Didesain khusus dengan suara sejernih kristal, dialog super tajam, dan detail yang memukau.



Lebih dari Sekedar TV



Service Center ☎ 0800-1900-825 9:00 - 18:00 | 📞 0878-9000-6800 24 jam | 📱 iffalcon.indonesia 🎧 iffalcon.official

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Worldwide Olympic Partner



IFFALCON BOOTH



03

Target sellout / Store

ROAD TO 1500



	TARGET					
RSM	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
BOWO	270	296	324	338	353	355
HENDRO SUSETIO	281	304	332	346	359	370
HUSODO	247	272	300	315	328	335
NOFRIZAL	303	331	363	379	394	410
Others	18	22	26	28	30	30
Total	1.119	1.225	1.345	1.406	1.464	1.500

Target Iffalcon / Store

Ranking	RSM Name	Store Name	Avg/month	Jul-26
1	HUSODO	REVO TOWN BEKASI	92	24
2	HENDRO SUSETIO	Mall Artha Gading	17	29
3	HUSODO	PONDOK INDAH MALL	21	29
4	BOWO	BOGOR TRADE MALL	16	24
5	HENDRO SUSETIO	RUKO PEMUDA	14	24
6	HUSODO	LIPPO MALL CIKARANG	16	24
7	HENDRO SUSETIO	RUKO PURWAKARTA	13	24
8	HENDRO SUSETIO	MAGELANG	12	24
9	HENDRO SUSETIO	SUMMARECON MALL BANDUNG	15	24
10	NOFRIZAL	NAGOYA BATAM	12	25
11	HUSODO	SCBD	11	30
12	HENDRO SUSETIO	RUKO TEBET	11	24
13	HUSODO	RUKO BUARAN	10	24
14	NOFRIZAL	GADING SERPONG	10	25
15	HENDRO SUSETIO	GANDARIA CITY	10	25
16	NOFRIZAL	PURI INDAH MALL	10	25
18	NOFRIZAL	KARAWACI	8	29
19	NOFRIZAL	CENTER POINT MEDAN	10	20
20	BOWO	MARGO	8	28
21	HENDRO SUSETIO	GREEN TERRACE MALL	8	18
22	BOWO	CILEGON CENTER	7	19
23	HENDRO SUSETIO	KOTA KASABLANKA	9	24
24	HENDRO SUSETIO	KRAMAT JATI	7	19
25	BOWO	MALL TAMAN ANGGREK	7	19
26	NOFRIZAL	MEDAN FAIR	9	24
27	NOFRIZAL	KEDATON LAMPUNG	7	29
28	NOFRIZAL	ALAM SUTRA	8	24
29	NOFRIZAL	Tangerang City	7	14
30	BOWO	BOTANI SQUARE	6	29
31	HENDRO SUSETIO	PASKAL 23	6	9
Grand Total			406	709

Ranking	RSM Name	Store Name	Avg/month	Jul-26
32	BOWO	CIBUBUR	6	19
33	BOWO	GAIA BUMI RAYA MALL	6	19
34	BOWO	PIK AVENUE	5	19
35	HENDRO SUSETIO	RUKO AMPERA	7	9
36	HUSODO	BALI DISCOVERY	5	14
37	BOWO	CIBINONG CITY MALL	6	19
38	NOFRIZAL	RUKO KARTINI LAMPUNG	5	19
39	BOWO	METLAND CILEUNGSI	4	19
40	HUSODO	RUKO JABABEKA	4	9
41	HUSODO	BEKASI METMALL	5	19
42	NOFRIZAL	BINTARO	4	19
43	BOWO	CITRA RAYA CIKUPA	4	9
44	BOWO	DUTA MALL BANJARMASIN	5	14
45	HENDRO SUSETIO	JATINANGOR	4	14
46	HUSODO	PANAKUKANG	4	14
47	HUSODO	THE PARK KENDARI	5	14
48	NOFRIZAL	RUKO RAJAWALI PALEMBANG	3	9
49	HENDRO SUSETIO	UJUNG MENTENG	4	14
51	NOFRIZAL	LIPPO MALL PURI	3	19
52	HUSODO	BAG KENDARI	4	4
53	HUSODO	MANADO TOWN SQUARE	2	19
54	BOWO	MARKTLANE SENTUL	2	19
55	HUSODO	TEUKU UMAR	3	14
56	NOFRIZAL	SKA PEKANBARU	3	14
57	HUSODO	TUAL MALUKU	2	9
58	NOFRIZAL	RUKO BUKIT TINGGI	2	4
59	BOWO	CINERE	4	14
60	Others	NAGA PEKAYON	2	9
61	Others	NAGA WISMA ASRI	1	9
62	NOFRIZAL	SPR PADANG	1	4
Grand Total			117	410

**BE
UNSTOPPABLE** >>>

>>> **NO EXCUSES, LET'S DO IT**

TCL
iFFALCON