

PEEK INSIDE THOMSON

THOMSON

A BRIEF OVERVIEW OF THE BRAND

established.
incorporated

PEEK INSIDE



established.
incorporated The Creative Licensing Company.



BLAUPUNKT

THOMSON

NORDMENDE

FERGUSON

SABA



VICTROLA



THOMSON

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OVERVIEW, OBJECTIVES AND HISTORY

The "Friendly Technology" Brand

Thomson is a brand with **a remarkable legacy starting in France in 1893**. Our heritage is built on innovation, quality and reliability, making us a timeless symbol of trustworthiness.

Since our inception, **we are dedicated to enriching lives** through our wide range of products, carefully designed to meet customers needs.

A custom logo has been created for **Thomson's 130th anniversary**, symbolizing the milestone and reinforcing the brand's lasting influence. This emblem acts **as a cohesive symbol** across all communication channels, reflecting the brand's rich history.



EVOLUTION AND MILESTONES

A Pioneer in Consumer Electronics

- 1893.** The French Company Thomson-Houston (CFTH)
- 1936.** First television (819-line Technology)
- 1963.** The French Thomson washing machine (Gyrathomic)
- 1968.** First color television (Ampli Color)
- 1982.** First video recorders/personal computers (T07/MO5)
- 1993.** Arrival of Philippe Starck, Head of creation (3 years)
- 1997.** First DVD player in Europe
- 1999.** First MP3 player in Europe (Lyra)
- 2007.** First VOIP cordless phone (combined w/ web radio)
- 2015 to 2023.** Significant advancements in technology and user experience in various consumer products.
- In 2024, Thomson is advancing its legacy of pioneering technology for contemporary living.**



BRAND IDENTITY AND VALUES

Uniting Technology for All

Thomson is about **inclusive technology, uniting rather than isolating**. Our products are accessible, affordable, and reliable, designed to fit seamlessly into people's lives. **We prioritize usability over perfection**, focusing on proven performance that enhances everyday experiences. **Thomson technology is not just a tool; it's an integral part of our connected lives.**

"We value technology's power to connect and build trust."



LICENSING OVERVIEW AND CATEGORIES

Wide Range of Products

Over the years, Thomson has earned unwavering trust and admiration from our cherished customers. We take pride to consistently delivering on our promises, and it is reflected in **the loyalty and positive feedback** we receive from our customers.

Thomson is considered **as a quality and user-friendly brand** that people can trust. In many categories:

- Television
- Small & Large Appliance
- Computers & Tablets
- Audio & Video
- Telephony
- Home, and many more categories....



PRODUCT RANGE OVERVIEW



SUCCESSFUL COLLABORATION AND BENEFITS FOR PARTNERS

Global Community of Licensees

Thomson maximizes **brand presence at major national and international tradeshows worldwide**, with support from the brand community. This includes:

- IFA Berlin
- CES Las Vegas
- AWE Shanghai, etc...

These events offer invaluable opportunities to showcase the latest innovations and engage with a diverse audience, **reinforcing our commitment to delivering cutting-edge technology globally.**

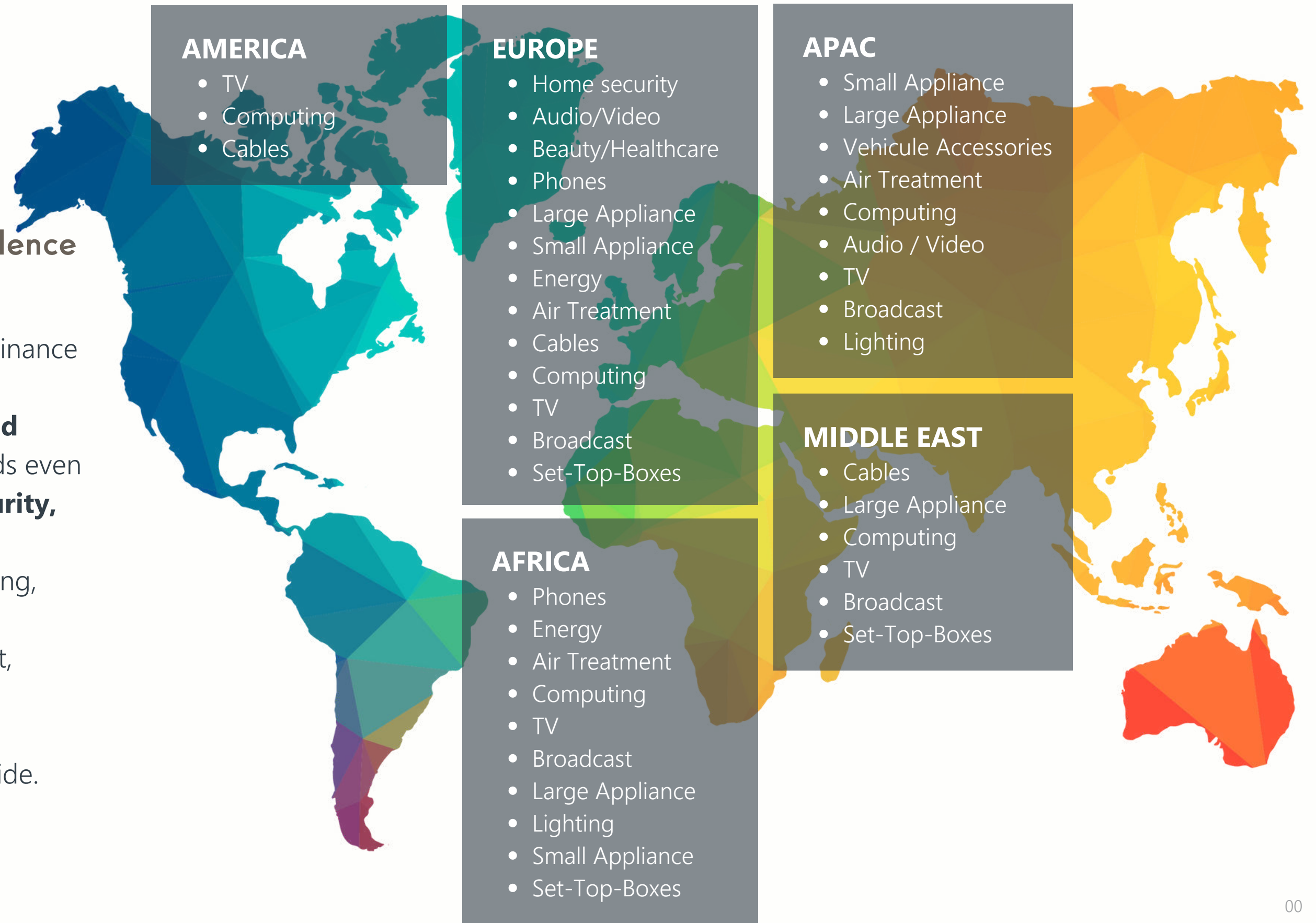


SOURCE: 2023 IFA BERLIN

MARKET PRESENCE

A Global Leader with European Excellence

Thomson's global presence showcases its dominance in various markets, with a notable emphasis on Europe. While excelling **in TV, computing, and cables** in America, Thomson's influence extends even further in Europe, where it leads **in home security, appliances, and broadcasting**. APAC sees Thomson's prowess in appliances and computing, while Africa highlights its strengths **in phones, energy, and broadcasting**. In the Middle East, Thomson stands out **in cables, appliances, computing, and broadcasting**, solidifying its commitment to innovation and quality worldwide.



BRAND POSITIONING

“Mainstream Families” as Main Target

This concept of family prioritize **simplicity and functionality**, eschewing excessive features and complexity. Unlike tech enthusiasts, they aren't captivated by the latest gadgets. Instead, they focus on their family life above all else. **Families are seeking solutions that seamlessly integrate into their daily routines while prioritizing quality time spent together.**

“With Thomson enjoy and share special moments of your life.”

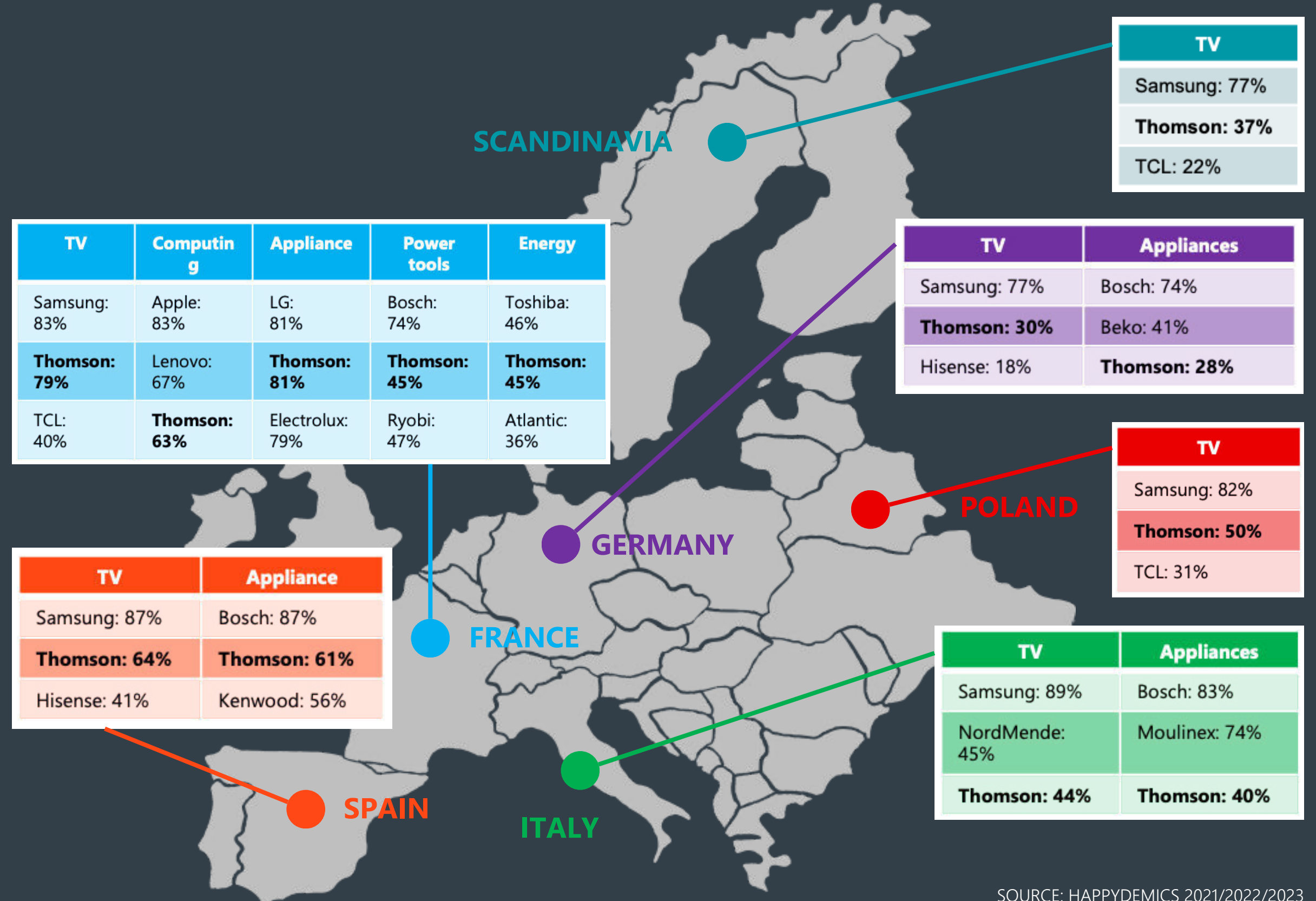


BRAND AWARENESS

European Zone

The Thomson brand is pioneering excellence in Europe:

- In the top 5 in France in Consumer Electronics & Appliances.
- Very well recognized in Latin Europe.
- Over a good 30% in the rest of Europe.

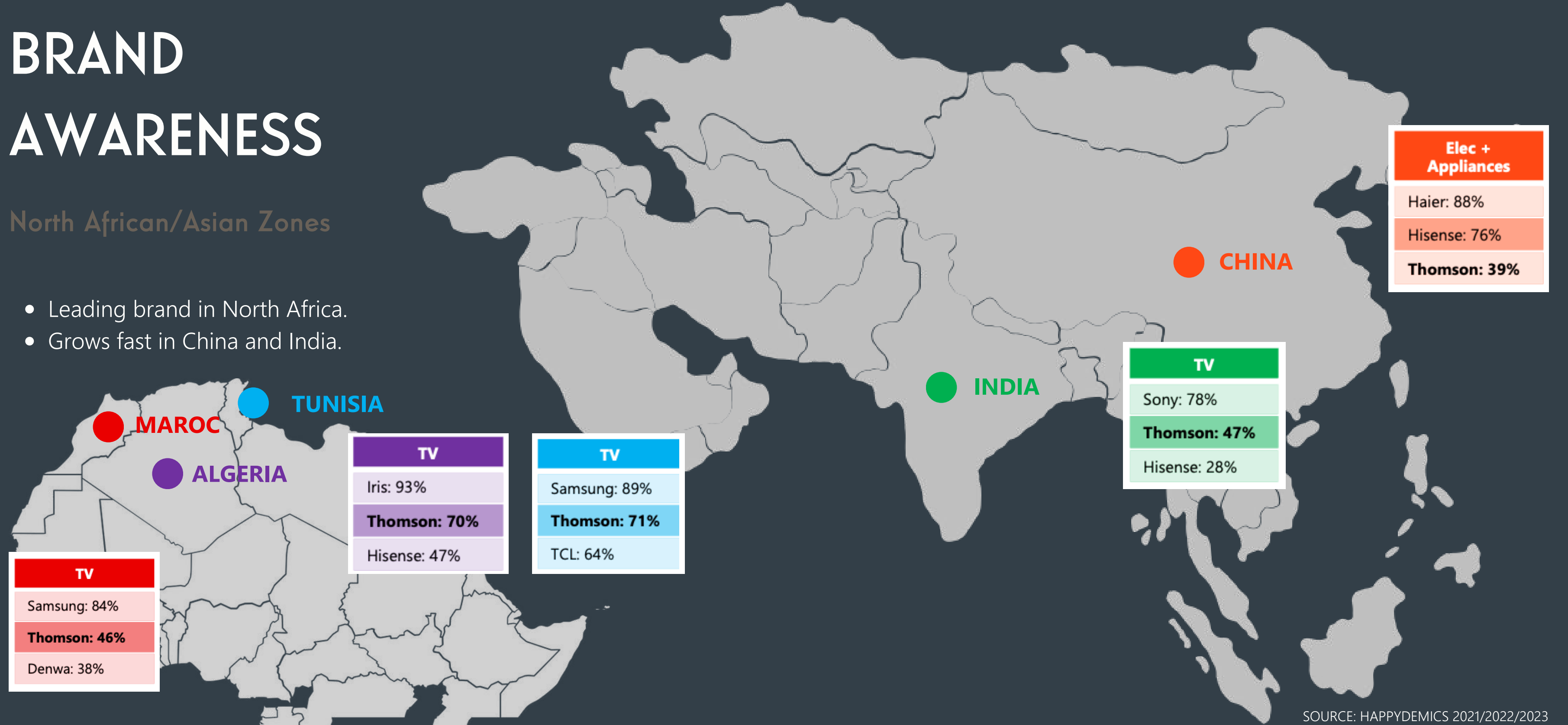


SOURCE: HAPPYDEMICS 2021/2022/2023

BRAND AWARENESS

North African/Asian Zones

- Leading brand in North Africa.
- Grows fast in China and India.

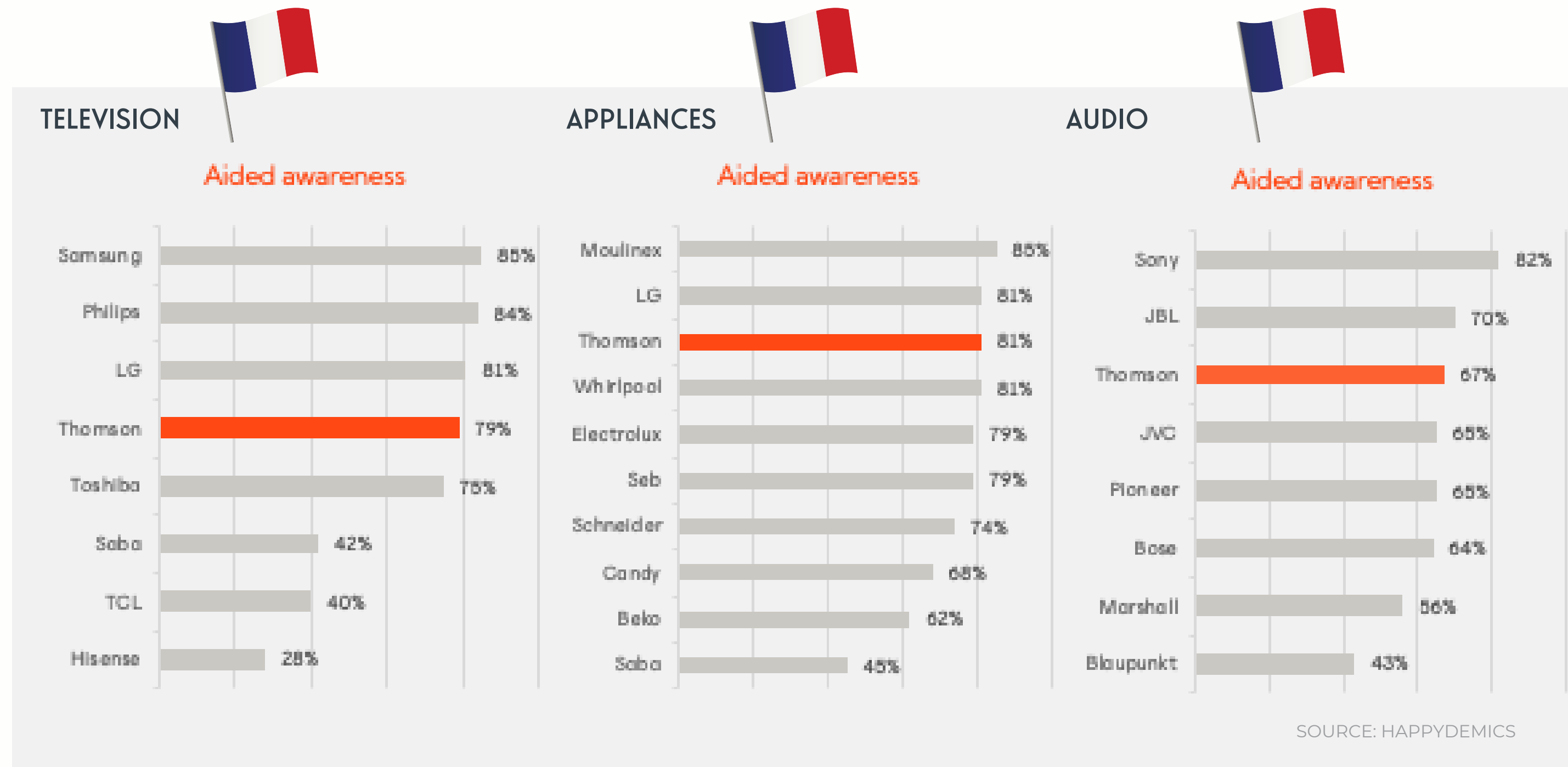


SOURCE: HAPPYDEMICS 2021/2022/2023

BRAND AWARENESS

2023' Survey Results

Thomson excels as a top 5 brand in France and globally, especially among 35-64y-olds. Its strong presence in television, appliances and computing, akin to industry giants, **reflects its commitment to quality and trustworthiness.** Despite challenges in some regions, Thomson remains **a trusted choice**, expanding its influence internationally and cementing its position as a global leader in consumer electronics.





THOMSON is a proud part of established.inc
The powerhouse of profit-boosting licensing brands.

THANK YOU

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