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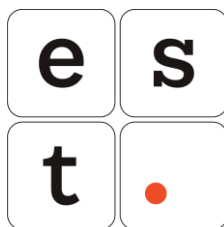
Thomson and Maxtalent Industrial Co., Ltd Expand Strategic Partnership with New Audio Line

PARIS, MARCH 7, 2025 – Thomson has announced the expansion of its successful partnership with Maxtalent Industrial Co., Ltd, a trusted partner in the audio and photo frame industries. This enhanced collaboration includes an extended licensing agreement for audio products in China, the USA, and Japan, alongside the introduction of a new range of digital photo frames under the Thomson brand.

Maxtalent Industrial Co., Ltd, renowned for its expertise in the photo frame sector through its work with the Kodak brand, is set to leverage Thomson’s legacy of innovation and trust—particularly strong in France and Europe—to bring an expanded lineup of high-quality digital photo frames to market. The partnership underscores both companies’ commitment to delivering premium experiences to discerning consumers.

“Partnering with Thomson enables us to combine our proven expertise with a brand that represents quality and innovation,” said Sandy Peng, Brand Director of Maxtalent Industrial Co., Ltd. “We are excited to introduce this new product range to customers in the USA, Europe, and China, offering a modern and stylish way to display treasured memories.”

The new Thomson digital photo frames were showcased at the CES global trade event in Las Vegas and are expected to hit both online and retail channels soon.



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TALISMAN BRANDS (Luxembourg) S.A.R.L.

R.C.S. Luxembourg: B277838

6B, Route de Trèves.

L-2633 Senningerberg,
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VAT ID: LU 35046168

IBAN: LU58 7780 0000 1093 9014

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Management:

Michael Purcell

Frank Goergen

Claire Villeneuve

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With advanced technology and sleek designs, the frames promise to elevate digital photo displays in homes and offices across the USA, Europe, and China.

About THOMSON

With 130 years of heritage, THOMSON has been at the forefront of major technological revolutions, consistently making innovation accessible to all. Today, the brand continues to enrich everyday life with a wide range of reliable, innovative, and elegantly designed products and solutions, spanning Television, Home Appliances, Audio-Video, Telephony, Computing, and Health & Wellness. A trusted name in consumer electronics, THOMSON combines cutting-edge technology with ease of use, ensuring high-quality solutions that fit seamlessly into modern lifestyles.

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For more information, visit www.mythomson.com.

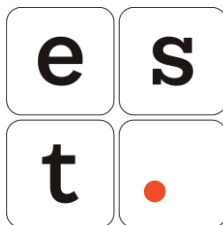
About established.inc

established.inc is a premier brand licensing company, connecting heritage brands with leading manufacturers and retailers worldwide. Our portfolio spans 12 globally recognized brands, including RCA, Blaupunkt, Thomson, Nordmende, and Schneider, across consumer electronics, home appliances, smart homes, e-mobility, and green energy.

Ranked #37 among global licensors and #1 in the pure electronics and appliances industry, our 100+ licensees generate over \$1 billion in annual retail turnover. With a strong presence across the USA, Europe, the Middle East, and Asia, our licensing model fuels business growth, product innovation, and retail success.

More information: www.established.inc

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