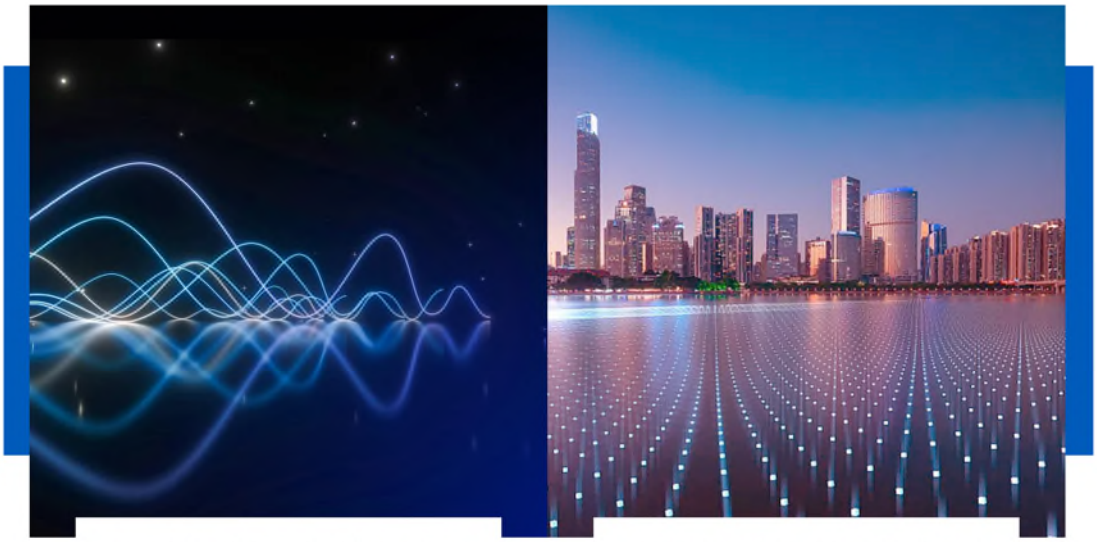
Vision

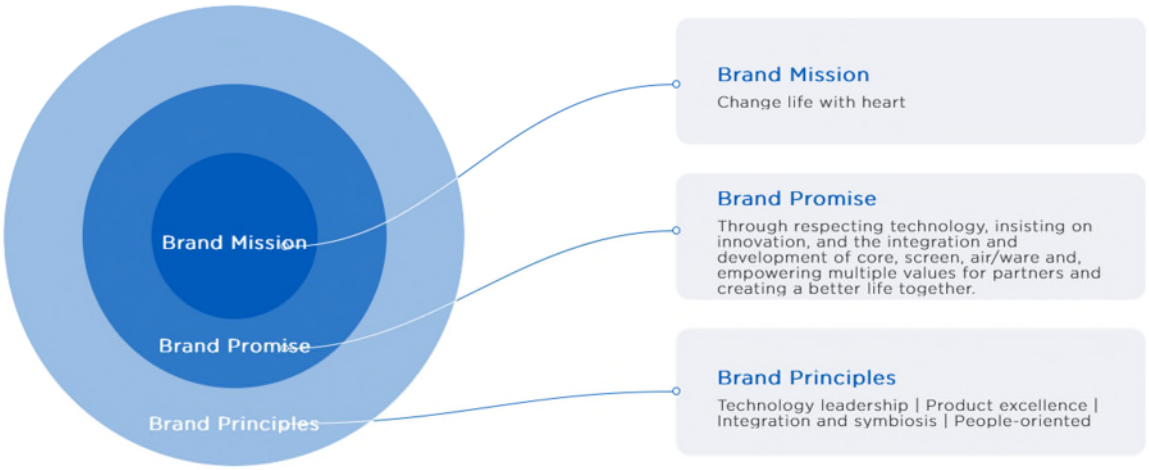
To be the most respected company on earth

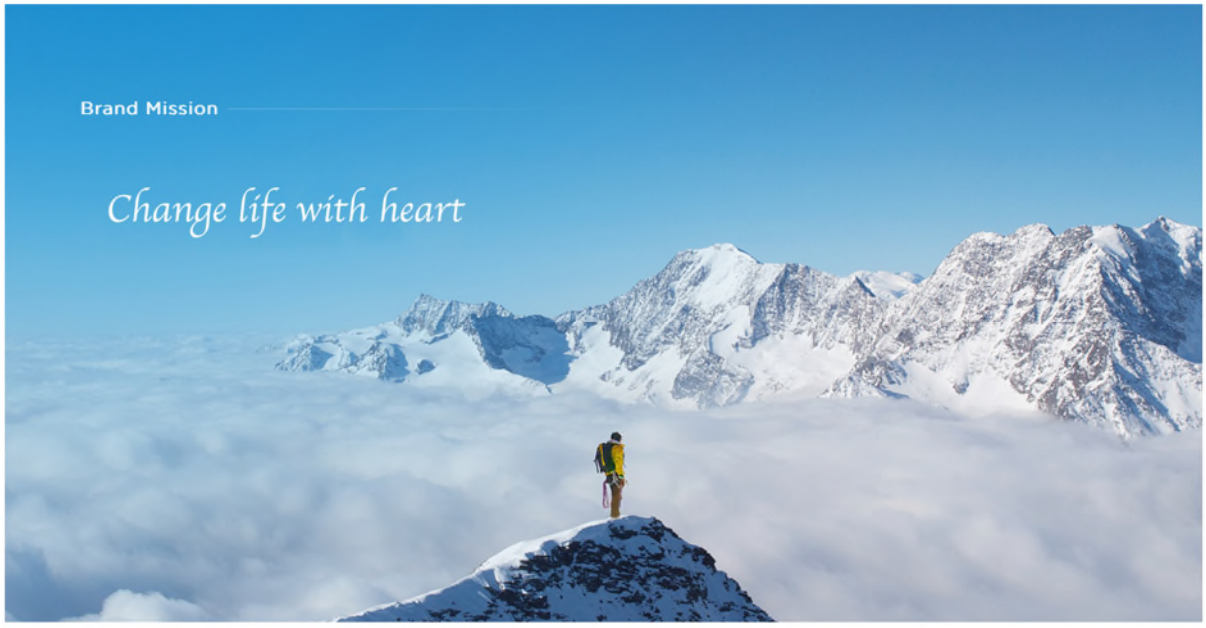


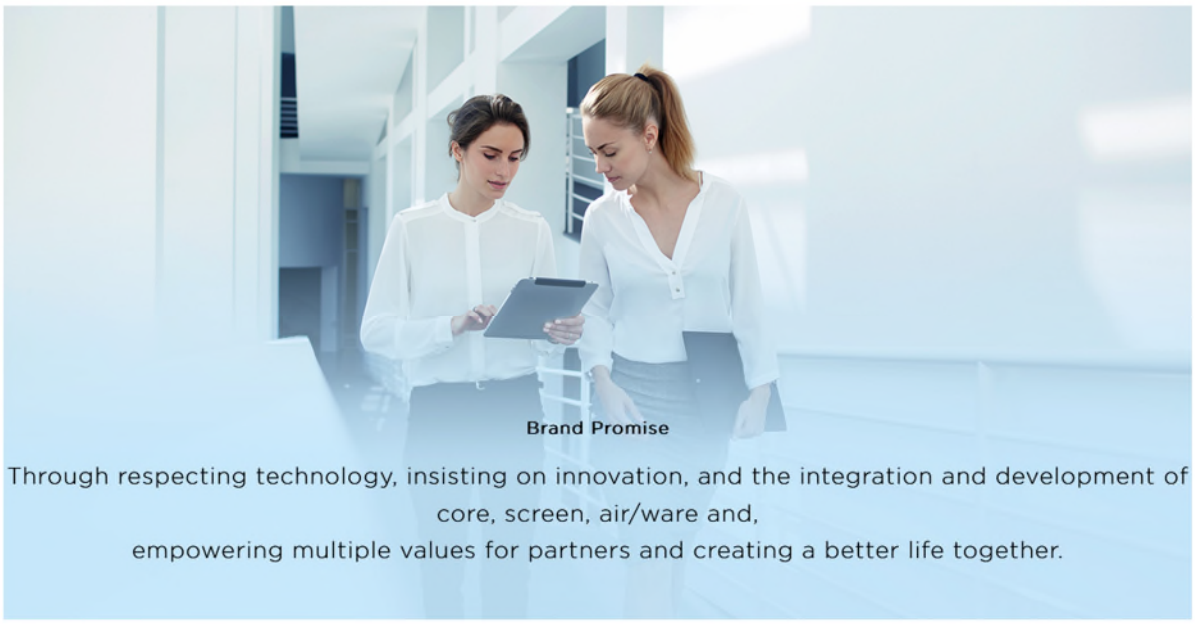
The world leader in semiconductor display industry and all related sensor categories

A global leading player in related smart systems products and services

New Brand Position







Brand Promise

Through respecting technology, insisting on innovation, and the integration and development of core, screen, air/ware and,
empowering multiple values for partners and creating a better life together.

Brand Principles

Technology leadership

Integration and symbiosis

Product excellence

People-oriented

About BOE

About Us

Brand Identity

Values and Philosophy

Global Layout

Social Responsibility

Corporate Honors

News Center

Company Events

Exhibition Events

Industry Exhibition

Innovation Day

Innovation Platform

Open Research Program

Science and Technology Zhihu

BOE Innovation

Collaborative Innovation Platform

Investor Relations

Stock Information

Company Announcements

Financial Information

Company Governance

Investor Services

Join Us

Campus Recruitment

Social Recruitment

Overseas Recruitment

Employee Development

Employee Benefits