

Made for Moments





AMERICAN BRAND

QUALITY PRODUCTS

AT FAIR PRICE





GET A BRAND BORN IN THE USA TRUSTED BY MILLIONS WORLDWIDE

- RCA has been present in every American home from the 1920's until today: first consumer color television, first consumer color video recorder, first consumer color video disc player, and more...
- RCA stands among the top 5 recognized Consumer Electronics brands in the market
- From TVs to Appliances, RCA has one of the widest range of products that fits many store shelves

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1920

1940

1960

1980

2000

2020

19
19



19
39



19
57



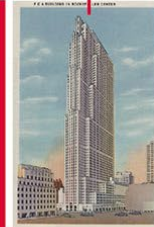
19
72



19
94



19
29



19
54



19
68



19
93



20
19

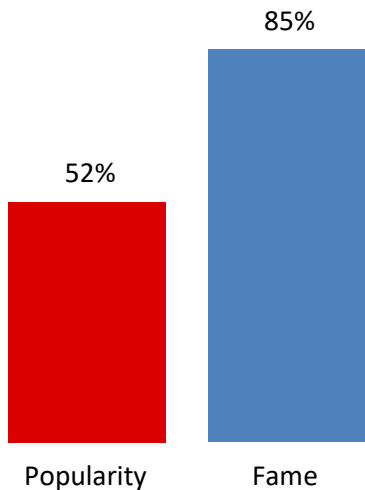


100 YEARS OF LEGACY THAT SPEAKS TO AMERICAN INGENUITY

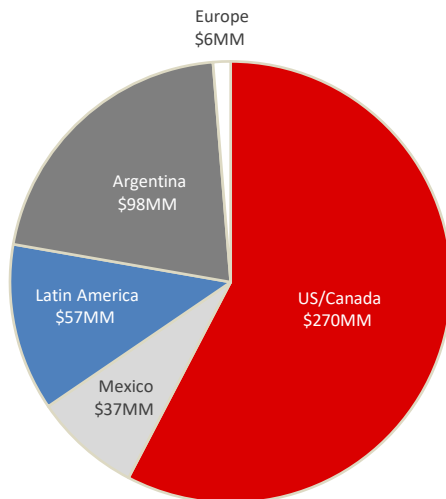


ALMOST HALF A BILLION DOLLARS OF WORLDWIDE SALES IN 2021

According to the 4Q21 "YouGov" Consumer
Electronics brand awareness survey



2021 RCA Retail Sales (\$MM)



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A WIDE RANGE OF PRODUCTS TO FIT CONSUMERS NEEDS AND DESIRES

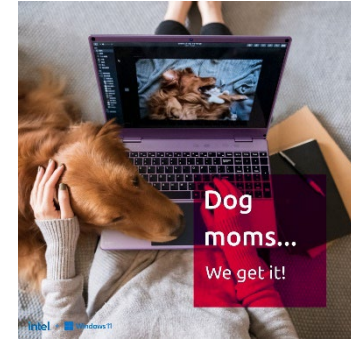


Made for Moments **RCA**



STRONG DEMAND / NO HASSLE

- Year -round digital marketing activations worldwide:
+500M impressions
- Press relations with strong presence at CES Las Vegas
- Guaranteed return rate under industry standard



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THANK YOU

Move forward now to be a part of an
American legacy of innovation and quality

