

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



HISENSE KELON ELECTRICAL HOLDINGS COMPANY LIMITED

海信科龍電器股份有限公司

(A joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 00921)

RESULTS FORECAST ANNOUNCEMENT

This announcement is made in accordance with Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

I. Estimated Results during the Reporting Period

1. Type of Estimated results: Loss Turnaround from Loss ✓ Significant increase over the same period last year Significant decrease over the same period last year
2. Statement of estimated results (these figures are prepared in accordance with the PRC accounting standards)

Item	Current Reporting Period from 1 January 2009 to 30 June 2009(RMB)	Previous Reporting Period from 1 January 2008 to 30 June 2008(RMB)	Increase/Decrease(%)
Net profit attributable to the holders of the parent company	Approximately 150 million	70.67 million	Increase: 100% to 150%
Earnings per share - basic	Approximately 0.1512	0.0712	Increase: 100% to 150%

II. Preliminary Audit of the Estimated Results

The estimated results for the current period has not been audited preliminarily by the certified auditor.

III. Explanation for the Changes in Results

1. As compared with the corresponding period last year, the production costs were under effective control during the reporting period, which was mainly attributable to a remarkable success of a series of cost reduction measures adopted by the Hisense Kelon Electrical Holdings Company Limited (the "Company"). This resulted in an increase in the gross profit margin of the products during the reporting period.
2. Exchange losses of the Company decreased due to a relatively gentle fluctuation of

the exchange rate during the reporting period as compared with the corresponding period last year.

IV. Other Information

For details of the results of operation of the Company for the half year of 2009, please refer to the information to be disclosed in the 2009 interim report of the Company. Investors should remain cautious about the risks relating to investment.

By order of the Board of
Hisense Kelon Electrical Holdings Company Limited
Tang Ye Guo
Chairman

As at the date of this announcement, the Company's directors are Mr. Tang Ye Guo, Mr. Zhou Xiao Tian, Ms. Yu Shu Min, Mr. Lin Lan, Ms. Liu Chun Xin and Mr. Zhang Ming; and the Company's independent non-executive directors are Mr. Zhang Sheng Ping, Mr. Lu Qing and Mr. Cheung Yui Kai, Warren.

Foshan City, Guangdong, the PRC, 8 July 2009