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Hisense 海信科龙

HISENSE KELON ELECTRICAL HOLDINGS COMPANY LIMITED

海信科龙电器股份有限公司

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

(Stock Code: 00921)

ANNOUNCEMENT ON ESTIMATED RESULTS

This announcement is made by Hisense Kelon Electrical Holdings Company Limited (the "Company") pursuant to Part XIVA of the Securities and Futures Ordinance and Rules 13.09 and 13.10B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

I. Estimated results during the current reporting period

1. Period of the estimated results: from 1 January 2013 to 30 June 2013
2. Estimated results: Loss Turnaround from loss Increase over the same period last year Decrease over the same period last year

Item	Current reporting period	Corresponding period last year
Net profit attributable to the shareholders of the listed company	Increased by 50% - 100% as compared to the corresponding period last year	Profit: RMB379.87 million
	Profit: RMB569.80 million –759.70 million	
Basic earnings per share	Profit: approximately RMB0.42-0.56	Profit: RMB0.28

Note: The figures as shown above are prepared in accordance with the PRC accounting standards.

II. Preliminary audit of the estimated results

These estimated results have not been audited preliminarily by certified public accountants.

III. Explanation for the changes in results

According to the preliminary estimate of the financial department of the Company, the net profit attributable to the shareholders of the listed company during the reporting period increased by 50% - 100% when compared with the corresponding period last year, which was mainly due to the relatively significant increases in the sales revenue as well as in the gross profit margin during the reporting period.

During the reporting period, the refrigerator and air-conditioner industries have shown a trend for growth overall. Seizing this market opportunity, the Company has swiftly expanded its scale. The growth rates of the revenue of refrigerator and air-conditioner products are higher than the overall growth rates of the industries. Meanwhile, the Company has also actively adjusted its product structure and launched a series of high-end products leading to continuous improvement in gross profit margin and increase in profitability.

IV. Other Information

For details of the results of operation of the Company for the first half of 2013, please refer to the information to be disclosed in the 2013 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

Foshan City, Guangdong, the PRC, 12 July 2013

As at the date of this announcement, the Company's directors are Mr. Tang Ye Guo, Mr. Ren Li Ren, Ms. Yu Shu Min, Mr. Lin Lan, Mr. Xiao Jian Lin and Mr. Gan Yong He; and the Company's independent non-executive directors are Mr. Xu Xiang Yi, Mr. Wang Xin Yu and Mr. Wang Ai Guo.