

## **NEW DYNAMICS FOR FUTURE SUCCESS**

In 2001, Kelon has been pulling together its resources, implementing comprehensive and thorough reforms to enhance its operating efficiencies and consolidate its business foundations.

Kelon believes that market competition will remain intense. Nevertheless, the Group has revitalized its energies, ready to pursue a year of profitability as its primary goal. The Group will focus on strengthening its core corporate competitiveness, forging ahead with hi-tech products, and aiming to rebuild its many prospects and successes in the domestic appliances market.