

Solid Steps for New Heights

Company Profile

Guangdong Kelon Electrical Holdings Company Limited (“Kelon” or the “Group”) is one of the largest domestic refrigeration appliances manufacturers in China, a market leader in China’s refrigeration and air-conditioning markets. Currently, Kelon has an annual production capacity of 5 million refrigerators and 2.3 million air-conditioners. Its market share for refrigerators remained the largest nationwide for many years.

Headquartered in Shunde City, Guangdong Province, Kelon, one of the pioneers in the industry, commenced the production of refrigerators in 1984. The Group was elected as one of the Top 100 Emerging Market Companies by the World Economic Forum in 1999. In 2001, the Group received *Fortune* magazine’s award as one of the Top 100 China Listed Companies.

Kelon places continuous emphasis on leading technology. In 1996, it won one of the few State Technological Advancement Awards in the industry for its CFC-free refrigeration technology. In 2000, the Group won the same award for its system producing hydrocarbon substances to replace CFC, and became the only manufacturer in the industry to have received this award. At the end of 2002, Kelon held ten core refrigeration technologies which are leading technologies at the national level, while five of them lead world standards.

In March 2002, Kelon introduced its proprietary “Independent Multi Cycling Refrigeration” (IMCR) technology, manufacturing refrigerators that, for the first time in the world, successfully achieved independent temperature controls in the respective cooling and freezing compartments. Subsequently, Kelon also launched its highly efficient and energy-saving cooling and heating air-conditioners “Shuang Xiao Wang” which use the “Greencool Refrigerants”. Its cooling and heating efficiencies reach 3.8 and 4.2 respectively, achieving the world’s leading international standards.

Following Greencool, a shareholder possessing high technologies and an international background, joining the Group, Kelon has not only successfully improved its total operation efficiencies, but also strengthened its competitiveness and leading market position. Kelon is seen as a model enterprise, with the success of its “Privatized Reorganization” in China. This success has taken the Group a step closer to its goal to become a leading international domestic appliances manufacturer.