

# 2002 Major Events Calendar

## January

- Kelon's new management announced its "Technologically Led and Profitability Driven" development strategy and management concept.

## March



- Kelon participated in the first "International Household Appliances Exhibition" in Berlin, Germany, where the Group introduced its "Independent Multi Cycling Refrigeration" ("IMCR") technology for refrigerators. This has been recognized as "new technology that is opening up a new era in refrigeration".
- Launched the "IMCR" Refrigerators.
- Launched the "Shuang Xiao Wang" Cooling and Heating Air-Conditioners.



## April

- Shunde Greencool Enterprise Development Limited completed the share transfer procedures of legal person shares in Kelon and formally became Kelon's single largest shareholder, holding a 20.64% equity interest (204,775,755 shares).

## May

- Launched the "Project of Perfection", aiming at improving product quality and design for the Group's internationalization purpose.

## August

- Kelon/Huabao air-conditioners, with a market share of 7.90%, ranked among top three in a national survey with over a hundred representative air-conditioner distributors.
- Introduced Ronshen Children's Refrigerator series, the first to segment the market by age.
- In an investigation report on over 103 air-conditioner distributors in 22 provinces, conducted by the Market Economy Research Institute of the State Council's Development Research Centre and the Economic Reform and Economic Operations Office of the Ministry of Information Industry in 2002, "Kelon" and "Huabao" brands were ranked in the top three in "Advertisement Impressions", "Leading Brand in Quality", "Leading Brand in Technology", "Leading Brand in Customer Service" and "Fastest Growing Brand" categories.



## October

- Kelon ranked number one in the Media Index of the International Public Relations Association.
- The State Council's Development Research Centre hosted a seminar on "Kelon's Restructuring and Development Model" in Beijing, and the Kelon Model has won attention and recognition from specialists and the industry.

## December

- Launched new brand name – "Combine", targeting the low-end market.
- Kelon's BCD-237AK refrigerators and split unit air-conditioners KFR-35GW/S3F won the Gold Prize, while Ronshen Children's Refrigerators won the Outstanding Award, in "New Product Design" category in the 2nd China Industrial Design Forum.
- "Kelon" and "Ronshen" brands both ranked first in the "PRC Refrigerators Urban Consumer Market Survey" under "Brand Recognition", "Service Satisfaction", "Household Possession Rate" and "Expected Purchasing Rate" categories.