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HUIYIN HOUSEHOLD APPLIANCES (HOLDINGS) CO., LTD.

汇银家电(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1280)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary assessment of the Group's unaudited management accounts for the six months period ended 30 June 2014 and information currently available to the Board, the Group is expected to record a substantial increase in the profit resulting in a net profit attributable to Shareholders for the six months ended 30 June 2014 as compared with a net loss attributable to Shareholders for the six months ended 30 June 2013.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Huiyin Household Appliances (Holdings) Co., Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the Group’s unaudited management accounts for the six months ended 30 June 2014 (the “**Period**”) and the information currently available to the Board, the Group is expected to record a substantial increase in the profit resulting in a net profit attributable to Shareholders for the Period as compared with a net loss attributable to Shareholders for the six months ended 30 June 2013 (the “**Comparative Period**”), mainly due to the followings:

1. no significant impact from the provisions made by the Group in respect of the amounts due from suppliers (if any) as compared with that for the comparative period as a result of the recovery of operation in the upstream industry; and
2. a growth in the Group’s revenue and gross profit which is due to the business development of the Group, the recovery in the household appliance consumer market and new urbanization of rural area.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited management accounts of the Group for the Period and the information currently available to the Board, and is not based on any figures or information which have been audited or reviewed by the Company’s auditor. The consolidated financial results of the Group for the Period have not been finalised and may be subject to any adjustment. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the Period which is expected to be announced before the end of August.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Huiyin Household Appliances (Holdings) Co., Ltd.
Cao Kuanping
Chairman

Yangzhou, PRC
25 July 2014

As at the date of this announcement, the Board of Directors of the Company comprises five executive Directors, namely Mr. Cao Kuanping, Mr. Mo Chihe, Mr. Mao Shanxin, Mr. Wang Zhijin, and Mr. Lu Chaolin, and three independent non-executive Directors, namely Mr. Zhou Shuiwen, Mr. Tam Chun Chung and Mr. Lo Kwong Shun Wilson.