

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



HISENSE HOME APPLIANCES GROUP CO., LTD.

海信家電集團股份有限公司

(A joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock Code: 00921)

**INSIDE INFORMATION ANNOUNCEMENT
REGARDING THE ESTIMATED RESULTS
FOR THE FIRST QUARTER OF 2020**

This announcement is made by Hisense Home Appliances Group Co., Ltd. (the “**Company**”, 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 the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

I. ESTIMATED RESULTS FOR THE PERIOD

1. Period of the estimated results: 1 January 2020 to 31 March 2020 (the “**Reporting Period**”)
2. Estimated results: Loss Turnaround from loss Increase over the same period last year Decrease over the same period last year

Item	The Reporting Period	Corresponding period last year
Net profit attributable to shareholders of the Company	Profit: RMB0 billion - RMB126.4935 billion	Profit: RMB421.6449 billion
	Decrease by 70% - 100% as compared to the corresponding period last year	
Basic earnings per share	Earnings: RMB0 per share –	Earning: RMB0.31 per share

	RMB0.09 per share	
--	-------------------	--

Note: The figures as shown above are prepared in accordance with China Accounting Standards for Business Enterprises.

II. PRELIMINARY AUDIT OF THE ESTIMATED RESULTS

The estimated results for the Reporting Period have not been audited preliminarily by certified public accountants.

III. MAJOR REASONS FOR CHANGES IN RESULTS

According to the preliminary calculation of the finance department of the Company, it is estimated that the Company's net profit attributable to shareholders of the Company for the Reporting Period will decrease by 70%-100%. The decrease in results is mainly attributable to the consumer market being seriously affected and impacted by the outbreak of coronavirus disease (COVID-19) during the Reporting Period which led to a significant decline of the Company's operating revenue and the reduced scale resulted in a significant decrease in gross profit and an increase in expense ratio, which, in turn, led to a significant decrease in operating results.

In view of the huge operating pressure, the Company has actively adopted various marketing strategies, put more effort in sales, strictly controlled expenses, enhanced efficiency and lowered its costs in an effort to ensure the steady development of the Company's operation.

IV. RISK WARNING

The Group's results for the first quarter of 2020, with detailed specific data, will be disclosed in the 2020 first quarterly report of the Company. Shareholders of the Company and potential investors are advised to exercise caution in dealing in the securities of the Company.

By order of the Board

Hisense Home Appliances Group Co., Ltd.

Tang Ye Guo

Chairman

Foshan City, Guangdong, the People's Republic of China, 14 April 2020

As at the date of this announcement, the Company's executive directors are Mr. Tang Ye Guo, Mr. Jia Shao Qian, Mr. Lin Lan, Mr. Dai Hui Zhong and Mr. Fei Li Cheng; and the Company's independent non-executive directors are Mr. Ma Jin Quan, Mr. Zhong Geng Shen and Mr. Cheung Sai Kit.