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HISENSE KELON ELECTRICAL HOLDINGS COMPANY LIMITED

海信科龍電器股份有限公司

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

(Stock Code: 00921)

ANNOUNCEMENT ON

(1) RESIGNATION OF DIRECTOR

(2) CHANGE OF PRESIDENT

(3) CHANGE OF THE PERSON IN CHARGE OF FINANCE AND

(4) CHANGE OF AUTHORIZED REPRESENTATIVE

On 17 March 2015, the board of directors of Hisense Kelon Electrical Holdings Company Limited (the **"Company"**) received the resignation from Mr. Xiao Jian Lin, a director and the president of the Company, and Ms. Li Jun, the person in charge of finance and the chief accountant of the Company, that due to job rearrangement, Mr. Xiao Jian Lin resigned as a director and the president of the Company, and Ms. Li Jun, due to personal reasons, resigned as the person in charge of finance and the chief accountant of the Company. Mr. Xiao Jian Lin, at the same time, resigned as members of the Nomination Committee and the Strategic Committee of the board of directors and the authorized representative of the Company with effect from 17 March 2015. The board of directors of the Company has accepted the resignation of Mr. Xiao Jian Lin and Ms. Li Jun and expresses its gratitude to them for their contributions to the Company during their tenure of office. Mr. Xiao Jian Lin has confirmed to the board of directors of the Company that he has not had any disagreement with the board of directors of the Company during his directorship and there is no other matter that need to be brought to the attention of the holders of the securities of the Company and The Stock Exchange of Hong Kong Limited (the **"Stock Exchange"**). Following the resignation of Mr. Xiao Jian Lin as a director of the Company, Mr. Xiao Jian Lin ceased to be the president of the Company and Mr. Tian Ye (**"Mr. Tian"**) (please refer to Note 1 for the biographies of Mr. Tian) has become the president of the Company in his stead with effect from 17 March 2015 and his term of office will expire at the end of the eighth session of the board of directors of the Company (that is, 25 June 2015). At the same time, Mr. Tian has been appointed as the authorized representative of the Company. Mr. Li Hua (**"Mr. Li"**) (please refer to Note 2 for the biographies of Mr. Li) has become the person in charge of finance and the chief accountant of the Company in Ms. Li Jun's stead with effect from 17 March 2015.

Notes :

Note 1- Biography of president:

Mr. Tian, aged 40, has served successively as the head of the financial planning department of Hisense Electric Co., Ltd. (**"Hisense Electric"**), deputy manager of the business department of the sales company of Hisense Company Limited (**"Hisense Group"**), deputy manager of the financial planning

department of Hisense Electric, the deputy general manager and general manager of Hisense South Africa Development Company and the deputy manager of the purchase department, manager of general manager's office and general manager of purchase centre of Hisense Electric. He has served as the assistant to the general manager of Hisense Electric from August 2006 to March 2010 and served as the deputy general manager of Hisense Electric from March 2010 to April 2013 and the vice president of the Company from May 2013 to March 2015. He has been a director of the Company since June 2014.

Save as disclosed above, Mr. Tian has not held any directorship in any other listed companies for the past three years nor holds interests in any shares of the Company or any of its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance. Save as disclosed above, Mr. Tian does not have any relationship with any directors, senior management, or substantial or controlling shareholders of the Company or its subsidiaries. During the term of his directorship, Mr. Tian will not receive any director's remuneration from the Company, however, Mr. Tian will receive emoluments as the president of the Company in the sum of RMB1,000,000 (before taxation) per year which was determined by the remuneration and appraisal committee of the board of directors after taking into consideration the scale of operation of the Company and the remuneration level of senior management members of other listed companies. Mr. Tian's term of office will commence from 17 March 2015 until the expiry of the term of the eighth session of the board of directors (that is, 25 June 2015).

Save as disclosed above, Mr. Tian confirms that there is no other matter that needs to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on the Stock Exchange nor any other matter that needs to be brought to the attention of the shareholders of the Company.

Note 2- Biography of person in charge of finance and chief accountant of the Company:

Mr. Li, aged 41, holds a Master's Degree in Accountancy, and is a Certified Public Accountant. He has successively served as the deputy head of the financial planning department, deputy director of the information technology centre and head of the operation management department of Hisense Group. He has been the deputy director of the finance and operation management centre of Hisense Group from January 2009 to June 2010. He has acted as the head of the strategic development department of Hisense Group from June 2010 to February 2015.

By order of the Board of

Hisense Kelon Electrical Holdings Company Limited

Tang Ye Guo

Chairman

Foshan City, Guangdong, the PRC, 17 March 2015

As at the date of this announcement, the Company's directors are Mr. Tang Ye Guo, Ms. Yu Shu Min, Mr. Lin Lan, Mr. Huang Xiao Jian and Mr. Tian Ye; and the Company's independent non-executive directors are Mr. Xu Xiang Yi, Mr. Wang Xin Yu and Mr. Wang Ai Guo.