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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 ESTIMATED RESULTS

This announcement is made by Hisense Kelon Electrical Holdings Company Limited (the "Company") pursuant to Part XIVA of the Securities and Futures Ordinance and Rules 13.09 and 13.10B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

I. Estimated results during the current reporting period

1. Period of the estimated results: from 1 January 2016 to 30 September 2016
2. Estimated results: ☐ Loss ☐ Turnaround from loss ☒ Increase comparing to the same period last year ☐ Decrease comparing to the same period last year

(1) From 1 January 2016 to 30 September 2016

Item	The reporting period	Corresponding period last year
Net profit attributable to the shareholders of the listed company	Increased by 50%-100% as compared to the corresponding period last year	Profit: RMB460 million
	Profit: RMB690 million —920 million	
Basic earnings per share	Profit: approximately RMB0.51-0.67	Profit: RMB0.34

(2) From 1 July 2016 to 30 September 2016

Item	The reporting period	Corresponding period last year
Net profit attributable to the shareholders of the listed company	Increase as compared to the corresponding period last year: N/A	Profit: RMB-46.02 million
	Profit: RMB131 million –361 million	
Basic earnings per share	Profit: approximately RMB0.10-0.26	Profit: RMB-0.03

Note: The figures as shown above are prepared in accordance with the PRC accounting standards.

II. Preliminary audit of the estimated results

These estimated results have not been audited preliminarily by certified public accountants.

III. Explanation for the changes in results

According to the preliminary estimate of the financial department of the Company, the net profit attributable to the shareholders of the listed company for the nine months ended 30 September 2016 increased by 50%-100% when compared with the corresponding period last year, which was mainly due to the increase in scale of sales and the improvement in gross profit margin during the reporting period when compared to the corresponding period last year.

IV. Other Information

For details of the results of operation of the Company for the nine months ended 30 September 2016, please refer to the information to be disclosed in the 2016 third quarterly report of the Company. Investors should remain cautious about the risks relating to investment.

By order of the Board of
Hisense Kelon Electrical Holdings Company Limited
Tang Ye Guo
Chairman

Foshan City, Guangdong, the PRC, 13 October 2016

As at the date of this announcement, the Company's directors are Mr. Tang Ye Guo, Mr. Liu Hong Xin, Mr. Lin Lan, Mr. Dai Hui Zhong, Mr. Jia Shao Qian and Mr. Wang Yun Li; and the Company's independent non-executive directors are Mr. Xu Xiang Yi, Mr. Wang Xin Yu and Mr. Wang Ai Guo.