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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 FOR THE YEAR 2016

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 31 December 2016
2. Estimated results: Loss Turnaround from loss Increase over the same period last year Decrease over the same period last year

Item	Current reporting period	Corresponding period last year
Net profit attributable to the shareholders of the listed company	Increased by 80%-100% as compared to the corresponding period last year Profit: RMB1044 million –1160 million	Profit: RMB580.335 million
Basic earnings per share	Profit: approximately RMB0.77-0.85	Profit: RMB0.43

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 estimation by the financial department of the Company, the Company's net profits attributable to the shareholders of the listed company for the reporting period recorded an increase of 80%-100% as compared to the corresponding period last year. The growth of the results was mainly attributable to the increase in the revenue, the increase in the gross profit margin and the substantial

increase in the profit for the reporting period when compared to the corresponding period last year.

During the reporting period, the Company has also actively adjusted its product structure leading to continuous improvement in gross profit margin of the product and increase in profitability.

IV. Other information

For details of the results of operation of the Company for the year 2016, the Company will disclose the same in the 2016 annual report. 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, 12 January 2017

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. Ma Jin Quan ,Mr. Xu Xiang Yi and Mr. Wang Xin Yu.