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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 THREE QUARTERS OF 2023**

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 2023 to 30 September 2023 (the “**Reporting Period**”)

2. Estimated results: ☐ Turnaround from loss ☒ Increase over the same period in 2022
☐ Decrease over the same period in 2022

(1) 1 January 2023 to 30 September 2023

Item	The Reporting Period	Corresponding period in 2022
Net profit attributable to shareholders of the Company	Profit: RMB2,357 million – RMB2,466 million	Profit: RMB1,069.86million
	Increased by 120% – 131% as compared to the corresponding period in 2022	

Net profits after deducting non-recurring profit and loss	Profit: RMB1,994.4 million – RMB2,103.4 million	Profit: RMB775.42 million
	Increased by 157% – 171% as compared to the corresponding period in 2022	
Basic earnings per share	Earnings: RMB1.73 per share – RMB1.81 per share	Earning: RMB0.79 per share

(2) 1 July 2023 to 30 September 2023

Item	The Reporting Period	Corresponding period in 2022
Net profit attributable to shareholders of the Company	Profit: RMB859.44 million – RMB968.44 million	Profit: RMB449.62 million
	Increased by 91% - 115% as compared to the corresponding period in 2022	
Net profits after deducting non-recurring profit and loss	Profit: RMB731.17 million – RMB840.17 million	Profit: RMB347.35 million
	Increased by 111% - 142% as compared to the corresponding period in 2022	
Basic earnings per share	Earnings: RMB0.64 per share – RMB0.72 per share	Earning: RMB0.33 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 by certified public accountants.

III. MAJOR REASONS FOR CHANGES IN RESULTS

The Company's net profit attributable to shareholders of the Company for the Reporting Period is expected to increase by 120%-131% as compared to the corresponding period in 2022. Such increase is mainly due to the fact that the Company has always adhered to long-term capacity building and continued to deepen various reform to realize the overall improvement in the scale, profit, capital and other operation quality.

IV. RISK WARNING

The Group's results for the Reporting Period, with detailed financial information, will be disclosed in the 2023 third 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.

Dai Hui Zhong

Chairman

Foshan City, Guangdong, the People's Republic of China, 11 October 2023

As at the date of this announcement, the Company's executive directors are Mr. Dai Hui Zhong, Mr. Jia Shao Qian, Mr. Yu Zhi Tao, Mr. Hu Jian Yong, Mr. Xia Zhang Zhua and Ms. Gao Yu Ling; and the Company's independent non-executive directors are Mr. Zhong Geng Shen, Mr. Cheung Sai Kit and Mr. Li Zhi Gang.