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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 QUARTER 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 31 March 2023 (the **“Reporting Period”**)
2. Estimated results: ☐ Turnaround from loss ☒ Increase over the same period in 2022
☐ Decrease over the same period in 2022

Item	The Reporting Period	Corresponding period in 2022
Net profit attributable to shareholders of the Company	Profit: RMB532.50 million - RMB625.30 million	Profit: RMB266.23 million
	Increased by 100% - 135% as compared to the corresponding period in 2022	

Net profits after deducting non-recurring profit and loss	Profit: RMB428 million - RMB530 million	Profit: RMB186.13 million
	Increased by 130% - 185% as compared to the corresponding period in 2022	
Basic earnings per share	Earnings: RMB0.39 per share – RMB0.46 per share	Earning: RMB0.20 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 100%-135%. Such increase was mainly attributable to various measures taken by the Company to improve its profit-earning capabilities and operation qualities such as significantly enhancing its sales channel structure and product mix and further optimising its supply chain management system.

IV. RISK WARNING

The Group's results for the first quarter of 2023, with detailed specific data, will be disclosed in the 2023 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.

Dai Hui Zhong

Chairman

Foshan City, Guangdong, the People's Republic of China, 14 April 2023

As at the date of this announcement, the Company's executive directors are Mr. Dai Hui Zhong, Mr. Jia Shao Qian, 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.