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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 Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

I. Estimated Results during the Reporting Period

1．Type of Estimated results: Loss Turnaround from Loss √ Significant increase over the same period last year Significant decrease over the same period last year

2. Statement of estimated results (these figures are prepared in accordance with the PRC accounting standards)

Item	Current Reporting Period from 1 January 2010 to 30 June 2010 (RMB)	Previous Reporting Period from 1 January 2009 to 30 June 2009 (RMB)	Increase/Decrease(%)
Net profit attributable to the holders of the parent company	Approximately 330 million	155.6041 million	Increase: 112. 08%
Earnings per share - basic	Approximately 0. 2437	0. 1569	Increase: 55. 32%

II. Preliminary Audit of the Estimated Results

The estimated results for the current period have not been audited preliminarily by certified public accountants.

III. Explanation for the Changes in Results

In the first half of 2010, the Company implemented a significant asset restructuring. Upon completion of the restructuring, the asset size and operation scale of the Company increased rapidly, with share capital increasing from 992 million shares to

1,354 million shares. Based on the preliminary estimation of the Company's financial department, the Company's net profit attributable to the holders of the parent company for the period from 1 January 2010 to 30 June 2010 increased by RMB174,395,900 as compared to the same period last year.

As the restructuring is a business combination under common control, the Company has made retrospective adjustments to the data in the statements of the same period last year. Based on the preliminary estimation of the Company's financial department, the adjusted net profit attributable to the holders of the parent company for the period from 1 January 2009 to 30 June 2009 amounted to RMB260,370,000, and the net profit attributable to the holders of the parent company for the period from 1 January 2010 to 30 June 2010 increased by 26.74% as compared to the adjusted amount of the same period last year.

IV. Other Information

For details of the results of operation of the Company for the six months ended 30 June 2010, please refer to the information to be disclosed in the 2010 interim 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

As at the date of this announcement, the Company's directors are Mr. Tang Ye Guo, Mr. Zhou Xiao Tian, Ms. Yu Shu Min, Mr. Lin Lan, Ms. Liu Chun Xin and Mr. Zhang Ming; and the Company's independent non-executive directors are Mr. Zhang Sheng Ping, Mr. Lu Qing and Mr. Cheung Yui Kai, Warren.

Foshan City, Guangdong, the PRC, 13 July 2010