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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
CHANGE OF THE PERSON IN CHARGE OF FINANCE**

On 15 August 2012, the board of directors of Hisense Kelon Electrical Holdings Company Limited (the "Company") received the resignation from Mr. Wang Hao, the person in charge of finance of the Company. The board of directors of the Company agrees to the resignation of Mr. Wang Hao and expresses its gratitude to him for his contribution to the Company during his tenure of office. Ms. Li Jun will become the person in charge of finance of the Company in his stead with effect from 15 August 2012.

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. Ren Li Ren, Ms. Yu Shu Min, Mr. Lin Lan, Mr. Xiao Jian Lin and Mr. Gan Yong He; and the Company's independent non-executive directors are Mr. Xu Xiang Yi, Mr. Wang Xin Yu and Mr. Wang Ai Guo.

Foshan City, Guangdong, the PRC, 15 August 2012

Note 1: Brief biographical details of Ms. Li Jun

Ms. Li Jun, aged 37, holds a Bachelor Degree in Accountancy and is a Certified Public Accountant. She was the head of financial analysis of the finance department of Hisense Company Limited from June 2006 to June 2007, and the deputy department head of the audit department of Hisense Company Limited from September 2007 to January 2009. She has been the deputy director of the finance and operation management centre of Hisense Company Limited from January 2009 to July 2012.