



*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 estimate of the financial department of the Company, the net profit attributable to the shareholders of the listed company during the reporting period from January to September 2012 increased by 50% - 100% when compared with the corresponding period last year, which was mainly due to the relatively significant increases in the sales revenue in the third quarter as well as in the gross profit margin during the reporting period.

During the reporting period, in view of the demand for home appliances in the domestic market remaining in a sluggish state, the Company proactively adjusted its product structure, upheld technological innovations and functional upgrades for its products, and continued to increase the proportion of its high-end products so as to drive the continuous increase of the overall market share of the Company. Refrigerator products of the Company acclaimed a market share of 17.27% in terms of retail sales volume in August 2012 according to the statistics of China Market Monitor Co., Ltd., and a relatively significant increase in sales revenue was recorded for the third quarter by the Company. At the same time, the Company exercised stringent cost control, leading to continuous improvement in gross profit margin and increase in profitability.

## **IV. Other Information**

For details of the results of operation of the Company for the third quarter of 2012, please refer to the information to be disclosed in the 2012 third quarterly 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

Foshan City, Guangdong, the PRC, 12 October 2012

*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.*