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Hisense 海信家電

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)

ESTIMATED INTERIM RESULTS 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 June 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: RMB1,303 million - RMB1,491 million | Profit: RMB620.23 million |
| | Increased by 110% - 140% as compared to the corresponding period in 2022 | |
| Net profits after deducting non-recurring profit and loss | Profit: RMB1,092.5 million - RMB1,319.1 million | Profit: RMB428.07 million |

| | | |
|--------------------------|--|----------------------------|
| | Increased by 155% - 208% as compared to the corresponding period in 2022 | |
| Basic earnings per share | Earnings: RMB0.95 per share – RMB1.09 per share | Earning: RMB0.46 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 110%-140% as compared to the corresponding period in 2022. This is mainly attributable to the continuous optimization of sales channel structure and product portfolio, cost reduction and efficiency enhancement, emphasis on refined management, continuous year-on-year improvement in gross profit margin, steady growth in scale, resulting in a significant increase in the Company's operating quality and profitability.

IV. RISK WARNING

The Group's results for the six months ended 30 June 2023, with detailed specific data, will be disclosed in the 2023 interim 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 July 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.