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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)

INSIDE INFORMATION ANNOUNCEMENT REGARDING THE ESTIMATED RESULTS FOR THE YEAR 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 December 2023 (the “**Reporting Period**”)
2. Estimated results: Turnaround from loss Increase compared with the corresponding period Decrease compared with the corresponding period

Item	The Reporting Period	The corresponding period of the previous year
Net profit attributable to shareholders of the Company	Profit: RMB2,750 million – RMB2,850 million	Profit: RMB1,434.90 million
	Increased by 92% –99% as compared to the corresponding period in 2022	
Net profits after deducting non-recurring profit and loss	Profit: RMB2,270 million – RMB2,350 million	Profit: RMB905.50 million

	Increased by 151% –160% as compared to the corresponding period in 2022	
Basic earnings per share	Earnings: RMB2.02 per share – RMB2.09 per share	Earning: RMB1.05 per share

Note: The figures as shown above are prepared in accordance with China Accounting Standards for Business Enterprises.

II. COMMUNICATION WITH THE ACCOUNTING FIRM

The financial figures relating to the estimated results have not been audited by accounting firm. The Company has pre-communicated with the accounting firm on matters relating to the estimated results, and there is no disagreement between the Company and the accounting firm on the estimated results for the Reporting Period.

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 significantly by 92%-99% year on year. Such increase is mainly due to the fact that the Company adhered to long-term capacity building, focused on users, continued to deepen business reform, and focused on efficiency enhancement to realize the overall improvement in the scale, profit, capital and other operation quality.

IV. RISK WARNING

The Group's results for the Reporting Period, with detailed financial information, will be disclosed in the 2023 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, 30 January 2024

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.