

Haier Group

Haier Group, founded in 1984, is a **leading global provider of solutions** for better life and digital transformation. With the purpose of "More Creation, More Possibilities," Haier Group is dedicated to co-creating infinite possibilities for a better life with its users and for industrial development with its ecosystem partners.

As an iconic company in the real economy, Haier Group has always been **user-centered**, focused on original technology, and has built a landscape with two pillars: Smart Living and Industrial Internet.



Haier Smart Home



#1 Company Globally
in Major Appliances



100,000+
Employees



35
Industrial Parks



143
Manufacturing Centers



230,000
Sales Networks Worldwide



5
Key Regions



€33.6 billion*
Operating Revenue



1 billion+
User Families around the World

* Based on the RMB conversion rate

Global portfolio

Haier

Casarte

Leader



GE APPLIANCES

FISHER & PAYKEL

AQUA

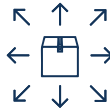
CANDY

Haier Europe

Haier Europe is part of Haier Smart Home, the No. 1 company globally in major appliances and among the Fortune's Global 500 and World's Most Admired Companies.

At Haier Europe, our purpose is to **design the new era of living**. Under our high-end brands, including *Candy*, *Hoover* and *Haier*, we market products to over 45 markets in Europe and beyond.

We have production facilities in Italy, Turkey, Romania, and China. We are committed to strengthening our leadership in IoT by developing **smart home ecosystems** to meet ever-changing user needs.



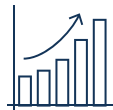
2,700
Suppliers



7,000+
Employees



€3.6 billion*
Operating Revenue



8.8%
Market Share

* Based on the RMB conversion rate

Our Brands



CANDY

Candy is committed to develop **accessible high-quality** appliances that harmoniously brings together **Italian** design and **smart** interaction in order to make things easier in every possible sense.

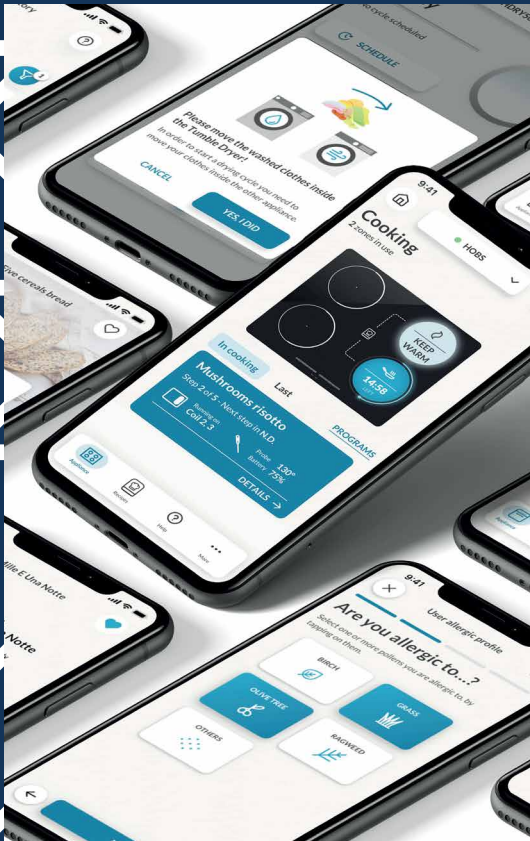


Hoover delivers a new **zero-distance, consumer-centric** approach based on investing in new technologies that truly enrich your life in your own home and an immersive **5 stars** brand experience.



Haier

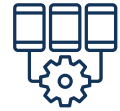
Haier strives to deliver **premium** products that use the latest **technology** in order to respond to the constantly changing needs of the **modern** home.



A SINGLE DIGITAL ENVIRONMENT
to control, manage, enjoy and make the most out of connected appliances by all of Haier Europe's brands



INTUITIVE
Light, friendly and satisfying experience for different users' needs



OPEN
hOn embraces multiple brands and connects with service providers in total safety



ADAPTIVE
hOn is a living ecosystem that adapts itself to brands and products



reddot winner 2020
RED DOT AWARD:
Brands & Communication Design 2020

Haier Attitude – powered by the RenDanHeyi model

The **uniqueness of Haier's organizational model** is key to understanding the whole corporate ecosystem and business strategy. According to **RenDanHeYi**, **employees are perceived as entrepreneurs** and dynamic partners that directly contribute to the company's success, being able to transfer the needs of the consumers and being able to create real value for users according to the "zero distance to consumers" philosophy.

Putting people at the center, from employees to consumers, Haier Europe is guided by **Haier Attitude** and its **three main traits**:

ENTREPRENEURSHIP & INNOVATION



| Self-driven, open minded, risk-taker.

| Passionate with results and tuned-in with consumers' aspirations, measures impact with an outside-in perspective.

| Able to trace and connect germinal elements of innovation, gathers and optimizes internal/external competences to pursue adjacent or divergent business and bring extraordinary experiences to our users.

IOT & ECOSYSTEM THINKING

| A change agent.

| Thrives for idea contamination with a hyper-collaborative approach that breaks silos internally and externally.

| Creates an open ecosystem of users, internal/external developers and partners to imagine the future... a circular community beneficial to all parties, therefore sustainable.

ZERO DISTANCE

| A relentless learner, fueled by consumers' satisfaction.

| Maintains a start-up mentality.

| Adopts an agile approach to new developments, fostering a disintermediated relationship with customers.



Vision

#1

First consumer choice in smart home solutions

Become the undisputed leader in the industry in EU-25

Having the first IoT ecosystems for outstanding experiences

From strategy to execution

Develop an ecosystem of services, enabling the exploration and industrialization of new business and value creation models

Delight consumers with a rich and relevant connected user experience, adding value to all product lines and families

Connecting to sustainable living

We are on a **transformation journey** towards being the first consumer choice for smart home solutions. **Sustainability** is a key enabler in the company's strategic plan as we aim to reduce our **social and environmental impacts** leveraging what is at the core of our business, artificial intelligence and connectivity. The framework we move around is the **UN 2030 Agenda for Sustainable Development** as an action program for **people, planet and prosperity**. As a company, we want to **play our part** in the communities where we operate and contribute in achieving the 17 goals.

Smartability

Home Sustainability through Smart Innovation

Operations

Efficiency is our bottom line

People

Anyone can be Entrepreneur

Data Management

Responsible Data strategy in the IoT Era

We have committed to setting near-term emissions reduction targets with the Science Based Targets Initiative (SBTi)



BrandZ TOP 100 Most Valuable Global Brands

Haier is the world's only IoT ecosystem on the list for six consecutive years



Euromonitor International Ranking

Haier is ranked as the #1 Global Major Appliances Brand according to Euromonitor International for 15 consecutive years



Fortune's Most Admired Companies

Haier Smart Home was once again named one of the Fortune's Most Admired Companies in the world for 2024



Fortune Global 500

In 2023, Haier Smart Home was once again listed on the Fortune Global 500



Terra Carta Seal

Haier Smart Home was selected amongst the recipients of the 2023 Terra Carta Seal for its exceptional circularity efforts and renewable energy targets as well as its ambitious action on connectivity serving sustainability

