

Haier Europe

HAIER PRESENTS AT AWE SHANGHAI THE GLOBAL OFFER OF 7 BRANDS TO PERSONALIZE THE SMART HOME AND SMART LIFE

Shanghai, 14 March 2019 — Haier, the world's first brand of household appliances, will participate in the 2019 edition of the Appliances & Electronics World Expo (AWE 2019) in Shanghai, from 14 to 17 March, under the flag theme "**Home for Next**", a testimony and a photograph on the changes that technology and artificial intelligence are bringing into people's lives.

With a dynamic portfolio of 7 global brands, Haier aims to offer a package of **Smart Home** solutions that **effectively and fully** covers the four fundamental environments of home life, namely bedroom, bathroom, living room and kitchen.

The **Haier, Casarte, Leader, GE Appliances, Fisher & Paykel, AQUA and Candy** brands each meet a different market segment, lifestyle and consumer expectations.

AWE, together with IFA in Berlin and CES in Las Vegas, is one of **the three major international events** for the household appliance and consumer electronics industry, where industry leaders show the excellence achieved in product ranges and the level of innovation obtained, together with their manufacturing excellence.

With an exhibition area of almost **130,000 square meters, more than 300,000 visitors** in 2018 and hundreds of events and press conferences, AWE represents a **formidable platform** capable of enhancing **innovative products and solutions** and combining cross-border elements with an international profile.

The Smart Home solutions proposed by Haier will be **the protagonists in Hall 5 of the exhibition**, where there will be space for the offer of appliances **designed for the smart home**, with the aim of improving the features and functions available to customers and accelerating the development of the sector.

In particular, the offer presented has the following features:

- The uniqueness of **the first complete set up of smart home**, organized on four main spaces, covering all needs and expectations through the integration of the features and the offer mix of the seven brands;
- **The high level of customization**: while most of the competitors offer a standardized and unique offer, Haier offers consumers the possibility to customize and personalize products and solutions, adapting them to real needs and expectations;
- The call for **an intelligent and smart lifestyle**: Haier does not stop at proposing technological solutions, but intends to create an ecosystem in which appliances and technological devices dialogue with each other, creating an intelligent platform capable of managing all consumer needs, from food ordering, cooking and preparation to storage and cleaning and washing;
- **A new level of artificial intelligence and communication**: the products presented at AWE 2019 can be activated via remote control, with the ability to operate commands and functions, such as room temperature, with the sole use of voice.

"Over the past 34 years, Haier has evolved from a major home appliance brand, with a record 10 consecutive years of sales that have led it to become a world leader, to a smart home ecosystem brand that looks to the future," Wang Ye, Vice President and General Manager of Smart Home at Haier, said. "As the global home appliance industry enters the era of the smart home, Haier is ready to accompany customers around the world in exploring and discovering the new solutions and possibilities it offers."

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Haier Europe is part of the Qingdao Haier group, world leader in the household appliances sector, founded in 1989 and listed on the Shanghai Stock Exchange since November 19, 1993.

Since its foundation, Qingdao Haier has grown in response to consumer needs through its strategic commitment to innovation, branding, R&D and intelligent manufacturing, as well as national and international expansion, becoming one of the global leading manufacturers of home appliances. The Group's vision is also to become the global leader in IoT at the service of intelligent home appliances.

As of today, Qingdao Haier has a global market share based on volumes of 15.1% in large household appliances, 22.7% in free-standing refrigeration appliances and 19.8% in household cleaning appliances (source: Euromonitor International) and a global turnover close to 40 billion Euro.

Since January 2019, after the merger with the Candy Group activities, Haier Europe ranks fifth in Western Europe.

Haier Europe can count on highly successful brands such as Candy, Hoover, Rosières, Haier, GE Appliance and Fisher & Paykel, which aim to become the consumers "top of the mind" in their respective market segments and geographical areas.

Haier Europe is headquartered in Brugherio (MB), Italy.

For further information:

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