

Haier Europe

IFA 2019: HAIER PRESENTS ITS IOT ECOSYSTEM AND MULTI-BRAND OFFER THROUGH AN INNOVATIVE AND INTERACTIVE USER EXPERIENCE

The hero products, technologies and innovative solutions of the international Candy, Hoover and Haier brands will be presented in an exhibition area of more than 3,400 square meters with a big portion specifically dedicated to IOT solutions and Ecosystem

Haier is getting ready to play a leading role at **IFA 2019**, the event dedicated to the best of consumer electronics and household appliances, to be held in **Berlin from 6 to 11 September**, in an edition that promises to beat any previous record.

The figures of the **2018 edition** – with over **1,800 exhibitors** and a total exhibition area of **over 161,000 square meters** – confirmed the interest and attention of the major players in the sector and of the visitors to an event which can provide **one of the most important hotspots** in the world for the launch of **the most important new products** in the **digital lifestyle field**.

A prestigious international setting, **3400 square meters** of exhibition space and **two ambitious objectives for the group**: on the one hand, showcasing the strong complementarity of the three brands – Haier, Candy and Hoover – in proposing innovative and customized products and solutions in the **washing, cooling, cooking and SDA sectors**; on the other hand, in emphasizing a **cutting-edge IOT ecosystem** capable of generating value for all the reference targets.

Located in **Hall 3.1** – with the addition of an outdoor space between **Hall 3.1 and Hall 5.1** – the Haier exhibition area will be marked by a **dynamic, immersive and visually striking philosophy**.

Visitors will be invited to **interact directly with the products** and experience **the most innovative technologies** for themselves: Events, animations, demonstrations and show-cooking, enhanced by the presence of led-walls and **scenic installations** will contribute to **offer the public an engaging and interactive user experience, the result of a growing technological leadership**.

Absolute protagonist of Haier presence at IFA 2019 will be the presentation of **the Smart Home Ecosystem, with over 400 square meters located in the center of the exhibition space**, clearly showing the centrality in Haier's global strategy.

Haier's capability to propose **new solutions related to the development of smart technology** and the Internet of Things results in Domestic appliances and smart product families able to **connect to external devices and services**, creating a **true intelligent and predictive Ecosystem** at the service of the consumer, which sees the concept of Smart Home translated into reality.

Furthermore, during IFA, a series of **signed high-level technological partnerships** will be presented and introduced – starting with those with **Amazon and Google**, aimed to establish protocols for connecting the

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household appliances with **digital butlers to directly interact with the appliances** or to have the possibility to access to **automatic reordering systems** of consumable and detergent products such as **Amazon DRS**.

Haier Brand: Top innovation and design to provide customized solutions

The Haier brand is **positioned in the Group's highest end of the product range**, thanks to **high-tech solutions** with **an advanced and sophisticated design** that guarantee a personalized and **absolute user experience**.

Haier offers **household appliances** that integrate perfectly with a **dynamic and modern lifestyle**, tailored for those who are constantly looking for innovation and quality without sacrificing a strong aesthetic design component.

Haier means technological innovation at the highest levels, and at IFA it will propose solutions dedicated to **cooling and washing** - in which the brand has been playing a leading role at world level for several years both in terms of products and market shares – with a launch of a new **built-in range**.

I-Refresh Technology will be the protagonist of the washing area, a new system that uses Air Washing giving consumers the opportunity to take care of premium and delicate materials, offering customers a customized and unprecedented experience.

The brand's super hero, however, will be the cooling area, with the presentation of a line of refrigerators equipped with **Fresher Techs Technologies**, premium and high-technology solutions that are rooted in the DNA and know-how of Haier in developing innovations aimed to effectively preserve food for longer: the antioxidant zone, the fast-freezing zone and the ABT system are included within the main functions that allow customers to increase the freshness of food, cool them faster or eliminate 99.8% of harmful bacteria.

Important news also on the **Built-In** front, where Haier will mark an important novelty: **the launch of a complete range** of ovens, hobs and hoods with sophisticated design and equipped with innovative technologies, designed to be positioned on a premium segment of the market.

Candy: the perfect choice for everyone. Smart and accessible solutions in full Italian style

The exhibition area dedicated to **Candy** focuses – as always – on the values that define and have made the brand known. For over 70 years, **Candy** has provided **brilliant and simple ideas delivering intuitive, accessible and smart products**, aimed to **simplify consumers' everyday life** and respond to their real needs.

Candy follows a very precise paradigm: **simple and affordable connectivity for everyone** making every day easier.

Candy's experience in washing, combined with a strong component of smartness, has led to the development of the **RapidO'** washer and dryer, designed to stand for the real uniqueness on the market thanks to its main features. **RapidO'** ensures the most complete set of rapid washing programs on the market (9 cycles in less than one hour), with **great ease of use** and ergonomic design. The higher and larger porthole, in fact, facilitates the loading and unloading of clothes. Moreover, the exclusive **"Snap&Wash"**, allows to easily snap

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you pile of laundry letting the Candy simply-Fi App suggest you **the best rapid programme**, according to the type of laundry, colors and volume detected.

The distinctive skills of Candy are also reflected in *the cooking area*, where Candy has a **solid success tradition**, and is now the only brand providing a **complete range of connected ovens**, from entry level to premium models.

At IFA 2019, the cooking hero product will be the **Smart Steam Wi-Fi** oven, characterized by ease of use combined with a complete set of functions that can be activated with the simply-Fi App: over 200 dedicated and automatic recipes, voice interaction (via App or digital butler) and the possibility to remotely control and activate the maintenance of the oven. Moreover a touch of steam will make food and bakery in particular much more tasty.

Candy will also introduce the **Convivio** refrigerator as the cooling area hero product, the unique double door with the top flexible use compartment “5 in 1” solutions. Just set it as refrigerator or freezer with different temperatures, a flexible space to comply to every need, in full Italian style.

Hoover: Performance and reliability for the family's wellbeing

A **historical and reliable brand** acknowledged as a reference in the household appliance sector for over 100 years, Hoover offers a range focusing on the values that identify it – **performance, wellbeing and trust**.

The search for **optimal and increasingly high performance** is combined with a **constant attention towards the customer and the environment** to provide products that can ensure wellbeing for the whole family thanks to a healthy and balanced lifestyle, **within a path** that starts from the kitchen and ends with the care of the person and the house.

The absolute protagonists of the *washing area* will be the new **H-WASH 500 washing machine**, capable of responding to any type of washing need, thanks to a complete set of care programs and a brushless inverter motor capable of accelerating washing and guaranteeing the highest efficiency on the market, and the **H-DRY 500 dryer**, the most ecological model on the market capable of guaranteeing emissions close to zero, with a flow of air that allows the achievement of a high-energy class.

H-FREE 500 will be the hero product among the small household appliances, the new addition to the H-FREE range, which has won a number of awards in recent years: H-FREE 500 is **characterized by its compactness and by the Wi-Fi connection that combine with maneuverability and an high autonomy**, thanks to the H-LAB lithium battery.

H-KEEPHEAT, the first and only oven designed also to preserve food, already protagonist at IFA 2018, will be the hero product of the cooking area, where visitors will appreciate the ability to combine **high cooking performance with the ability to preserve and serve tasty food**, suitable for an healthy lifestyle.

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“IFA is the ideal stage to present our products, our technologies and above all the philosophy from which they stem, and which inspires them. Haier is the world’s leading group in the household appliance sector and is the fastest growing group in Europe, as it strongly believes in innovation and in the desire to offer solutions that are closer and closer to the consumers’ expectations and needs,” said **Yannick Fierling, CEO of Haier Europe.**

“In this edition of IFA, we are present for the first time with Candy and Hoover brands together with Haier, and this allows us to present an even more complete, articulated and wide offer, which combines the strong tradition, prestige and reliability of two major brands with the premium value of the only IoT brand included in the yearly ‘BrandZ Top 100 Most Valuable Global Brand’.

We do think that this combination can allow us to achieve our goal more quickly – the creation of an ecosystem built on the smart home, in which consumers of the present and the future can live and interact with each other”.

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

Since its foundation, Haier has grown, meeting consumer needs through its strategic commitment to innovation, branding, R&D and smart manufacturing, as well as through the national and international expansion, becoming one of the world’s largest manufacturers of household appliances. The Group’s vision is to also become the global leader in IoT for intelligent household appliances.

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

Haier Smart Home has been, in October 2018, the first company to enter the D-Share Market of China Europe International Exchange (CEINEX D-Share Market) to promote its brand and to support the growth of the company’s business internationally with a focus on Europe.

Since January 2019, after the merger with the Candy Group’s activities, Haier Europe has ranked 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.