



IFA 2019:

**HAIER PRESENTS ITS NEW COOLING RANGE EQUIPPED WITH FRESHER TECHS:
HIGH-TECH SOLUTIONS FOR FRESHER FOOD**

Preserve life's flavour: Haier starts from his claim and brings its know-how and experience in the new F+ range of Refrigerators, featuring innovative technologies and premium design

Haier, the world's **number one brand** for Large Appliances*, is to present **Fresher Techs Series**, a range of refrigerators designed to propose **unprecedented products** in terms of technology and innovation on the market.

Fresher Techs consist of a set of exclusive cooling technologies designed to achieve a ultimate food freshness through **premium solutions** designed to better manage the temperature and cooling areas of the refrigerator and to best preserve the freshness of food and beverages, according to Haier's claim "**Preserve life's flavour**".

Hero product of the Haier cooling area at IFA 2019, Fresher Techs will be integrated in the brand new product range presented, able to combine innovative technologies and superior design to deliver tailor-made experiences: **Haier F+(HFF-750) Refrigerators** will be equipped with Antioxidant Box, Infrared Sensor, ABT antibacterial system and Fast Freezing Zone while also customized with the Switch Zone and the Auto Door Open system to make daily life easier.

These Exclusive Fresher Techs are able to really improve the way customers live and interact with the fridge, giving a full range of solutions: the "**Antioxidant Box**" is able to reduce the deterioration of food by removing oxygen content of the box, extending product life by 8 times**, while the "**Infrared Sensors**" can identify which part of the refrigerator needs the greatest flow of cold air, extending the life of the products stored inside.

Other high-tech solutions that will be shown and equipped at IFA are the "**ABT system**" – that thanks to a special UV light can prevent the formation and proliferation of bacteria throughout the refrigerator air flow, protecting the taste of the food and removing odors – the "**Fast Freezing Zone**" – an area where the food is quickly brought to a temperature of -24° C.

Custom and personalized solutions are also the "**Switch Zone**", that gives more flexibility in the use of space by converting part of the freezer in a refrigerator, and the "**Auto Door Open**" that opens the drawer by simply pushing a button on the display panel.



Other patented and exclusive Fresher Techs are the **“Fresher Shield”** – designed to eliminate or reduce temperature fluctuation inside the fridge – the **“Instant Cool”** – which allows to shorten the process of cooling the temperature of drink – and the **“Humidity & Dry Boxes”** – aimed to drastically increase or decrease the humidity level in dedicated areas, to store food more effectively and for a longer period of time.

Among a complete range of Fresher Techs Fridge, Freezers and Wine Coolers, F+ Refrigerators represent the *new frontier of cooling* according to Haier, that aims to reach **“Zero Distance with the customer”** giving them the best experience on the market in terms of freshness, hygiene and preservation.

** With a 15.4% global market share and a 21.9% market share (25,8% in Freezers 17,9% in Wine Coolers) in the refrigeration segment.*

Source: Euromonitor International Limited; retail volume sales in units based on 2018 data.

*** certified by VDE*

HAIER EUROPE

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

Since its foundation, Haier Smart Home has grown to meet 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 world's largest manufacturers of household appliances. The Group's vision is to also become the global leader in IoT for intelligent household appliances.

Haier now has a global market share based on volumes of 15.1% in large appliances, 22.7% in 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 was the first group to join the D-Share Market of the China Europe International Exchange (CEINEX D-Share Market) in October 2018, to promote its brand and support international business growth with a focus on Europe.

Since January 2019, following the merger with the Candy Group's assets, Haier Europe has been ranked fifth in Western Europe.

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

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