

Haier Europe

HAIER PRESENTS ITS VISION OF SMART HOME AND INTELLIGENT ECOSYSTEM AT IFA 2019

An area in the center of the Haier exhibition space at IFA 2019 will be dedicated to the presentation of Smart and IOT Solutions: the driver of a consolidated strategy that has led the group to lead the household appliances market and to aim decisively at the consumers of the future

Home appliances and related applications, Internet of Things, Voice Control, Smart Home: **IFA 2019** will be the stage and the showcase for a direction in which all major players are now competing, and in which **Haier**, thanks also to the acquisition of **the Candy Group**, is the leader and absolute protagonist.

Since many years Haier is projected into the future, thanks to technologies and innovations that **bring the product and the integrated solution to levels previously unimaginable for the sector**. In recent years, Haier has marked a track record of successes and achievements that have led it to become the **Group that grows more in Europe** and that see in the show scheduled in Berlin from 6 to 11 September an important step.

Starting from the narrative and visual representation: through **an area of over 700 square meters dedicated to smart home and smart & Internet of Things solutions** located in the center of his exhibition space at IFA, Haier reflects the strong orientation towards this direction also with the **recent change of its name from “Qingdao Haier” to “Haier Smart Home”**.

The narration of a global and consolidated leadership in all market segments and for all types of consumers is translated into **18 connected product families and over 2000 Haier references in smart appliances**.

Not only that: the stated objective is to go beyond domestic appliances and intelligent product families to arrive at an integrated solution, capable of interconnecting third-party devices and services, creating a **true open and integrated ecosystem at the service of the consumer**, in which the concept of Smart Home is translated into reality.

Haier's success starts and is built on a **multi-brand strategy** designed to propose **solutions from the entry level to the Premium segment** based on the needs and preferences of consumers, which are studied, analyzed and then clustered with **innovative methodologies**, in order to provide the closest and most suitable response to the needs of each of them.

Alongside traditional market research and panel-marketing, **methods based on Big-data and Advanced analytics in real time** are used. This allows to collect and analyze the huge amount of data coming from the large installed fleet of Smart Appliances (**considering Europe alone, Haier has over 1 million users connected to its appliances**) that communicate with cloud-based systems, capable of providing timely and continuous information on the use, habits and preferences of consumers at an aggregate level, always in full respect of privacy and ensuring maximum transparency and control over personal datas.

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The information provided by the connected household appliances is then made available to **all the company functions involved in the processes of conception, development, pre-sales and support (Marketing, R&D, Quality, After Sales Service)**, to create and propose products on the market that are increasingly closer to the **real needs of consumers** and to provide an active and targeted support in the after-sales phase.

The extensive and accurate work carried out internally is accompanied by **a series of partnerships of primary importance with the digital services most relevant to consumers**, to offer them new features and simplify their lives. In the foreground, the compatibility with **Amazon Alexa and Google Assistant**, allows the natural dialogue between user and appliances; then, the implementation of the **Amazon DRS system** for the automatic reordering of consumables and detergents; also, the integration of thousands of recipes, enriched with nutritional data, developed by the community of the startup company **Oreogano**; finally, the availability of **YouTube** videos through the growing number of connected appliances with multimedia capabilities.

From the **technological** point of view, the collaborations range from the design of experiences between the digital and the physical world with specialized design studios (**Accenture, Enhancers, NTNext**), the use of **cloud infrastructure services** of the aforementioned Amazon (**AWS IoT Core**) and Google (**Dialogflow**), up to the joint development of cutting-edge smart technologies with the most advanced **research centers (Cefriel, Moxoff and BDSound)**.

In the coming months, Haier aims to **further expand** its already rich team of ecosystem partnerships to consolidate its **leadership position in the smart appliances market in Europe**.

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.