

Haier Europe

HAIER EUROPE: MARCO FOSSATARO IS THE NEW CHIEF FINANCIAL OFFICER

We will Lead the Administration, Finance & Control Department.

Fossataro has a successfully international 20-years track record in the financial sector

Marco Fossataro has joined **Haier Europe** – part of Haier Smart Home, the number 1 Group* in Major Home Appliance - as **Chief Financial Officer**, effective December 1, 2020.

In his role, he will be leading the Administration and Finance & Control Department with responsibility on **Accounting, Financial Planning & Analysis (FP&A), Treasury, Tax and Credit Management**, operating as a key business partner to secure viability and growth and to complement Haier's strong performance-oriented culture.

With a successful track record, Marco has a **long international experience** in all aspects of corporate finance, financial planning and accounting, gained in different industries, businesses and continents.

In his 20 years experience he has covered **major roles as CFO, General Manager, Board Member and Supervisory Board Member** in both international ventures and fast-growing market, leading global teams and supporting multi-billion dollar operations within dynamic market environments.

After the graduation in Business and Administration at the "Università La Sapienza" in Rome and the Executives MBA achieved at Colombia Business School and London Business School, Marco joined **KPMG Consulting** in 1999 and then spent a brilliant multi-year career at **Enel**, where since 2003 he took over several roles as Group Procurement Control, CFO of **Enel Green Power North America**, prior to becoming GM Financial Holdings at **Enel Netherlands Corporate Center** and, later, Vice President and CFO of **Enel Russia**.

He also served as EMEA CFO and Vice President for **Whirlpool Corporation** from 2016 to 2018.

Marco Fossataro, that joins **Haier Europe** after two years as Chief Audit Executive and Supervisory Board Member at **Terna S.p.A**, will report directly to Haier Europe CEO, Yannick Fierling, and in dotted line to Haier Overseas CFO, Yu Yingbo.

He will also be part of the **Haier Europe Senior Leadership Team**.

About Haier Europe

Haier Europe is part of Haier Smart Home, the number one group in home appliances at global level and among the Fortune Global 500 Companies. Listed on the Shanghai Stock Exchange (SHA: 600690) since 1993, Haier Smart Home is present in all 5 continents with 25 industrial parks, 10 research and development centres and approximately 100,000 employees. With an operating revenue of 25 billion Euro in 2019, the company's global sales network covers more than 160 countries.

Haier's vision is to become the global leader in IoT for smart home appliances. Haier Smart Home is the first Chinese company to enter the D-Share Market of the China Europe International Exchange (CEINEX D-Share Market) in Frankfurt in October 2018, with the aim to promote the brand and support its business growth internationally and in Europe, where the company counts on successful brands such as Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel. The company's European headquarter is located in Brugherio (MB), Italy.

For more information, please visit the [website](#).

*With a market share of 15.7% in sales volumes for large household appliances Source: Euromonitor International Limited; retail volume sales in units based on 2019 data.