

Haier Europe

IFA GPC 2020: HAIER PRESENTS ITS LEADERSHIP IN THE DOMESTIC APPLIANCE MARKET BASED ON THE IoT ECOSYSTEM AND A MULTI-BRAND STRATEGY

Haier will be among the absolute protagonists, with the introduction of new services and platforms and the launch of major new products for the Haier, Candy and Hoover brands

The 2020 edition of the **IFA Global Press Conference**, which, following the COVID-19 emergency, replaces the traditional exhibition dedicated to the world of consumer electronics, will see **Haier, the world's number one*** in household appliances, as one of the absolute protagonists.

The presentation by **Yannick Fierling, CEO of Haier Europe**, to be held **on Thursday, September 3, at 3:15 pm**, will range from innovations in the **IoT ecosystem** — with exclusive features created for the management of technological platforms and the introduction of new partnerships — to the **launch of new products and solutions** that leverage the values and distinctive characteristics of the Group's brands.

IFA 2020 will be the ideal scenario to anticipate the user experience the brand **Haier** is working on, with the launch of a new range of connected wine cellar and the debut in the **built-in segment**, with the preview of a new range of ovens, induction hobs and hoods. **Candy** continues his mission in providing solutions able to simplify the consumers' everyday life with the launch of a new range of **washing machines** that further evolve the concept of Smart Washing. **Hoover** focuses on wellness and healthy lifestyle, proposing a series of innovations for the care of the home and the environment, with the launch of a new wellbeing ecosystem line that relaunches the brand's mission and vocation.

Haier's leadership, **global and consolidated in all market segments** and for all types of consumers, is based on a **one-of-a-kind organisational model** — which has allowed the successful integration of global realities such as GE Appliances, Fisher&Paykel and the Candy Group in Europe — and on a **multi-brand strategy**, designed starting from the *"Zero Distance with Consumer"* value to provide products and solutions able to meet any consumers' need.

An objective that turned into an ambition: **to transform and to evolve** the consumer journey **from product to experience**, involving and stimulating end users through a natural and adaptive dialogue, not only with household appliances but also with third party devices and services, creating a **real open and integrated ecosystem**, which has translated the concept of **Smart Home** into reality.

The extensive and accurate work carried out by Haier internally — with the launch of the new **hOn App**, which can manage all the Group's products and services with a single solution — is flanked by **a series of major partnerships** with technology and **digital service** providers, the latest of which is the one signed with **Vivino**, that will allow users to recognize and catalog thousands of wines, to optimize the functionality and experience of the Haier premium range of wi-fi wine cellars.

Recently awarded in the **"BrandZ Top 100 Most Valuable Global Brands 2020"** ranking as the only brand in the *"IoT Ecosystem"* category, Haier wants to continue with the development strategy that

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has led it to be **at the top of the Euromonitor ranking** of household appliances manufacturers for 11 consecutive years, and to be **fastest growing company in Europe**.

“We are excited to participate to this unique event for our industry: despite the emergency we are facing, IFA remains an essential opportunity to present our product innovations and solutions that allow us to get as close as possible to the consumers’ expectations and needs,” Yannick Fierling, CEO of Haier Europe, said. “The strong link to technology, and the creation of ecosystems built from the Internet of Things are the two main assets we aim to for turning our vision of Smart Home and Smart Living into reality,” he added.

**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.

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Haier Europe is part of the Haier Smart Home group, the global No. 1 brand in the large household appliances sector and one of the Fortune Global 500 companies.

Listed on the Shanghai Stock Exchange (SHA: 600690) since 1993, Haier Smart Home is present on all 5 continents with 25 industrial parks, 10 research and development centres and about 100,000 employees.

The company achieved revenues of approximately 25 billion Euro in 2019, and has a global sales force in more than 160 countries.

Haier’s vision is to become the global leader in IoT serving smart solutions in the home. 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 goal of promoting the brand and supporting business growth internationally and in Europe, where the company markets Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel branded products. Haier Europe is headquartered in Brugherio (MB), Italy. More information is available [here](#).