

# Haier Europe

## HAIER EUROPE DONATES 2,500 PROTECTIVE SUITS TO THE LOMBARDY REGION TO COPE WITH THE CORONAVIRUS EMERGENCY

*Milan, 13 March 2020* — Following the intensification of the Coronavirus emergency, **Haier Europe** — a leading company in the household appliance market with a strong presence in Lombardy due to the acquisition of the Candy Group — has decided to **donate 2,500 protective suits** already supplied to the company.

The health equipment, which was ordered from the European headquarters in Brugherio at the beginning of last month and already sent to China in the amount of 1,235 units, **was delivered today and made immediately available** to ARIA SPA, a company that handles purchases and supplies for the Lombardy health system.

This donation is part of **the series of actions taken by the Haier Group** to deal with the situation since the spread of the virus, including the donation of 5,000 masks to the ULLS 2 in Treviso in recent days and the adoption at company level of precautionary measures such as the travel ban for critical areas, the communication of behavior guidelines and ad personam monitoring.

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### HAIER EUROPE

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

*Since its foundation, Haier Smart Home has grown in response to 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 global leading manufacturers of home appliances. The Group's vision is also to become the global leader in IoT at the service of intelligent home appliances.*

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

*Haier Smart Home was the first group to enter the China Europe International Exchange (CEINEX D-Share Market) in October 2018, to promote its brand and support business growth internationally with a focus on Europe.*

*Since January 2019, after the merger with the Candy Group activities, Haier Europe ranks 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

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

## **For further information**

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