

Haier Europe

HAIER IS FIRST IN THE HOUSEHOLD APPLIANCE MANUFACTURERS RANKING FOR THE ELEVENTH YEAR IN A ROW

Haier Smart Home is the first household appliance brand in the world according to the “Global Major 2020” ranking drawn up by the business intelligence company Euromonitor International.

16 January 2020 - For the eleventh consecutive year, **Haier Smart Home** is leading the global ranking of home appliance brands. Drafted annually by **Euromonitor International**, a leading global provider of business intelligence, the report ranks manufacturers **based on retail sales value**.

In addition to being **ranked number one in Major Household Appliances**, Haier is **ranked number one in refrigerators for the twelfth consecutive year, number one in washing machines for 9 years, number one in freezers for 10 years and number one in wine cellars for 11 years**.

The award rewards Haier’s efforts to **achieve global leadership** by consolidating world-leading brands within its portfolio and accelerating the development of an **innovative IoT ecosystem**.

Over the past decade, the household appliance industry has undergone a radical transformation, which is why Haier has reaffirmed its willingness to **focus its strategy on personalisation, globalisation and the development of the IoT ecosystem**, with an **ongoing commitment to research and development** and the ability to adapt its business model to the latest technologies and the wishes and expectations of consumers.

In the era of **Industry 4.0** and related smart homes, Haier aims to meet an increasingly sophisticated demand for products and services: instead of simply **producing smart appliances**, Haier **has designed a smart home ecosystem** that leverages IoT and smart appliances to improve the quality of life for all consumers.

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.

Haier 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 is headquartered in Brugherio (MB), Italy.

For further information

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