

## Haier started production in its brand-new IoT, Industry 4.0 cooling plant in Romania

**Haier announces that the company's first cooling factory in the European Union, Haier Tech Romania, started its production. The facility manufactures best-in-class refrigerators, both built-in and freestanding, for the 3 brands of Haier Europe – Candy, Hoover and Haier.**

Haier Tech is located in the Allianso Industrial Park at Aricestii Rahtivani, near Ploiești, about 70 km away from Bucharest, and started earlier this year the production of best-in-class refrigerators with focus on connectivity, preservation and reduced energy consumption.

With an investment exceeding more than 70 million Euros, the plant features latest IoT, Industry 4.0 innovations and covers an area of 63,000 sqm. It will employ more than 800 employees who are supported by robots and cutting-edge machinery and will have a production capacity of over 1 million refrigerators per year to serve both domestic and international markets, thus representing the biggest cooling export hub for Haier in Europe.

*"I'm extremely excited and proud to announce that, despite all the challenges and headwinds, our teams managed to deliver on time and achieve this milestone for Haier in Europe." says Yannick Fierling, Chief Executive Office, Haier Europe – "This first cooling production facility in the EU will allow us to shorten our logistics and time to market, in line with our zero distance with consumers core value and vision to be the first consumer choice for smart home solutions."*

The Romanian plant is a first-class factory featuring premium production processes thanks to Haier's advanced R&D, manufacturing capabilities and know-how. It features the company's COSMOPlat platform, the world's first industrial internet platform that allows whole-process user participation and mass customization centered on user experience. The platform - which has been promoted and replicated outside China in different industries around the world - invites customers to engage in every step to deliver products and services that best meet their needs.

Haier Tech will serve the European market and consumers and it will represent a strategic pillar in the leadership's consolidation path of the Company in the refrigeration segment worldwide. It also demonstrates the company's plans to expand further the production site to significantly increase capacity in cooling and potentially other product's categories.

### **About Haier Europe**

*Haier Europe is part of the Haier Smart Home Group, the number one company globally in major appliances and a Fortune Global 500 company. Listed in Shanghai (600690.SH), Frankfurt (690D.DE) and Hong Kong (06690.HK), Haier Smart Home is based on 5 continents with 14 R&D centers, 122 manufacturing plants, and about 100,000 employees. The company achieved global revenue of approximately over 26.5 billion euro in 2020 and has a global sales force in more than 160 countries. Haier's vision is to become the global leader in Internet of Things (IoT), providing households across the world with smart solutions. Haier Smart Home is the first Chinese company to enter the D-Share Market and was Prime Standard listed on the Frankfurt Stock Exchange in 2018. One of the company's main goals is to promote the brand and support 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 about Haier Europe is available [here](#).*