

HAIER EUROPE FURTHER EXPANDS ITS PRODUCTION CAPACITY WITH A NEW DISHWASHER FACTORY IN TURKEY

The new factory represents a milestone and strong long-term commitment to Haier Europe's strategy for dishwashers and a further step in company's growth in Europe.

With more than 40M EUR investment into the new state of art production site, the inauguration comes shortly after the opening of the new tumble dryer factory in 2021.

Eskişehir, Turkey, 17 November 2022 – Haier Europe, part of Haier Smart Home – the number one company globally in major appliances for 6 years in a row¹ - is expanding **its manufacturing footprint in Europe with a new dishwasher factory in the company's industrial site in Eskişehir, Turkey.**

With **an investment of more than €40 million**, the new factory will have **full capacity of 1 million units per year**. The new production facility strengthens Haier's presence in Europe, where the company stands out for its product leadership across several categories and aims to become among **the top three appliance manufacturers in the region**. In line with the company's *zero distance* philosophy, this milestone marks a further step in Haier Europe's growth strategy and places Turkey as the company's largest production and export center in Europe to serve European and global markets.

The new factory - that is equipped with solar panels in line with the company's sustainability commitment to reduce environmental footprint within its manufacturing processes - will provide the base for scalable and modular features that will drive attributes and brand differentiation and features improved production capacity with **high automation** levels: operating robots and advanced production processes thanks to 100% automatic measuring systems, leakage detection and full traceability of critical components.

With its new dishwasher plant, Haier Europe is further establishing its product leadership in the washing sectors in **both freestanding and built-in segments** for the three pan-European brands – Candy, Hoover and Haier – with core technologies, connectivity, high energy classes as well as innovative and visible features.

Haier Europe's advanced R&D and manufacturing know-how will be implemented in the production of a wide range of premium connected products, with Inverter Motor as core technology, and including the newest Candy **Rapido'**, Hoover **H-Dish 700**, and Haier **I-Pro Shine Series 7 and 6** dishwashers, with the aim of improving production capacity, products availability and range flexibility for Haier Europe's markets. All products offer advanced connectivity through the hOn app, the living ecosystem for smart appliances able to connect all products of Haier Europe brands and aimed at simplifying and improving the quality of life.

"Haier Europe keeps overperforming the market in terms of products and brands leadership and it is the fastest growing company in Europe" – says Yannick Fierling, Chief Executive Officer at Haier Europe. "The expansion of our industrial park in Turkey marks another step in the Company's growth strategy, and the investments are fully in line with our zero distance to consumers philosophy as they are aimed at providing

¹ Source: Euromonitor International 2021

users with rich and meaningful experiences. We are committed to further driving growth and consolidating our presence by counting on a competitive industrial footprint and strong R&D and hi-tech capabilities, with the aim of becoming among the top three home appliance manufacturers in the region.”

The new dishwasher plant is located within Haier’s New Green Field Production Campus in Turkey, whose site covers a total area of 190,000 sqm, and where the company has been investing massively in the last two years, lately with the opening of a brand-new platform for all standard-sized tumble dryers in 2021.

The extension of the washing platforms in Turkey plays a pivotal role in the go-to-market and customer centricity strategy of Haier Europe as the company will continue to invest into new best-in-class energy innovations and launch patented Haier Europe technologies such as the Spiral Heat Exchanger.

About Haier Europe

Haier Europe is part of the Haier Smart Home, the No. 1 company globally in major appliances and among the Fortune Global 500 companies. Listed in Shanghai, Frankfurt and Hong Kong (600690.SH, 690D.DE and 06690.HK), Haier Smart Home is present on 5 continents with 25 industrial parks, 14 research and development centers and about 100,000 employees. The company achieved revenues of approximately over RMB 227.5 billion in 2021 and has a global sales force in more than 160 countries. Haier’s vision is to become the global leader in IoT serving household smart solutions. Haier Smart Home is the first Chinese company entering the DShare Market and prime standard listed on Frankfurt Stock Exchange in 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](#).