

Haier Europe achieves another record turnover and growth in 2021

The Company's 2021 global sales revenue reached RMB 227.5 billion, an increase of 15.8% year-on-year

Financial results for 2021 show success of growth strategy for Europe: RMB 19.7 billion in revenue, up 20% year-on-year

Brugherio, April 13, 2022 - Haier Smart Home, the number one Company globally in major appliances, has released its financial results for 2021 fiscal year, reporting a **double-digit growth of 15.8% year-on-year***, with **sales revenue of RMB 227.5 billion**. **Profitability increased** to RMB 13.1 billion, a **47.1% year-on-year growth**.

Business in **overseas markets achieved record-high revenue and profitability**: revenues reached RMB 113.7 billion, a 13% increase in turnover over 2020.

Haier Europe, which is headquartered in **Italy**, achieved sales revenue of RMB 19.74 billion in 2021, an **increase of 20% year-on-year**. It now represents the **#4 home appliance manufacturer in the region with 8.1% market share**, while Haier Smart Home remains #1 brand in the world in the large household appliances sector, confirming its podium position for the thirteenth consecutive year**.

In 2021, the **Haier brand continued to grow** in price index and constantly **outperformed the industry in market share growth**.

Haier Europe is consolidating its leadership in the field of connectivity and IoT with a strategy aimed at taking the Company to the top three home appliance manufacturers in Europe. The robust revenue and profit margin growth were attributable to meeting the needs of diverse user groups with the optimization of its multiple-brand portfolio - Candy, Hoover and Haier. Haier Europe improved user experience with innovative products, where the proportion of high-end sales in Europe increased by 5 percentage points.

In 2021, the Company completed the construction of **two new factories in Romania and Turkey** which specialize in manufacturing respectively **refrigerators** and **tumble dryers**, and are designed to shorten the go-to-market and meet customers' demand at best. A breakthrough was also made in building scenario-based ecosystem, with the **number of registered users on hOn app reaching 4.5 million**.

"Despite all the headwinds, we remained committed to our strategy" - said Yannick Fierling, CEO of Haier Europe - "I'm proud of how we managed to achieve outstanding growth and positive results, delivering our vision to be the first consumer choice for smart home solutions. This encourages all of us at Haier Europe to strengthen even more our mission to drive the future of IoT ecosystems and connected scenarios."

Haier Smart Home has been once again listed in the **Global 500** and **World's Most Admired Companies** list by Fortune Magazine and it has also been the **world's only IoT ecosystem brand** being named again as **BrandZ Top 100 Most Valuable Global Brands** in 2021.

*Excluding impact from disposed businesses

** According to Euromonitor International

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 centres 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](#).