

## Haier Europe launches Venture Building Project 'Open Enterprise'

*The company's goal is to accelerate investments in start-ups and high-growth companies to explore new scenarios in the Internet of Things era*

Milan, June 30 – Haier Europe launches **Haier Europe Open Enterprise**, a **Venture Building** project through which the company aims to expand its ecosystem with the engagement of **scale-ups and high growth potential companies**.

The initiative was presented during a press conference in which the company representatives - **Marco Fossataro, Chief Financial Officer** at Haier Europe and **CEO of Haier Europe Open Enterprise**, and Andrea Contri, **IoT Ecosystem Director** - outlined the company's objectives and growth strategy in Italy and Europe and its projects in the field of **connectivity and Internet of Things**.

Haier Europe aims to provide an increasingly connected and AI-driven user experience, in line with its vision of being the **first consumer choice for smart home solutions**. **Open Enterprise** will contribute to the pursuit of this goal through investments in scale-ups and companies operating in segments related to Haier Europe's core activities, while simultaneously supporting entrepreneurial projects developed within the Group. The aim is to encourage the creation of an ecosystem oriented towards finding new solutions in smart home appliances, targeting future-oriented initiatives with high potential impact.

The launch of Open Enterprise is in line with Haier Europe's 'Zero distance to Consumer' philosophy and with the company's expansion into consumer goods and services sector. Companies joining the corporate venture project will benefit from Haier's experience, from its expertise in product development, together with the company's production capacity and entrepreneurial spirit.

*"It is with great excitement that we announce Open Enterprise today," says **Marco Fossataro, Chief Financial Officer** at Haier Europe and **CEO of Haier Europe Open Enterprise**. "As Haier Europe, we listen, anticipate and satisfy the needs of our consumers by going beyond product boundaries, pursuing our Zero distance to Consumer philosophy in order to enable new scenarios in Smart Home solutions. To achieve this goal, we will act as a catalyst, operating in ecosystems to aggregate excellence and offer a unique experience to our users".*

Haier Europe is a leader in the field of connected appliances and already has dozens of high-profile partnerships and digital integrations in the smart home, food & beverage, grocery & e-commerce, and consumer goods sectors. Open Enterprise will focus on six different business areas, namely IoT-enabled business models applicable to durable goods; services, platforms and solutions for automation in the Smart Home; solutions for the Smart Kitchen; digital platforms for scalability in home and personal services; products that can leverage Haier Europe's industrial and commercial capabilities; and AI applications for consumer use cases.

In 2021, Haier has already been recognized among the '**25 Corporate Startups Stars**', an award given to companies that have most actively collaborated with startups through partnerships, accelerators, direct investments, acquisitions or other dedicated programs. The Corporate Startup Stars Awards is a prestigious annual ranking part of the Startup Europe Partnership initiative launched by the **European Commission** in 2016 and taken global in 2020 through a partnership with the **International Chamber of Commerce (ICC)** and Mind the Bridge.

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## **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](#).*