





HAIER EUROPE
OPEN ENTERPRISE

MISSION



Investments in **high-growth, high-profit ventures** operating in segments adjacent to Haier Europe's core business. Capital allocation **will be aimed at broadening Haier Europe's reach in consumer goods and services**, diversifying our offering through an **ecosystemic approach**, and increasing operational agility and proximity to consumers.

Haier

ECOSYSTEMS and BUSINESS ARENAS



IOT-DRIVEN BUSINESS MODEL INNOVATIONS APPLICABLE TO DURABLE GOODS

1

- Servitization
- Sharing economy
- Auto-replenishment
- Usage-based insurance



CONSUMER SMART HOME AUTOMATION SERVICES, PLATFORMS AND SOLUTIONS

2

- Smart home hubs
- Scenario management
- Climate control
- Safety and security



SOLUTIONS FOR REAL CONSUMER PROBLEMS ALONG THE SMART KITCHEN JOURNEY

3

- Meal planning
- Recipe discovery
- Inventory management
- Grocery shopping



PRODUCTS AND SERVICES COMPLEMENTARY TO HAIER EUROPE'S INDUSTRIAL FOOTPRINT

5

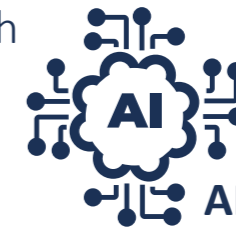
- Specialized small appliances
- Commercial appliances
- Biomedical applications for refrigeration



DIGITAL PLATFORMS BRINGING SCALABILITY TO HOME AND PERSONAL SERVICES

4

- Home and laundry care
- Energy management
- Fitness and health
- Energy care



ARTIFICIAL INTELLIGENCE APPLICATIONS FOR REAL LIFE CONSUMER USE CASES AND DATASETS

6

- Voice interactions (NLP)
- Image recognition
- Predictive maintenance
- Adaptive interfaces



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AND SUBMIT YOUR
BUSINESS PITCH**

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CANDY



Haier

