

## Haier Europe shows the latest on IoT and smart home at IFA Berlin 2022

Berlin, Sept. 1st – With the concept “*Connect to Extraordinary*”, **Haier Europe** returns to **IFA Berlin 2022** as one of the main protagonists of the trade show. IFA 2022 will take place from September 2<sup>nd</sup> to 6<sup>th</sup> in Berlin, and Haier Europe will welcome journalists and guests at 3700 sqm booth in Hall 3.1, Stand 101.

Today, Yannick Fierling – CEO at Haier Europe - hosted a press conference during which stakeholders have been taken through the company’s growth strategy and leadership in IoT and connectivity as well as the new and outstanding products and solutions that have led Haier Europe to be the fastest growing company in Europe. With **three immersive pathways** dedicated to the company’s three brands - **Candy, Hoover, and Haier** – Haier Europe conveys a new vision of Smart Home where Internet of beings, artificial intelligence and premium technology find their best expression.

*“Our presence at IFA 2022 perfectly matches the company’s strategy aimed at strengthening our leadership in IoT and connectivity and becoming the first choice of consumers for smart home and among the top three appliance manufacturers in Europe. – says Yannick Fierling, CEO Haier Europe. “Thanks to our ‘Zero distance to consumers’ philosophy, we are able to understand customers’ needs earlier and better and to provide them with innovative products and tailor-made solutions. Our products are designed to meet the expectations and real demands of consumers. By offering increasingly connected premium products in various categories Haier ranks as a brand at the forefront of progress”.*

Part of Haier Smart Home – the number one company globally in major appliances for 6 years in a row<sup>1</sup>– Haier Europe is **driving innovation in IoT and customized solutions** to create a wide range of smart and connected living experiences and scenarios to meet customers’ needs. Haier is also the only home appliances company to be named as the world's only IoT Ecosystem Brand in Kantar BrandZ's ‘Most Valuable Global Brands 2022’ ranking, being also included in the ‘Global 500’ and ‘World’s Most Admired Companies’ list by Fortune Magazine.

With production facilities in 5 countries, 45 commercial branches and nearly 5 million connected users, Haier ranks 4<sup>th</sup> in Europe (Euromonitor International) with an 8.1% market share and aims to become among the top three appliance manufacturers in Europe within 2026. With all its brands, Haier keeps overperforming the market in the region and it is the fastest growing company.

Haier Europe is expanding its capabilities thanks to significant investments in products, brands and in its competitive industrial footprint, with the recent opening of the first cooling factory in the EU, in Romania, and the expansion of the washing platforms (tumble dryers and dishwashers) in Turkey that play a pivotal role in the go-to-market and customer centricity strategy.

Haier Europe is strengthening its European leadership in connectivity and IoT with a **multi-brand strategy** focused on its three brands Candy, Hoover and Haier, that allows the company to offer a variety of affordable and premium connected products, creating the most attractive IoT ecosystems to generate value and deliver outstanding user experience.

Haier’s “**Zero distance to consumer**” philosophy is guided by the **Haier Attitude** and revolves around encouraging colleague entrepreneurship to create maximum value for customers and consumers. Following

---

<sup>1</sup> Source: Euromonitor International 2021

its own unique business model, Haier Europe encourages **co-creation** and **ecosystems** among brands, users and partners, exploring and developing new scenarios and integrated experiences for consumers in the IoT era.

**Connectivity, IoT and Artificial Intelligence** are two of the main drivers of Haier Europe along with an increasing focus on sustainability at the service of ecosystem and scenarios empowerment: leveraging on AI and IoT Haier Europe is working towards sustainable solutions in the domestic space, optimizing energy consumption and extending the products' lifetime.

One example of the fields of application of artificial intelligence is the recent launch of the **WashPass**, an ultra-technologically connected washing machine that automatically doses 4 specific detergents, designed to obtain professional washing results with the least user's commitment. Thanks to the connection with the hOn app, Washpass also allows monitoring of usage patterns, resulting in optimized consumption of water, energy and detergents. With its captivating design and premium performance, Washpass is a tailor-made solution that best meets the needs and expectations of the user, in line with Haier Europe's "Zero Distance" philosophy.

Haier stands out for its product leadership across several categories with a **market share exceeding 20%** in refrigeration, home laundry, wine cellars and freezers and is the **fastest growing company in Europe** with an **increase in value of 37% in MDA 8** from 2019 to H1 2022.

In merging technology, connectivity, and design, Haier Europe creates innovative solutions shaped around people's lives, anticipating consumers' needs and desires and facilitating their daily experience in the kitchen and laundry spaces.

With "*Simplify your Day*", **Candy** presents increasingly connected solutions that respond in a simple and intuitive way to people's needs. Several new smart solutions will be presented, including **Rapido'**, the quickest and most spacious dishwasher on the market, **Fresco**, the flexible and connected refrigerator, **RapidÓ PRO**, the dryer with the most complete series of quick cycles on the market, and **Aquamatic**, the smallest washer available on the market. The **MODERNA** collections, with shapes characterised by stainless steel and glass, and **ESSENCE**, based on style and minimalism, will take the spotlight at dynamic show cooking.

The booth area dedicated to **Hoover** presents "*Quality for Life*" and features high performance products to achieve well-being and to improve the quality of life in each home environment. Most cutting-edge solutions include the new **HF9** cordless stick vacuum, which offers the perfect balance between power and real autonomy, the **H-WASH 700** washing machine, which ensures 20% of enhanced washing performance, as well as the **H-DRY 550** tumble dryer. In the kitchen, we will find **H-DISH 700 PRO** dishwasher and the **H-OVEN 500** Steam Plus oven, while the Cooling area welcomes **H-FRIDGE 700** refrigerator.

**Haier** presents "*Connect to Extraordinary*", the ultimate narrative of a tale that combines design, technology and tailor-made scenarios. Among the novelties is **CUBE 90 SERIES 9**, which thanks to artificial intelligence and the Big Touch Display built-in into the door, becomes the center of the entire home ecosystem by connecting to any Haier appliance at home, but also to the outside world, thus, allowing the access to a wide range of extra features and content. In the washing area, Haier presents new **I-FRESH SERIES 11** washing machine, and **I-PRO SHINE SERIES 6 and 7** dishwasher. **CUBE 90 SERIES 7 PRO** and **FD 90 SERIES 7 PRO** are Haier's offerings in the multidoor range equipped with revolutionary Fresher Techs® technology. **CHEF@HOME SERIES 6** is another star of the show: the oven that becomes a true personal assistant.

The core of the **scenario-based ecosystem** presented by Haier Europe will be the **hOn app**, the platform that allows to manage all the appliances of the three brands and to access several services. By adding exclusive

functions and services to products, home management enhances and gets easier, while meeting users' daily needs.

The IFA Berlin 2022 Press Conference, live streamed today, **September 1 at 3PM CEST**, is available on Haier Europe [LinkedIn](#) and [YouTube](#) channels.

\*\*\*\*\*

#### **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](#).*