

Haier Europe appoints Nitin Gupta as the new CFO

Milan, 12 January 2023 – **Haier Europe** appointed **Nitin Gupta** as the company’s new **Chief Financial Officer**. He joins Haier Europe’s Senior Leadership Team, reporting directly to CEO Yannick Fierling and dotted line to Haier Overseas CFO, Yu Yingbo.

As Haier Europe’s CFO, Nitin Gupta will provide **financial leadership** and support **setting strategic priorities**, and will lead the company’s Administration, Finance & Control Department. He will be responsible for Accounting, FP&A, Treasury, Tax and Credit Management and will work to secure viability and growth, in line with Haier Europe’s vision to be the first consumer choice in smart home solutions.

Gupta has extensive experience in building & leading finance teams in global companies with significant operating scale and complexity. He has worked across diverse industries and businesses in Europe, Asia and the Americas, **leading transformation programs** and generating **shareholder value** in a changing environment.

After graduating at Delhi University, he earned a Master of Business Administration at University of Warwick (UK) focused on Strategy, Finance and start-up ventures.

*“I am thrilled to join Haier Europe, a leading and ambitious company with an entrepreneurial mindset and among the fastest growing businesses in Europe – says **Nitin Gupta, CFO at Haier Europe** – “I am excited to leverage my experience and knowledge to contribute to company’s growth and support its vision in becoming among the top three home appliance manufacturers in Europe”.*

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](#).