

## Haier Europe achieves record turnover and growth in 2022

*Financial results show success of growth strategy for the region: RMB 23.03 billion (€ 3.2 billion) in revenue, an increase of approximately 20% year-on-year*

Milan, 26 April 2023 - Haier Smart Home, the number one Company globally in major appliances, has released its financial results for 2022 fiscal year, reporting a **growth of 7.2% year-on-year**, with **sales revenue of RMB 243.5 billion (€ 32.6 billion)**.

Despite challenges related to high inflation and slowing consumer demand, Haier Smart Home's overseas market continued its **double-digit growth**, with a 10.3% increase in turnover over 2021.

**Haier Europe**, which is headquartered in **Italy**, achieved sales revenue of RMB 23.03 billion in 2022 (€ 3.2 billion) an **increase of approximately 20% year-on-year** with Haier remaining the #1 brand globally in major appliances, confirming its podium position for the fourteenth consecutive year\*.

In 2022, 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 clear winning strategy and growth against the headwinds. The company has strengthened its **high-end and ecosystem brand strategy** with a focus on **sustainability** and energy-saving, generating revenue by meeting the needs of all target group consumers with the Candy, Hoover and Haier brands.

The Company accelerated go-to market strategy by leveraging local facilities from dishwasher & kitchen appliance factories in Turkey and refrigerator factory in Romania. In 2022, Haier Europe completed the construction of a **new high-automated dishwasher factory in the company's industrial site in Eskişehir, Turkey**, further strengthening the Company's product leadership in the washing sectors in **both freestanding and built-in segments**.

*"I'm proud of how we managed to achieve such an outstanding result. Despite all the headwinds, Haier Europe keeps overperforming the market" - said Yannick Fierling, CEO of Haier Europe - "This further inspire us to strengthen our mission to drive the future of IoT ecosystems and connected scenarios and encourages us to deliver our vision to be the first consumer choice for smart home solutions".*

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 2022.

\* According to Euromonitor International

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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 243.5 billion in 2022 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](#).