

HAIER EUROPE INAUGURATES ITS NEW EUROPEAN HEADQUARTERS

The company further strengthens its presence in Europe, confirming the pivotal role of Italy in its growth strategy

Vimercate (MB), June 29, 2023 - **Haier Europe** - part of Haier Smart Home, the number one company globally in major home appliances* - **has inaugurated its new European headquarters inside the Energy Park in Vimercate, Italy**, in the Green Building Campus.

The ribbon-cutting ceremony of the new headquarters was attended by the Senior Leadership Team of Haier Europe, the Consul General of China in Milan, Mr Liu Kan, Vimercate Mayor Francesco Cereda, and Alessandro Spada, Alessandro Scarabelli and Gianni Caimi from Assolombarda. The Italian Minister of Enterprises and Made in Italy Adolfo Urso sent a video message to congratulate.

This major achievement further strengthens the company's presence in Europe, confirming **the centrality and importance of Italy in the corporate growth strategy** and path of strengthening its technological leadership in the world of smart appliances and IoT solutions. From Italy, Haier Europe directly manages more than 45 sales subsidiaries in Europe, the Middle East and Africa, with a total of more than 10,000 employees.

The new workplace is **designed to reflect Haier Europe's attention to sustainability and high energy efficiency, in an entirely plastic-free environment certified to the highest standards of energy and environmental resource management.**

The new HQ also hosts a dedicated area for **product display** where people and stakeholders can experience **IoT and connectivity in the kitchen, laundry and living scenarios.**

Within the more than 2,600 total square meters across three floors, Haier Europe's more than 500 employees from different nationalities will be able to easily meet and interact in a connected, high-tech environment, in line with the Company's vision of fostering a culture based on entrepreneurship, ecosystem and creativity.

The Brugherio site will continue to be a strategic hub for Haier Europe and home to the washing machines factory, the Milan Experience Design Center for Europe, the spare parts and technical service center serving all markets, and 100% of research and development activities and labs focused on connectivity and Internet of Things for all product lines. The site will benefit from a complete relaunch in terms of layout, facilities, and energy efficiency.

"It is with great enthusiasm that we inaugurate today our new European headquarters, conceived to create a smart and dynamic working environment, built by removing all barriers and boundaries to facilitate collaboration between teams and encourage creativity and sharing of ideas in a modern and open working environment" - said Yannick Fierling, CEO at Haier Europe. "The new workplace perfectly mirrors Haier's culture based on entrepreneurship, zero distance and IoT and we needed a Home that could best reflect our ambition and philosophy".

Following the 2019 acquisition of the Candy-Hoover Group, Haier Europe has doubled its revenues, reaching the fourth position in the industry with a market share of more than 8%, developing a clear growth strategy for the coming years. The new headquarters will support the transformation journey that aims at making **Haier Europe the first consumers' choice for Smart Home solutions** by revolutionizing the way people work, promoting efficient growth, and keeping Haier Europe at the forefront of design and innovation.

* Source: Euromonitor International

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 has established 10+N R&D systems, 34 Industrial parks, 117 manufacturing plants and 108 marketing centers over the world. Haier also boasts of a large retailer network of 230,000 that covers over 200 countries in the world, serving 1 billion households globally. The company achieved revenues of approximately over € 32.6 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](#).