HAIER EUROPE
N°1 WORLWIDE GROUP IN HOME APPLIANCES

15,4% M/S
3 YEARS IN A ROW!

SOURCE: EUROMONITOR INTERNATIONAL/COMPANY SHARES IN UNITS
THE FASTEST GROWING COMPANY

MORE THAN 2X IN 9 YEARS

$\text{\$18.5}$ to $\text{\$39.1}$

2009 to 2018

Haier Europe  |  Confidential  |  26/04/2019  |  PRE IFA CONFERENCE  |  3
50% BUSINESS OVERSEAS

North America
19.9% MS

Europe
21.5% MS

Chine
22.4% MS

Europe
21.5% MS

LATAM
4% MS

MEA
22.3% MS

ANZ
22.3% MS

Growth rate vs. industry

BRAND LEADERSHIP

114 production plants
66 sales and marketing centers
11 R&D centers

PRE IFA CONFERENCE
GROWTH STRATEGY

A COMBINATION OF ORGANIC AND EXTERNAL GROWTH

ORGANIC GROWTH

M&A

Haier
WHY CANDY IS THE BEST CHOICE FOR HAIER?

✓ TO BECOME A EUROPEAN LEADER BY COMBINING A REGIONAL & WORLDWIDE LEADER OF IOT
✓ STRONG COMPLEMENTARITY IN TERMS OF PRODUCTS, BRANDS & TECHNOLOGIES
Together we are a global leader

A leading position globally

- Refrigeration: 22.7% M/S
- Home Laundry: 19.8% M/S
- Winecellar: 17.9% M/S
- Freezer: 25.8% M/S

And a strong position in Europe

- Refrigeration: 9.5% M/S
- Vacuum Cleaner: 5.6% M/S
- Home Laundry: 6.3% M/S
- Air Conditioning: 8.6% M/S

Source: Euromonitor International – Eastern & Western Europe

PRE IFA Conference 26/04/2019
WITH A COMPLEMENTARY DYNAMIC

2018 FASTEST EUROPEAN GROWING COMPANY

GLOBAL

TREND VOLUME (VALUE)

2017 2018

+26 %

EUROPE

EUROPEAN FASTEST GROWING COMPANY

TREND VOLUME (IN UNITS)

2017 2018

+11 %
AND A PRODUCT COMPLEMENTARITY

- Refrigeration: Multidoor & High Capacity
- Refrigeration: Upright & Top Freezers
- Wine Cellar
- Home Laundry: High Capacity & Washer Dryer
- Home Laundry: Top Loader, Heat Pump, WD
- Dishwashing: Free Standing & Built-In
- Large Cooking: Cooker, Oven & Hob
- Small Domestic Appliances

26/04/2019
Haier Europe is the fastest growing company and the first consumer choice in smart home solutions

We are creating the most attractive IOT eco-systems to generate value and deliver outstanding user experience
Haier Global Brand Portfolio
A BRAND THAT DELIVERS
SMART AND SIMPLE PRODUCTS
FOR EVERYBODY
BRILLIANT AND SIMPLE IDEAS
MAKING EVERY DAY LIFE EASIER
WITH A TOUCH OF ITALIANITY
2019 INNOVATIONS
65% of our consumers are using quick programs
We have created for them a washing machine with 9 quick programs...a world first!
But the real question should be:

«how to select the quickest program that delivers the best results?»
We have created an algorithm to define the best program our users should use.
SNAP & WASH will define,

the weight of the load

the color of the fabrics

...and the most relevant quick program
35 cm – DRUM WIDTH
For a wider access to the drum

705 cm – HIGHEST DRUM HEIGHT
For the most comfortable access to the drum

...and the console on the top hedge of the door to start even faster
Save time to improve your daily life
The largest connected oven range
+200 recipes
on Candy Simply-Fi APP
Conversational system to «ask your oven»... via app
Even in the traffic...
A BRAND FOR PERFORMANCE
AND PERFECT RESULTS
WITH +100 YEARS OF EXPERIENCE
FOR THOSE WHO HAVE AN HEALTHY LIFESTYLE
AND DEMAND THE SAME QUALITY AT HOME
PERFORMING PRODUCTS
DESIGNED FOR WELLBEING
2019 INNOVATIONS
The low fixed temperature guarantees a gentle and long cooking for a homogeneous result WITH A RICHER AND EXCELLENT FLAVOR
...you can preserve your food not only at LOW temperatures
...but also over 60°?

...as food won’t suffer a potential bacteria proliferation
New Hoover H-KEEPHEAT 700

is a patented technology to insure a warm preservation

Without suffering any thermal shock and maintaining its temperature always fixed at 63°C your food will maintain all its nutritional properties, flavours, juices and aroma for a better taste.
The World first oven that preserve your food in a healthier and tastier way, always ..READY TO SERVE!
For the cost of ONE coffee per day

The power of the heating element is around 1500W and it will be switched 8 sec. ON / 3 min. OFF.
A BRAND THAT DELIVERS
PREMIUM PRODUCTS
WITH EXCLUSIVE DESIGN
ADVANCED PRODUCTS DELIVERING A TAILOR-MADE EXPERIENCE
WITH THE LARGEST RANGE OF POSSIBILITIES
2019 INNOVATIONS
THE NEW HAIER DUO TRANSFORMS YOUR WASHING MACHINE INTO A LAUNDRY CENTER
THE HAIER LAUNDRY CENTER IS A UNIQUE 3 IN 1 SOLUTION
THE RESULT OF A UNIQUE KNOW-HOW
THE RESULT OF A UNIQUE KNOW-HOW

ONE BUTTON SOLUTION
SMART IDENTIFY
SMART DOSING
SMART THINKING
2 HEAT PUMPS
TEMPERATURE SENSING
1:1 FULL REVERSE STERILIZATION
DIRECT MOTION
TFT T SCREEN
SMART SENSORS
SMART OPENING
ERGONOMY
AND
A UNIQUE DESIGN
HAIER STAND
HALL 3.1
SEPTEMBER 6TH
+ 3 000 sqm