

Haier Product Overview

Home appliances

- **General home appliances**

- **Refrigerators** Haier is one of the world's largest and most advanced refrigerator manufacturers, producing over 12 million units of refrigerators and freezers annually at its 20 production facilities worldwide. Haier consistently applies leading global technologies in the manufacturing of its products. Haier is the first company to make breakthroughs in integrating fluorine-free, energy-saving technologies with large freezing capacity, and solve technological problems related to sterilization. Haier has also rolled out the world's first variable-frequency refrigerator, which is made of heat insulating material designed for aerospace.
- **Household Air Conditioners** At its eight large production bases in China, Haier uses the world's most advanced automatic flexible production lines to ensure the delivery of large quantities of highly reliable air conditioners, which are exquisite in quality and free of defects.
- **Washing Machines** Haier produces washing machines of 5,000 different specifications under 18 categories, and is the only company in the world with the capability of large scale production of top load washing machines (popular in Asia), front load washing machines (popular in Europe), agitator washing machines (popular in America) and dual-drive washing machines. Haier, with a mission of "customer-oriented design", pays great attention to safety, health, and the environmental concerns of consumers in designing its products. Haier has introduced a series of new hi-tech environmentally-friendly washing machines, staying ahead of the market trend and demonstrating the technological innovation capability of the company.
- **Freezers** Haier produces 1.8 million units of freezers each year. Haier is licensed to supply products for military provisions, and is the only company to win the bid for three consecutive years. Haier freezers have received ISO9001 quality, ISO14001 environmental compliance, and ISO12001 metering and testing certification. Haier is also China's first freezer maker to receive TUV International Safety Certification, and was the first to receive a no-fluorine certificate from the United Nations Development Programme.
- **Vacuum Cleaner** Developed with the Haier spirit of continuous innovation, Haier dust collectors consistently lead the trend in the dust collection market. Haier's dust bag series are innovatively designed to collect dust from all directions. The user-friendly design includes such features as a speed-adjustment button on the handle, dust bag design, and lightweight

aluminum alloy cord.

- **Home appliances for kitchen and bathroom**

- **Integrated Kitchen** Haier integrated kitchen products come with an advanced green safety system, and are equipped with environmentally friendly material, dust-free digital technology, high-quality sync installation and one-stop green service channel, thus bringing customers the ultimate green and safety experience. Haier Kitchen Company is the only company in its product segment to receive ISO9001 quality certification in China.
- **Water Heaters** Haier manufactures water heaters of 300 specifications under 12 categories, including electric water heaters, gas water heaters, solar energy heaters, and gas boilers, in the categories of mechanical, electric, and network-based, and with the capacity range of 5-litres to 500-litres. With the application of high technology, Haier produces water heaters in a wide range and specifications both for home and commercial use. Haier follows its “Safety-based Products” philosophy in manufacturing water heaters and leads the industry in safety technologies.
- **Kitchenware** Haier’s kitchen appliances cover 4 categories: dishwashers (see above introduction, exhaust fans, gas cookers and sterilizing cupboards, in more than 300 specifications. Haier Kitchenware products are based on environmentally-friendly technology, with zero leakage and low radiation. The products have won environmentally friendly and green product certifications in both China and the US.
- **Microwave Ovens** Haier offers microwave ovens in 50 varieties under 8 categories, including mechanical, electronic and digital, and with the capacity range of 17-litres to 40–litres. Haier ovens feature both stainless steel and painted stoves, and come with top doors and side doors. In 2003, Haier developed the steam microwave oven, taking the lead in the application of new technology. Haier is committed to manufacturing high-quality, high-tech and environmentally friendly products, using components made by the world’s top 500 companies. Haier microwave oven products have received FCC and FDA certificates from the U.S Federation Drug Administration.

- **Audio and video products**

- **Color TVs** Growing at an annual rate of 141% over the last 9 years, Haier color TVs are manufactured with the application of high technology. Haier aims to provide the right products for different consumer groups, gaining high customer recognition. Haier is committed to strengthening its global competitiveness, with the creation of a global supply chain under the concept of “competitive cooperation”. Haier’s extensive range of products, including traditional TVs, flat-panel TVs, digital TVs, wireless TVs, touch TVs and 5.1

sound system TVs, aim to bring more freedom, comfort and greater entertainment to homes and customers.

- **DVD Players** Haier offers a diverse line of DVD players of exceptional quality. Haier DVD players are favored by consumers for their performance and after sales service. The products have won a number of awards for environmental protection and energy efficiency.
- **Commercial Air Conditioners**
 - Haier has become a well-known global brand for commercial air-conditioners for its strong R&D, excellent product performance, and marketing capability. Haier delivers commercial air conditioners, large multi-system air conditioners and large cold-water air conditioning units in 8 categories and 260 specifications, featuring an integration of fluorine-cooling, wind-cooling and water-cooling functions. Haier's variable-frequency, variable capacity multi-system central conditioners, flexible variable-capacity screw compressors, and household variable-frequency central air conditioners lead the industry trend with their energy efficiency.

Communication and IT products

- **Mobile Phones**

Based on the philosophy that the technology and fashion can co-exist, Haier integrates state-of-the-art wireless communication technologies into a complete range of in-fashion mobile phones. Haier mobile phones include such latest features as GSM/GPRS technology, integrated digital cameras, MMS, MIDI Polyphonic ring tones and color LCD screens. The product line includes bar-type phones, clamshell phones, smart phones and the new and unique slim phones.
- **IT products**
 - **Computers (desktop and laptop)** With a special attention to users' health, and eye-protection, Haier makes desktop and laptop computers for personal and commercial use in different ranges, including the world's first laptop with 2.0 mega-pixel camera. Haier is committed to delivering a full-service package, and offers free software commissioning. By establishing strategic alliances with suppliers, such as Intel, Microsoft, China Unicom and China Netcom, and taking advantage of the technology and resources of its partners, Haier consistently improves the quality of its computers. In product R&D, Haier employs a team of top class engineers from the U.S., Japan, Republic of Korea, and China's Taiwan region, and has established a strict-quality control system.
 - **Digital Information Products** Haier offers a number of patented digital information products, including MP3 and MP4. Haier is committed to

delivering personalized products, services and application solutions to meet the individual needs of users.

Haier Pharmacy

Founded in 1996, Haier Pharmacy is the newest growth area within the group. The product offerings cover 80 specifications under 60 categories including medical raw materials, tablets, capsules, granules, oral liquid, medicine powder for injection, lyophilized powder for injection, eye drops, etc. The products of Haier Pharmacy fall into four categories of marine drugs, Chinese medicine, Western medicine and healthcare products, with focused areas of the heart and cerebral system, digestive system, osteoporosis, diabetes and healthcare, all of which have received GMP certification in China.

Haier services

- **Intelligent Home Integration** Haier's intelligent system is the mainstay of Haier E-home program. Haier provides comprehensive solutions for communities, hotels, supermarkets, office buildings, factories, urban security departments and homes, and delivers a series of intelligent products, such as digital video phone systems, security monitoring systems, anti-burglary alarms, home environment control and access control systems.
- **Networked Digital Home Solutions** Haier launched the third generation of networked home appliances, called "Haier E-home", in 2005. Haier deploys "Haier E-home" using a technological system based on proprietary intellectual property rights, such as home network system structure and home network communications technology. The home network is divided into a main network transmitting high speed information, and a sub-network transmitting low speed information. Haier E-home can enable remote access to home appliances and the interconnection of appliances through the Internet, PDA, mobile communications network, cable TV network and fixed line networks.
- **Travel** Haier Group's Conference & Exhibition Division provides one-stop service for organizing meetings and conferences, from preparation to hosting the event. Haier's hotel system is able to provide conference services, accommodation, catering and entertainment. Haier Science and Technology Museum is an exhibition hall of modern industries invested in by the Haier Group. The museum, based on Haier's enterprise culture, is a comprehensive facility serving as a science and technology museum and cultural center, and providing travel and entertainment services. The Haier International Travel Agency mainly offers business travel services.
- **Insurance** Established in 2001, Qingdao Haier Insurance Agency delivers insurance policies on behalf of insurance companies through Haier's comprehensive network and large customer base. The company also makes loss

assessments and handles compensation on behalf of insurance companies.

- **Logistics** Haier Logistics was established in 1999. By establishing a global network of suppliers, Haier has gained significant advantages in terms of cost and R&D. Haier aims to establish an efficient supply chain and provide customer-oriented value-added services. Haier logistics is growing into a global trade company through continuous supply chain management optimization.

Haier Software

Qingdao Haier Qingda Software Company, established in 1998, is a high-tech enterprise engaged in development of embedded systems, information software, and system integration. Its main business is focused on the development of commercial intelligent systems and embedded systems, software outsourcing, system integration and the development of multimedia systems. Haier Group's LCD TV and plasma TV control panels are all designed by Haier Qingda.

Haier Real Estate

Qingdao Haier Real Estate Development and Investment Company is a wholly-owned subsidiary of the Haier Group. In developing its real estate business, the company pays high attention to improving the quality of construction and living conditions, while making efforts to preserve cultural heritage and to facilitate a healthy and civilized living environment.