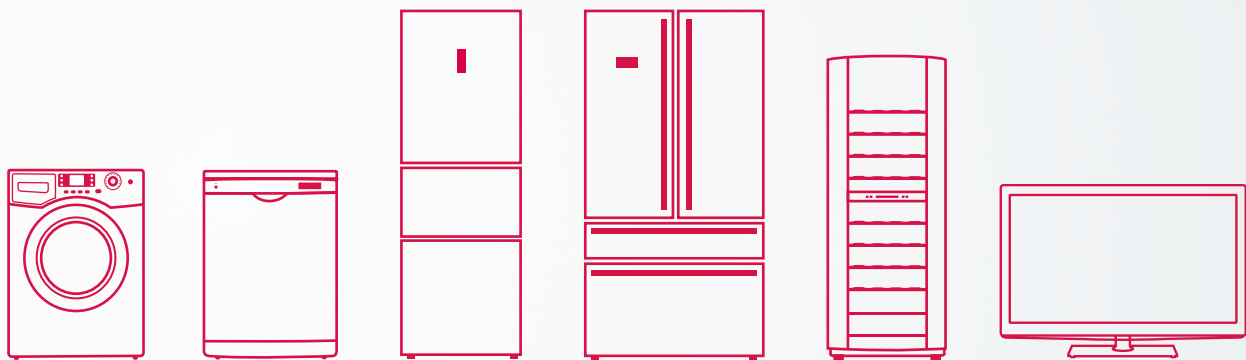


Haier

Inspired living



Made from design, made from innovation

haier.com



Haier

Inspired living

At Haier, we offer *Inspired living* solutions to our customers. We continually push the boundaries of innovation and design in order to satisfy their ever-evolving needs. *Inspired living* means empowering each and every one of our customers to lead a modern, affordable and sustainable lifestyle. As a global brand, we recognise that this philosophy must come from within, which is why we aim to create and develop products that meet the highest standards of quality and durability.

Haier draws its inspiration from the customer and combines it with three decades of technological and industrial know-how to deliver tailored innovations: products that are at the forefront of design and make life more straightforward. More comfortable. More enjoyable. Products with the right form and function to slip seamlessly into modern homes.

Haier believes in looking to the future. For us, performance means increased efficiency and reduced consumption. We make responsible and caring decisions today that take into account the world of tomorrow. So much so that we actively examine how our actions impact the sustainability of the world's resources.



A handwritten signature in black ink, appearing to read 'René Aubertin'.

René Aubertin
CEO Haier Europe

Haier

The world leader

According to the leading business intelligence firm Euromonitor International, Haier is the number one brand of Major Appliances in the world with a 6.1% retail volume share in 2010*. It also ranks number one for several of its product ranges including refrigeration appliances, home laundry appliances and electric wine cellars.

Haier employs more than 70,000 people worldwide and its products are distributed in 30 European countries. It relies on a strong network of 133,000 retailers in 165 countries throughout the world.

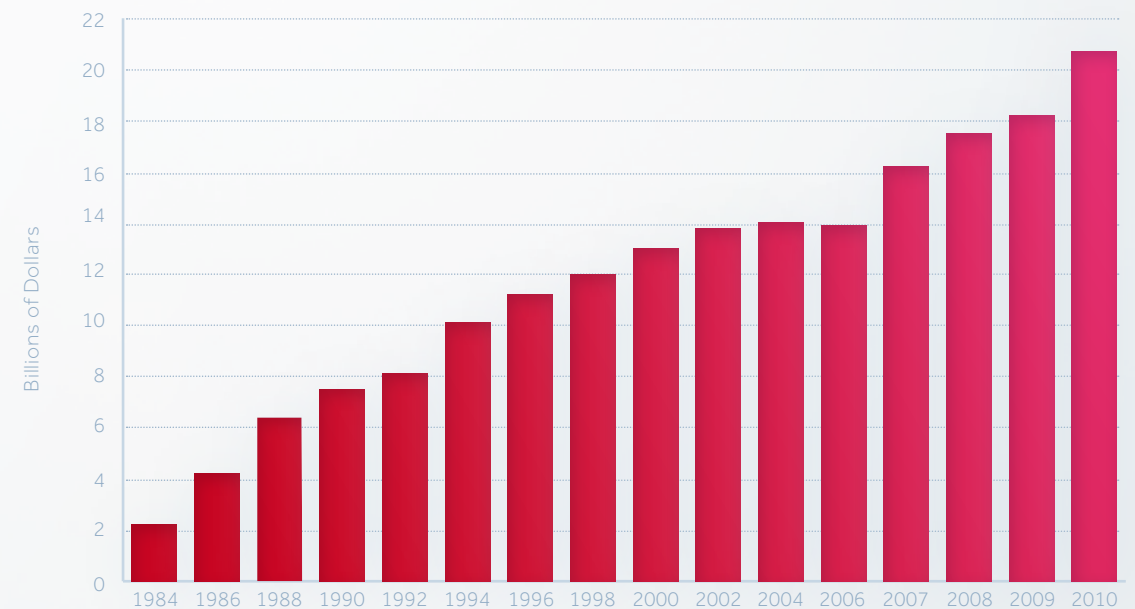
*Source Euromonitor International Limited; retail volume sales in units based on 2010 data.



\$20 Billion

In worldwide sales

Haier has posted consistent growth over the last three decades, achieving a record turnover of \$20.7 Billion in 2010. Continual analysis and revision of our business models allow us to sustain this trend. With new innovations and product introductions planned with a close eye on future trends, Haier will continue to be a leading global presence for home appliances and electronics.

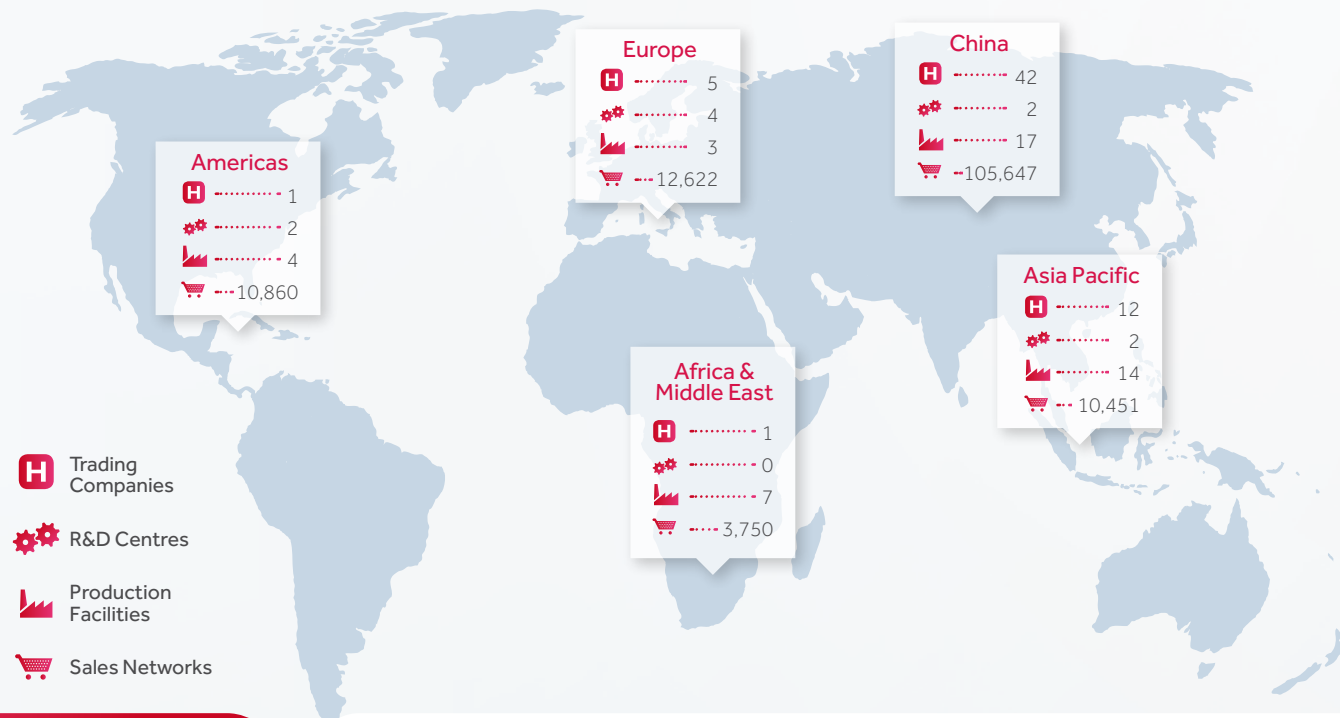




A Global Brand With local operations

Haier is a worldwide brand with a strong focus on local management and production. The group has three regional headquarters: Paris in Europe, New York in the U.S. and Qingdao in Asia. Relying on carefully adapted market strategies and locally based facilities, the group has 29 manufacturing bases and 16 industrial parks across Europe, Asia, the Middle East, Africa and the U.S., enabling Haier to localise its production within various markets. Furthermore, with 8 Research and Development centres in the U.S., Germany, China, Japan and Korea, Haier aims to bring products in line with the wide variety of consumer needs.

Global presence in 165 countries

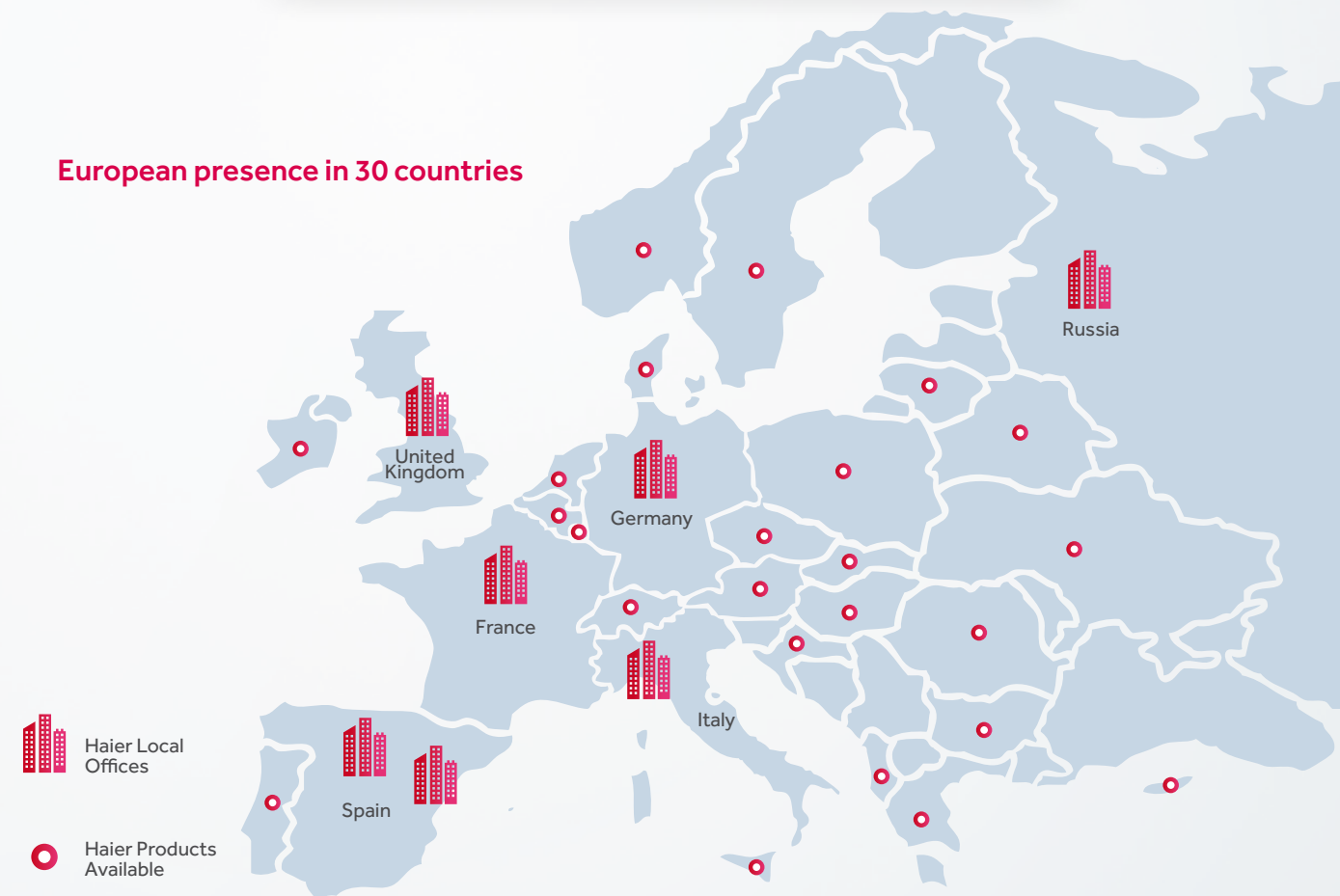


Haier's European operations

Present in 30 countries, Haier's European operations are extensive. Our regional headquarters are located in France, whilst research, design and development centres can be found in Italy and Germany. Italy also serves as a manufacturing facility.









Haier branches and local offices exist within France, Germany, Italy, Spain, Russia and the UK. Our products are available throughout the vast majority of Europe.

European presence in 30 countries



Milestones

1984 to date

1984	Haier Group is founded in Qingdao, China – with a commitment to quality as its cornerstone.	
1999	Haier opens a factory in South Carolina, U.S. initiating production in America.	
2001	Haier acquires the Italian Meneghetti Refrigerator Company in Campodoro, Italy initiating European production.	
2002	Haier products achieve an A+ for energy conservation. Haier's refrigerators are amongst the first A+ energy rated products introduced into the European market.	
2004	Haier refrigerators win the German iF Design Award representing the highest achievement in the field of industrial design, beating 2,293 other products from 35 countries.	
2008	Haier's 3D refrigerators win the German Red Dot Award for their outstanding design.	
2009	For the first time, Haier ranks No. 1 brand in the Global Major Appliances market according to Euromonitor International.	
2010	Haier is crowned the 10 th most innovative company by American magazine Newsweek.	
2011	Haier opens its R&D centre in Germany specialising in dishwashers. Haier wins the prestigious iF Communication Design Award for its 3D LED TV M300 series and the IFA Preview Design Award for the Haier Glass Design® range.	

Strategy

As a worldwide leader in home appliances, Haier has an ambitious development programme in place to become a major European player in our key market segments. Such developments are conducted with a dedicated approach to product ranging, retail strategy, marketing and communication, helping us to expand geographically and penetrate new markets.

We are concentrating on product development, ensuring that our product ranges extend to all market segments and are able to respond to their every need. To do this, we are reinforcing our already strong partnerships with large market distribution networks as well as with local businesses.

In terms of branding and awareness, we aim to accelerate the recognition of the Haier brand image to create strong emotional bonds and increase brand loyalty. Innovative marketing campaigns accompany product launches to engage consumers in new and unexpected ways. But, above all, our core values of quality, innovation, design and performance resonate throughout all Haier communication activities.





Quality

At Haier, quality is the foundation upon which the brand's reputation is built. Three key pillars make up this sturdy foundation:

Service Quality

Guaranteed customer satisfaction and service excellence are delivered through customer service centres that speak 15 different languages, a strong after sales network and the promotion of a strong relationship with our business partners.

Product Quality

Reliability, durability and performance are ensured by rigorous quality control procedures.

Environmental Quality

Both the manufacturing process and the products themselves meet and exceed environmental standards. Haier is truly committed to going the extra mile to incorporate environmental concerns when developing new products.

Innovation

Haier's mission to offer inspired living to its customers is made possible by constant innovation. Development, with more than 7,000 dedicated innovators worldwide. This has resulted in 9,258 patents so far; with hundreds more patent applications every year. Haier has amassed 2,532 certified inventions and 589 intellectual property rights. To lead from the front, one must always be one step ahead.

Design

The contemporary home has evolved. Appliances and televisions are now as much 'part of the furniture' as the furniture itself. Which is why we consider form as much as function in our pursuit of *Inspired living*. Haier is at the forefront of understanding and interpreting trends and was one of the first brands to pioneer flat screen TVs, LED slim screens in particular. Our designs have earned numerous international awards and each product category has a defining aesthetic such as Haier Glass Design® home appliances and Haier Metal TV® in televisions.





Performance

In all areas

Haier harnesses its technological and innovative capabilities to enhance performance in efficiency, usability, energy consumption and hygiene.

In 2011, Haier demonstrated its prowess in performance by successfully passing all of the tests organised by a pan-European commission to determine energy efficiency, technical quality and cost effectiveness, whereas 57% of competitor's tested products did not.

Efficiency

Haier was one of the first brands to launch A+ refrigerators and is continuously working on technologies that will lower electricity consumption. The introduction of an A+++ standard will reduce energy consumption by a further 75%, whilst water consumption is minimised amongst washing ranges. Solar panels as well as other energy and water treatment solutions are being introduced into the Home Solutions range.

Convenience

All Haier products are designed to make life simpler. In refrigeration, No Frost technology allows for easy maintenance and our ergonomic 3D refrigerator drawers allow for an easy access. Our washing products deliver impeccable results with exclusive antibacterial treatment to eradicate bacteria and water softener solutions to minimise calcium build-up.



Corporate Social Responsibility

For a better tomorrow

A Human Company

Haier is above all a human company, seeking to promote the well-being and happiness of its customers and collaborators alike.

A sustainable Company

Haier is committed to maintaining a healthy planet. Our Research and Development teams work continually to improve the energy standards of our products. Haier commits 4% of its revenue to R&D, a dedication to innovation that results in the company applying for hundreds of patents a year, each a breath of fresh air for our planet. Haier is also engaged in electronics recycling schemes that encourage eco-awareness and responsibility amongst end users.

Organisations & Causes

Haier supports humanitarian efforts around the world as an extension of our corporate philosophy. We are a proud sponsor of the WWF Earth Hour operation in Europe, America and China and a sponsor of the American National Parks Conservation Association. During the Sichuan Earthquake, Haier supplied materials and financial aid for the reconstruction of primary schools and homes destroyed by the natural disaster.

Culture & The Arts

As champions of a better planet and a better life for its inhabitants, Haier is committed to supporting major sporting events, the arts and cultural activities. In doing so, we hope to enrich and improve the world around us.





Marketing Across all media

Haier deploys intensive efforts to build its brand equity. Marketing initiatives are undertaken to support brand awareness and reinforce the dynamic image of Haier in the home appliances and electronics markets.

We adopt a targeted multi-channel strategy to optimise the visibility and the attractiveness of the brand amongst its various audiences.

Communication That Creates Dialogue

Because we draw our inspiration from our customers, we like to interconnect with them as much as possible. Our online communication efforts are a reflection of this approach, encouraging our audience to interact and inspire.

Haier on Facebook

Social media is a new wave of digital communication. Interacting with customers on social platforms whether it be through games, contests or comments allows Haier to reach them on a more personal level. Become a fan of your country's Facebook page today.



Digital Communications For an immersive experience

Haier's online presence is established thanks to key platforms such as the haier.com website, its Virtual Showroom as well as its online social networks with vibrant Facebook pages in all major markets.



Social Media



Virtual Showroom



Product Launch Mini-site



Website

Advertising

For product launches

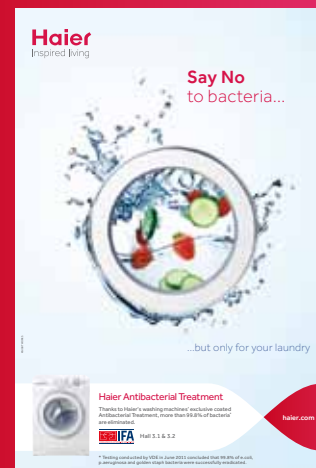
In order to maximise the impact of every product launch, Haier creates integrated pan-European campaigns that are led by strong creative work with a coherent visual identity. These ideas are then developed across all media to engage with a variety of different audiences.



MyZone Campaign



Haier Glass Design® Campaign



Washing Machine Campaign



Haier Metal TV® Campaign

Tradeshows & Events

In order to ensure proximity with our local markets, Haier is present at major consumer and professional trade shows such as IFA in Germany, CES in the U.S., Canton Fair in China, Foire de Paris in France, Medpi in Monaco and Casa Décor in Spain.



My Arty Zone

The launch of a new product is always a hot topic here at Haier. To inaugurate the new refrigerator and TV products, Haier held a pan-European art led event in France, Germany, Italy, Spain and the UK: My Arty Zone by Haier. Haier designs met with young street artists' designs to create unforgettable masterpieces.



Sport, Arts & Culture

Haier is a keen patron of the arts and culture. We believe that art is a universal language able to generate cultural exchanges whilst sport has the power to unite people across the globe.

Deauville Asian Film Festival

Haier is an official sponsor of the annual event.

The Forbidden City at The Louvre

Treasures once housed in the famous Forbidden City of Beijing, are exhibited at the Louvre in Paris thanks to the support of Haier.

Basketball

Haier is an Official Marketing Partner of the NBA.

Football

Haier has visible presence in football stadiums in France, Spain, Germany and Italy. It also supports education programmes within the sport.

Official HDTV of the NBA



Official sponsor of
Deauville Asian Film Festival



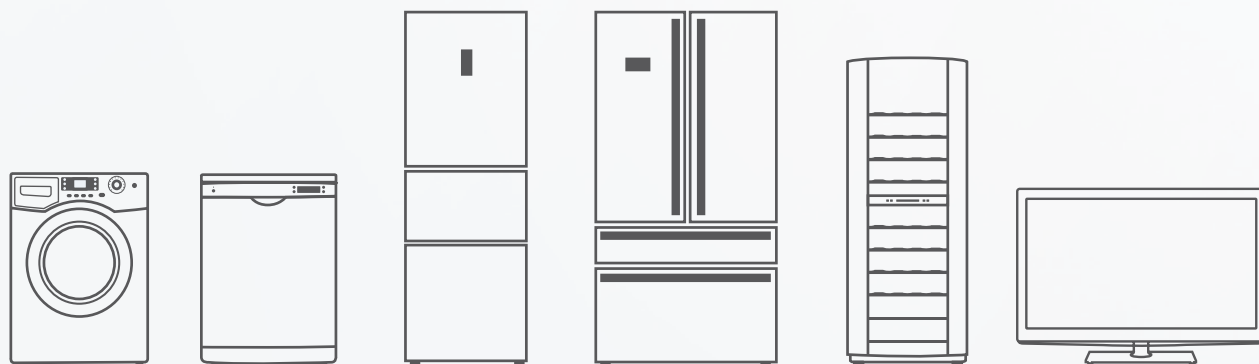
Banners in European football stadiums





The Luxury of Choice

Haier appreciates that everyone is different. Our goal is to meet the needs of every customer, which is why there is something for everyone in our cooling, washing, television and home solutions product lines.



Refrigerators

Sleek & sophisticated

As the world's leading refrigerator brand, Haier products reflect style and convenience. Ranging from large American style to compact under counter refrigerators, there's a perfect match for every customer.

Designed to be stylish and functional, the Haier Glass Design® range is a case in point. The sleek, glossy finish complements any home interior whilst their No Frost technology and A+ energy rating mean they satisfy even the most discerning customer demands.



Wine Cellars

Design meets wine



Haier believes that passion for wine keeping is priceless. It is no coincidence that Haier is home to the world's most trusted wine cellars. We offer wine cellars with either small and generous interiors to take care of the most precious grand crus. Haier's innovative active-carbon filter technology guarantees that wines are kept in perfect atmospheric conditions, whilst its vibration absorbing technology optimises wine protection.





Washing

Not only clean, but smart



Dishwashers

Increasing performance does not have to mean greater energy consumption. Haier dishwashers feature a multitude of programmes and technologies to remove the toughest baked-on foods, grease and stains whilst consuming less water and energy.

With an increased load capacity and reduced noise levels in the kitchen, Haier dishwashers provide peace of mind.



Washing Machines

Haier's extensive range of innovative laundry products is designed with end-users in mind. Haier washing machines are designed to maximise durability and ease of use, whilst every model features high-efficiency programmes that use less water and energy than conventional units.

Featuring Haier's exclusive antibacterial treatment, and with a wealth of options, features and price-points, there's bound to be a product for everyone.



Televisions

Simply brilliant

Design and visual experience are essential to us. Haier focuses on producing state-of-the-art television sets with LED technology. These televisions are equipped with the latest technological innovations exceeding industry standards. Haier offers a wide range of sizes, from 19" to 55", to fit any small room or large common area.

Haier is driven by customer satisfaction and strives to provide customers with televisions carefully designed to meet their every need.





Home Solutions

For comfortable living

Haier has a strong industrial background in energy and water treatment solutions. At 2008 Beijing Olympic games, Haier became the first official provider of energy efficient products in Olympic history supplying 60,000 sustainable products.

Addressing an ever-growing European demand, Haier uses its unique know-how to deploy comfort solutions that meet the latest sustainable building norms. With a complete range of products including solar panels, solar water heaters, heat pumps, water softeners and air conditioners, Haier provides building constructors and consumers with low energy consumption solutions.



**Haier. Investing to build the future
in a sustainable way.**



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