



COMPANY PROFILE

HAIER – CONNECT TO EXTRAORDINARY

Haier, the world's number one brand in major home appliances*, **is a global leader in the home appliances and consumer electronics industry**, driven by a clear mission: provide advanced technology tailored to consumers' lives, empowering them daily while exceeding their expectations. Guided by the vision of becoming the most trusted smart home ecosystem brand worldwide, Haier is committed to user-centricity, operational excellence, and open innovation.

With a premium positioning and a strong emphasis on customization, **Haier delivers tailor-made solutions across multiple sectors, including major domestic appliances, small domestic appliances, air conditioning, and televisions**. The brand's ecosystem approach connects appliances, services, and digital platforms to enhance everyday living, offering consumers smart, sustainable, and seamless experiences at home. At the heart of Haier's brand lie three fundamental values that define its identity and direction.

Unique Advanced Technologies

Haier leads innovation by integrating cutting-edge technology, AI, and smart features across all its products. Whether in cooling, washing, or cooking, every appliance is engineered to go beyond expectations, offering customers enhanced performance and convenience rooted in their real needs.

Superior Design

Design is not just about aesthetics—it's about purposeful elegance. Haier products are crafted using premium materials and a refined design philosophy that harmonizes functionality and visual appeal. The result is timeless, sophisticated appliances that elevate any living space.

Tailor-Made Experience

Personalization is central to Haier's approach. By leveraging connectivity, especially through the hOn App, Haier delivers an intelligent and seamless ecosystem. Every interaction is anticipated and adapted to the user's lifestyle, making each home experience uniquely satisfying.

Since 2004, **Haier has leveraged sports as a powerful platform to reflect its core values** and to engage diverse audiences in a meaningful way. Rather than a standardized approach, Haier's sponsorships are tailored to resonate with local passions while reinforcing the brand's premium positioning. Among the various sports, **tennis stands out as a strategic choice that aligns perfectly with Haier's focus on elegance, customization, and high-level performance** — values shared by both the brand and its target audience. Since 2023, Haier has partnered with the ATP Tour, the French Tennis Federation (FFT) and Lawn Tennis Association (LTA) extending its presence to the world's most iconic tournaments: Roland Garros, Australian Open, Mutua Madrid Open, Mexican Open, Hamburg Open, China Open, HSBC Championships, Terra Wortmann Open, European Open Antwerp, Plava Laguna Croatia Open Umag, Lexus Eastbourne Open, Rolex Paris Masters, and Nitto ATP Finals in Turin.

Since the second half of 2025, **Haier has established multi-year partnerships with Liverpool Football Club and Paris Saint-Germain**, two of the most followed football teams in the world. Great clubs succeed thanks to precision, teamwork, and continuous improvement. Similarly, Haier's solutions are created around people's desires and shaped through interaction with them; they are powered by ever-evolving technology and prove their quality in everyday use. In addition to the new collaborations with Liverpool Football Club and Paris Saint-Germain, **Haier is already a partner of LALIGA** — one of the most widely watched competitions worldwide — **Liga Portugal**, one of the fastest-growing European leagues, and the **Royal Moroccan Football Federation**, representing one of Africa's most prestigious national teams.



HAIER

Haier is a brand of Haier Europe, part of Haier Smart Home, the world's No. 1 company in major appliances, and is listed among Fortune's Global 500 and World's Most Admired Companies. Headquartered in Brugherio (Italy), Haier Europe operates in over 45 markets with premium, and manufacturing plants in Italy, Turkey, and China. Its mission is to shape the new era of living by developing connected, intelligent ecosystems that respond to evolving user needs—always with a Zero Distance to Consumer approach. (*Source: Euromonitor International Limited; Consumer Appliances 2025, % unit share, 2024 volume sales data) www.haier-europe.com.

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