



HAIER MORE CREATION, MORE POSSIBILITIES

Haier is a global leader in the major home appliances and consumer electronics industry*, driven by a clear vision: to **develop intelligent technologies that resonate with people's lives and unlock new possibilities in everyday living**. Through its approach, "*More Creation, More Possibilities*", Haier puts people at the centre, transforming needs and innovation into practical, intuitive and personalised solutions.

With a premium positioning and a strong focus on different needs and lifestyles, **Haier offers advanced solutions across a wide range of categories, including major domestic appliances, small domestic appliances, Smart TVs and air conditioning**. The brand's ecosystem approach connects products, services and digital platforms to create intelligent, integrated and increasingly customisable home experiences.

At the heart of Haier's identity are three fundamental principles:

Technologies at the service of people

Haier develops advanced technologies by starting with a deep understanding of real life. Artificial Intelligence, connectivity and cutting-edge technologies become practical tools to anticipate needs and improve efficiency in the home, delivering tangible benefits while adapting naturally to people's everyday lives.

Life-smart solutions

Haier brings together intelligent technology and thoughtful design to create solutions that respond naturally to the needs of everyday life. Advanced features, intuitive functionality and refined aesthetics work together to make the home more efficient, comfortable and enjoyable. The result is a range of sophisticated products designed not only to integrate seamlessly into contemporary living spaces, but to enhance the way people experience them every day.

Reliable experiences

Reliability is one of the fundamental principles behind Haier's approach. Drawing on established expertise, a constant focus on quality and meticulous attention to every detail, the brand develops solutions designed to deliver high performance and long-lasting reliability. This commitment enables people to enjoy everyday life with greater peace of mind, focusing on what truly matters.

Since 2004, Haier has used sport as a strategic platform to communicate its values and build authentic connections with diverse audiences. The brand's partnerships celebrate passions, cultures and both local and international contexts, while strengthening its positioning. Among the sports it supports, **tennis represents a particularly relevant territory for Haier, sharing values such as innovation, precision, adaptability and performance.** Since 2023, Haier has been a partner of the ATP Tour, the French Tennis Federation (FFT) and the Lawn Tennis Association (LTA), with a presence at some of the world's leading international tournaments, including Roland Garros, the Australian Open, the Mutua Madrid Open, the Mexican Open, the Hamburg Open, the China Open, the HSBC Championships, the Terra Wortmann Open, the European Open Antwerp, the Plava Laguna Croatia Open Umag, the Lexus Eastbourne Open, the Rolex Paris Masters and the Nitto ATP Finals in Turin.



HAIER

Haier is the appliance brand dedicated to consumers who want premium experiences. Advanced technology, superior design, and tailor-made experiences are the three souls of Haier, which offers a wide range of connected products and solutions in the sectors of washing, cooling, cooking, and conditioning appliances. The Haier brand is part of the Haier Smart Home Group and ranks number one in the global home major appliances (*Source: Euromonitor International Limited; Consumer Appliances 2026 Edition; % unit share, 2025 volume sales data) www.haier-europe.com.

Press Office: ComCubo Public Relations

Alessio Melillo: Mob. +39 347 0101202 – Mail alessio.melillo@comcubo.it

Manuela Lubrano: Mob. +39 375 916 3899 – Mail manuela.lubrano@comcubo.it

Francesca Vuono: Mob. +39 331 3592983 – Mail francesca.vuono@comcubo.it