



At Haier, we are dedicated to meeting customer needs through practical innovation for a smarter life and a better planet. As a global brand, we are committed to giving customers more sensible options that empower them to live a modern, affordable and sustainable lifestyle. For us, quality begins with a corporate philosophy, a belief that it is important to design and produce products that are durable and will provide years of worry-free use.

Haier has always held the customer in high-regard and has a history of taking our product development cue from them, fostering relevant innovation. The range and scope of Haier's product offering allows us to do what only a handful of companies can – combine products and services in ways that can uniquely meet consumer needs with Haier solutions.

Haier believes in being forward-thinking and purposeful, making responsible and caring decisions, which take into account society as a whole. We look to examine our actions in light of how they will affect the sustainability of our world's resources.



THE WATER BUILDING

THIRD STREET

THIRD STREET  
↑  
TURNS PERMITTED AT  
CROSSING WITH TRAFFIC  
STOPPING



**HAIER DEFINED**

## **HAIER RANKS #1**

*in global major appliances brand market share*

According to leading business intelligence firm Euromonitor International, Haier is the #1 brand in the world for refrigeration appliances, home laundry appliances and major appliances. Haier products are distributed in more than 160 countries and regions in North America, South America, Europe, the Middle East, Asia and Africa. Haier has sold over 40 million products in the Americas alone since it first established its presence in 1999.



**#1**  
REFRIGERATION  
BRAND  
IN THE WORLD  
**Haier.**



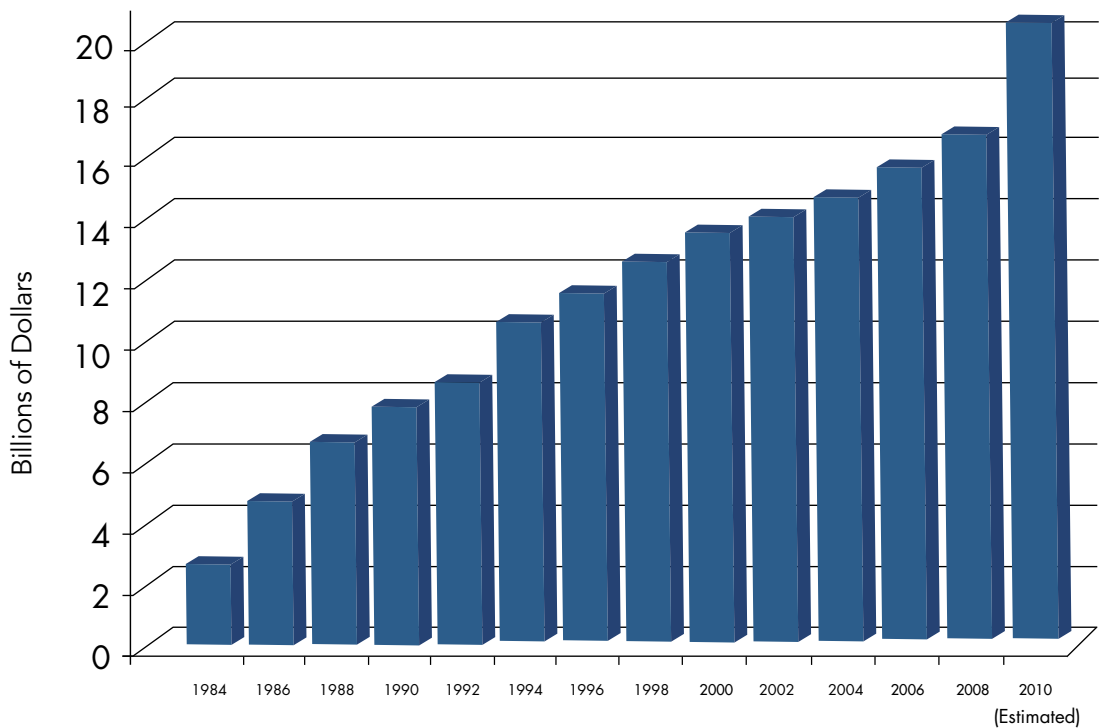
**#1**  
LAUNDRY  
BRAND  
IN THE WORLD  
**Haier.**



## WORLDWIDE COMPANY GROWTH

**\$20 BILLION**  
*in worldwide sales*

Haier has shown consistent growth over the last two decades. We are continually revising and analyzing our business models to keep sustaining this trend. With new innovations and product introductions planned with an eye on future growth, Haier will continue to be a leading global presence for appliances and electronics.



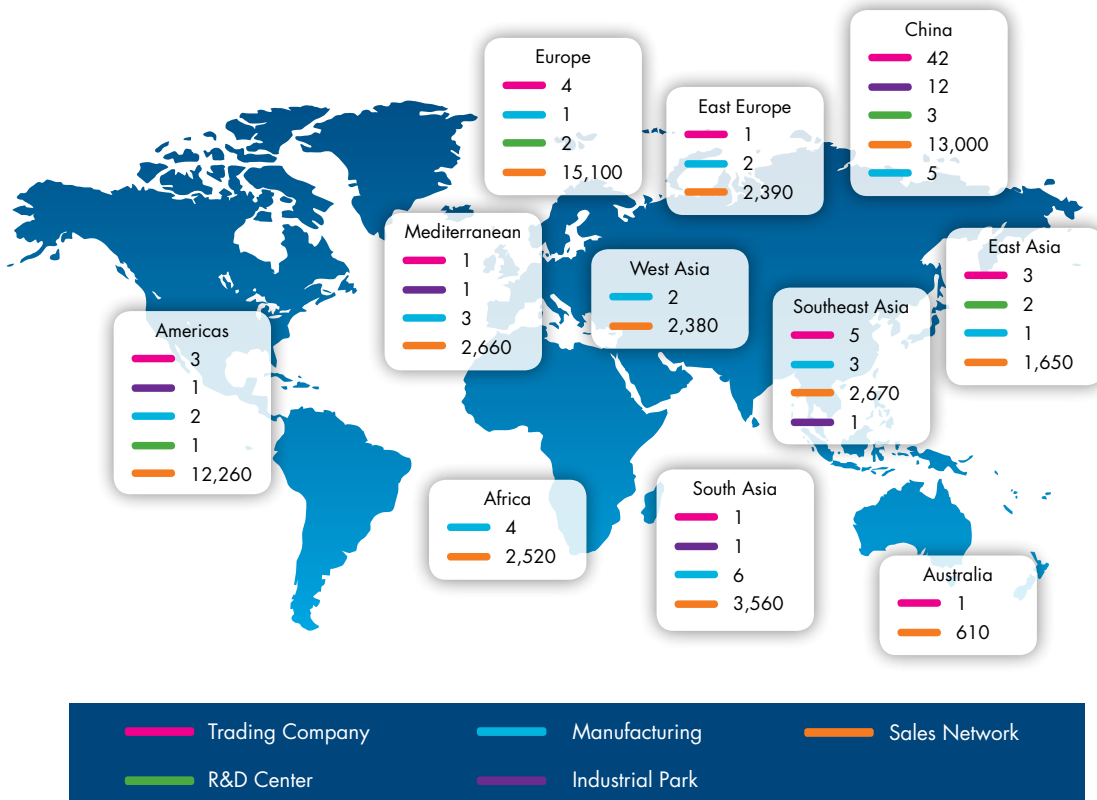




## GLOBAL OPERATIONS

### *Localization*

Haier has 29 manufacturing bases and 16 industrial parks in the U.S., Europe, Asia, the Middle East and Africa, enabling Haier to localize its production in various markets. Haier also localizes product design with eight Research and Development centers in the U.S., Germany, Japan and Korea.





## OPERATIONS IN THE AMERICAS

### *establishing networks*

Haier's sales and marketing arm for the Americas is headquartered in midtown Manhattan and over the past several years, has successfully established trade partner relationships throughout the U.S., Canada, Mexico and Latin America, with a strong sales force and wide product assortment. As our business grows and the business landscape adjusts, we will look to establish facilities to best build and foster our relationships with business partners.

**H Headquarters:**  
New York

**S Sales Offices:**  
Arkansas  
California  
Georgia  
Iowa  
Louisiana  
Massachusetts  
Miami  
Mississippi  
New Jersey  
New York  
North Carolina  
Ohio  
Oregon

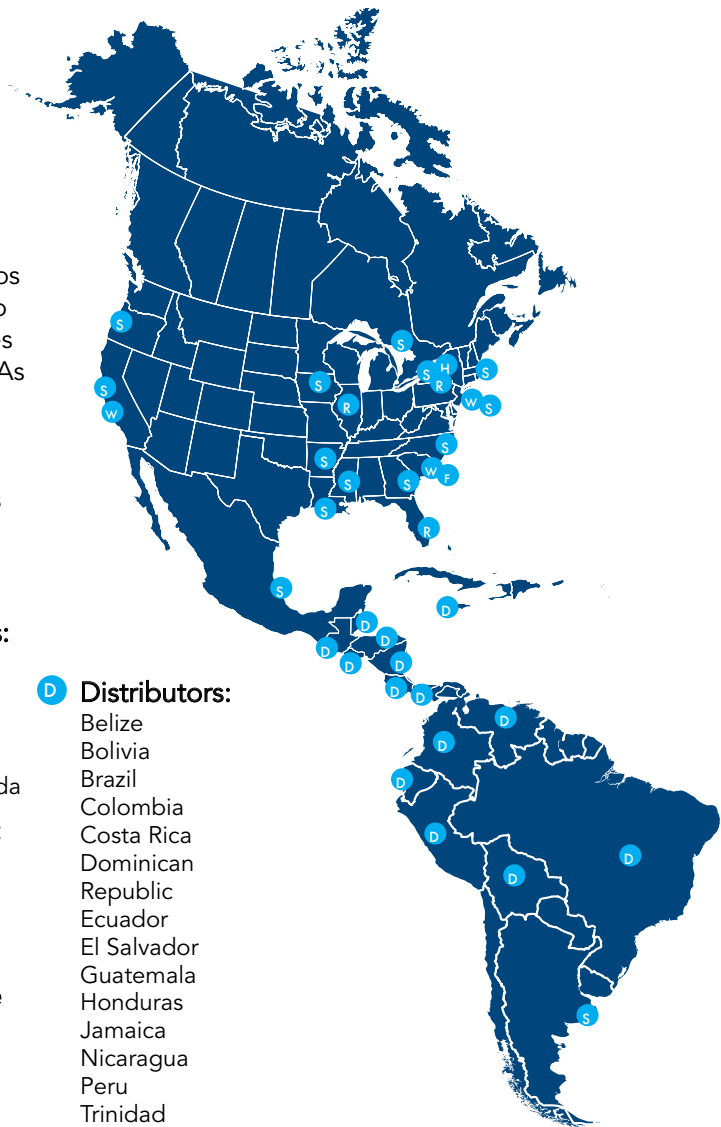
**F Factory:**  
South Carolina

**S International Sales Offices:**  
Buenos Aires, Argentina  
Mexico City, Mexico  
Toronto, Canada

**W Warehouses:**  
California  
New Jersey  
South Carolina

**R Regional Field Service Offices:**  
Florida  
Illinois  
New York  
North Carolina

**D Distributors:**  
Belize  
Bolivia  
Brazil  
Colombia  
Costa Rica  
Dominican Republic  
Ecuador  
El Salvador  
Guatemala  
Honduras  
Jamaica  
Nicaragua  
Peru  
Trinidad  
Venezuela



# TIMELINE

*haier throughout the years in the americas*

Haier continues to grow, adding new product lines and embracing the latest technology to bring more quality, style, and innovation to homes across the U.S., Canada, Mexico and Latin America.



**1999**

- Development of factory in Camden, South Carolina
- Haier America is founded with 4 SKUs



**2000**

- Haier America introduced room air conditioning at Walmart stores



**2001**

- Haier America achieved the #1 market share in compact refrigerators



**2002**

- Acquired new Headquarters in North America (Former Landmark Greenwich Bank Building of NYC)



**2003**

- Launched full size refrigerators manufactured in South Carolina



**2004**

- Opened Haier Warehouse in Edison, NJ





## 2005

- Haier became #2 seller of Air Conditioners in the US



## 2006

- Haier signed marketing partnership with the NBA
- Haier launched their first high definition televisions



## 2007

- Sponsored Shooting Stars event at NBA All-Star 2007
- First NBA themed TV Spot Aired on TNT, ABC, & ESPN
- Introduction of side by side refrigerator



## 2008

- Haier America launched first ever *Refrigeration Roadshow*
- Development of *NuCool™* compact refrigerator technology



## 2009

- Haier launched new LED high definition televisions
- *Encore* top load laundry introduction



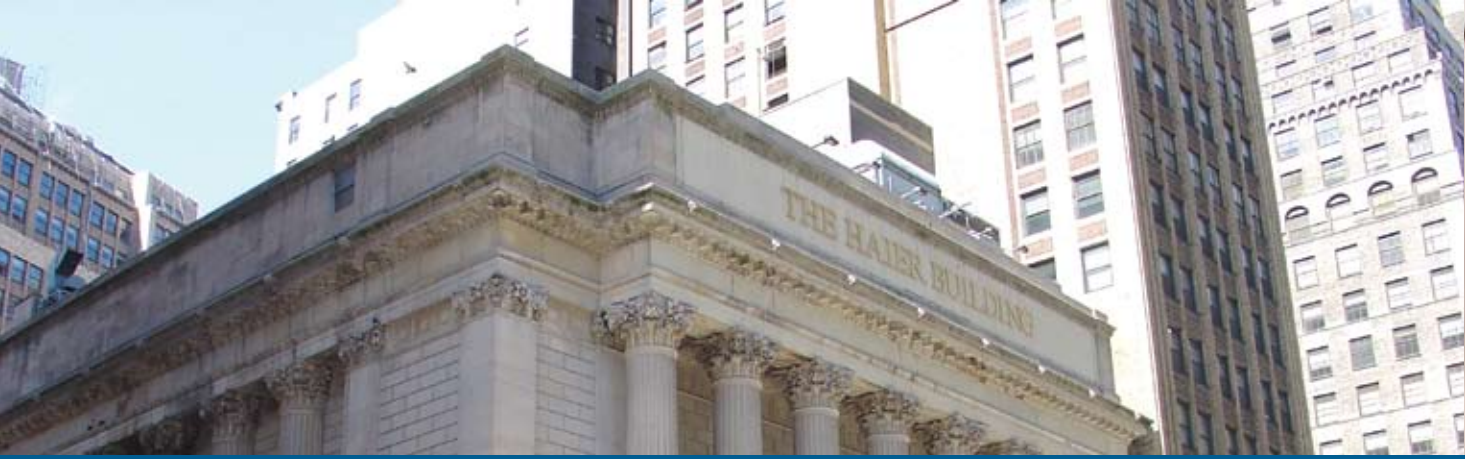
## 2010

- Haier launched Energy Star® line of dishwashers
- Front load laundry introduction



## 2011

- Haier continues to evolve adding new product lines and embracing consumers needs



## U.S. OPERATIONS



### *u.s. headquarters & factory*

#### MANHATTAN

Located in the heart of midtown Manhattan, Haier America's New York headquarters houses executive staff and administrative functions including, branding, marketing, finance and product innovations and engineering.

Identified as one of the most refined examples of York & Sawyer bank buildings by The Landmark's Preservation Commission, the three facades are one of the finest examples of classical architecture. This ancient Roman style encompasses a rusticated podium, monumental Corinthian colonnade and high attic.

#### SOUTH CAROLINA

The Haier America Industrial Park opened and produced its first refrigerator in March 2000, becoming the first Chinese company to open a factory in the U.S. In April 2001, South Carolina named a road near the facility, Haier Boulevard, in appreciation for the company's contributions to the state's economy. It is the only road in the United States named after a Chinese corporation.

The industrial park has had such a positive impact on the community, neighboring towns and state of South Carolina, that Haier was recognized locally and statewide. The city of Kershaw, South Carolina, awarded Haier the "2001 Community Contribution Award" and the South Carolina Government granted Haier the "Job Creating Award" in 2002.

## AWARDS

 <p>Consumer Reports "Best Buy" for TST850DS Toaster January 2010</p>	 <p>Haier was ranked 28th in the worlds "50 most innovative companies" ranking by Bloomberg and BusinessWeek in 2010.</p>	 <p>Consumer Reports highest rated air conditioner (ESAD4066) July 2010</p>
 <p>2010 CES Product of the Future Award from POPULAR SCIENCE</p>	 <p>2009 Haier ranks #1 in Global major appliances brand market share</p>	 <p>Consumer Reports highest rated air conditioner (ESAD4066) May 2009</p>
 <p>Consumers Digest "Best Buy" - MWG1008TSS Microwave January 2009</p>	 <p>ADEX Platinum Award - Haier's Counter Depth Refrigerator</p>	 <p>ADEX Silver Award - Haier's HHX6130SS Range Hood</p>
 <p>Consumers Digest "Best Buy" - Paragon (ESAD4066) room air conditioner June 2009</p>	 <p>Go Green Award for the NuCool compact refrigerator at the 2009 IHHS</p>	 <p>2008 Home Channel News Golden Hammer Award - Major Appliances</p>
 <p>2008 Wal-Mart "Vendor of the Year"</p>	 <p>Consumer Reports highest rated air conditioner (ESAD4066) May 2008</p>	 <p>2008 Woman's Day KB Award - Aqua Fontana water dispenser</p>







## SUSTAINABILITY

### *promoting a healthy planet*

Haier America offers a number of ENERGY STAR® and energy-saving products that reduce energy bills at home while protecting the environment. Our research and development teams continually work to improve the energy standards of our products, bringing earth-friendly appliances into homes nationwide.

### **1-800-RECYCLING.com®**

Haier America has partnered with Electronic Recyclers International®, the largest electronic waste recycler in the United States. ERI recycles over 170 million pounds of electronic waste annually and specializes in the environmentally safe and socially responsible dismantling of electronic waste.

## RESEARCH AND DEVELOPMENT

In recent years, the Haier Group commits 5% of its revenue to Research & Development, a dedication to innovation that results in the company applying for hundreds of patents a year.



### NUCOOL™

Haier's NuCool™ technology combines the best features of current cooling systems for compact refrigerators to create a brand new technology that achieves temperatures as low as 37°F (based on 70°F ambient room temp), which was not possible with prior refrigerant-free models. NuCool™ has no compressor and runs whisper quiet while also achieving low power consumption.





## MARKETING

### *advertising campaigns*

#### PRINT

Through integrated marketing campaigns, Haier promotes our newest products and initiatives to both national and regional audiences.



## GRASSROOTS

One of the key ways Haier reaches consumers is through grassroots events like the *Haier Home Tour* which visited large festivals and fairs throughout the U.S. highlighting key new products.



## TELEVISION

As the Official HDTV of the NBA, Haier's brand can be seen during the season and the NBA Finals with television commercials on TNT, ABC and NBA TV.







## HAIER & THE NBA

### *official marketing partner*

As an Official Marketing Partner of the NBA, Haier has access to high profile branding and marketing opportunities throughout the year. Television commercials, All-Star Sponsorship, and advertisements during games promote the Haier brand and are ensuring it becomes a household name across the nation.



### HAIER PLAY OF THE DAY

Haier has achieved noteworthy success through the "Haier Play of the Day," a feature found on NBA.com. Fans visit the website to see a selected highlight video of a play sponsored by Haier. With millions of page views throughout the year, the "Haier Play of the Day" is the #1 destination on NBA.com.



## ALL-STAR SATURDAY NIGHT

### *haier Shooting stars*

Haier Shooting Stars tips off the NBA All-Star weekend and provides a venue to entertain valued customers in suites during All-Star Night to show our appreciation and thanks.



#### NBA NATION

Haier America joined the National Basketball Association's largest mobile basketball playground, NBA Nation, for a coast-to-coast tour of the United States. Haier showcased a number of portable media devices in the *Haier Home Court Tent* as well as new LCD televisions. Fans cooled off with Haier's portable air conditioners and won some great prizes by participating in the Haier Shooting Stars competition.

#### NBA JAM SESSION



As the highlight of the NBA season, NBA All-Star provides Haier another opportunity to reach fans. NBA All-Star Jam Session has been a showcase of the *Haier Home on the Road*, giving consumers the chance to directly interact with the brand.



# Haier

Bucurie și de fericire  
r us, for me  
वेदसिंहदेवै कि एड - कि मे  
ेरационализатор  
tending to who  
he real world  
and joy innovation inspire  
at dans la vie ré  
y alegria Designed  
Freude durch

## Haier



making home a better place joy  
want bucurie și de fericire  
got style inces qui fonctionnent dans la vie réelle  
novation







## TRADESHOWS

### *reaching retail partners*

Industry tradeshows provide Haier a platform to showcase the brand and new product offerings. Our foot print and presence at key shows like the Consumer Electronics Show, the International Home + Housewares Show and the Kitchen & Bath Industry Show has continued to grow.





## MEDIA COVERAGE

Through strategic planning and implementation Haier has achieved media coverage in top regional national outlets and significantly increased brand awareness.



### O MAGAZINE

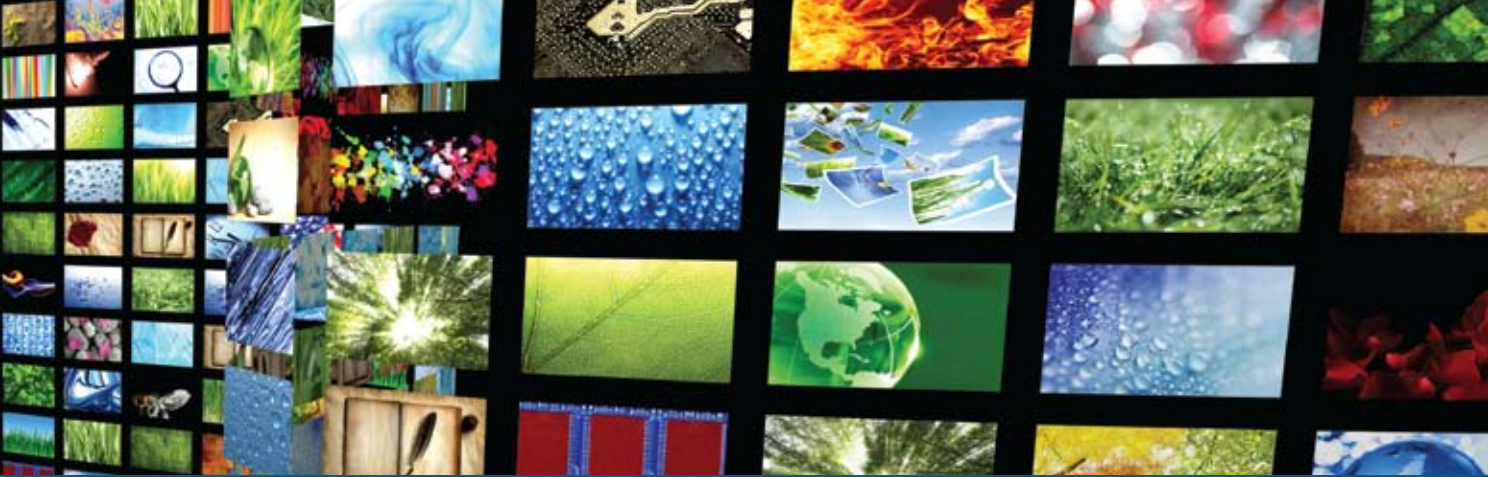
Oprah's O List of the best holiday items focused on bold colors and the Haier designer LCD television.



### BETTER HOMES AND GARDENS

The Better Health section featured a Haier mp3 player among key gadgets.





## KITCHEN AND BATH IDEAS

Haier's Encore Laundry line was featured for its Dual Drive technology.



## FAMILY CIRCLE

The Counter Depth Refrigerator was highlighted in a Cooking Up Style layout.



## ONLINE EXPERIENCE

*haieramerica.com*

Haier is dedicated to making the online experience seamless and simple. Our banner ads highlight key initiatives throughout the year, including seasonal campaigns, holiday promotions and new product launches. Haier is committed to making it easier for our business partners and consumers to interact with us and easier to find the information, services and products that they need. This philosophy is the driving force behind the Haier Online Experience.



## INTERACTIVE BRANDING

Haier is connecting with consumers online through interactive brand marketing with the goal to Educate, Demonstrate and Motive consumers. As consumers continue to go to the web to research, shop and share, Haier is finding relevant touch points to reach them and familiarize them with the brand and product lineup.





## CUSTOMER SUPPORT & SERVICE

*ready to take your call*

Customer service and satisfaction is important to us. We care about all of our customers and seek to give each one attentive service. Our customers deserve the most efficient service from a knowledgeable, motivated, and well-trained support staff. We will try to answer your questions and respond to suggestions and concerns as thoroughly and quickly as possible.

### PRODUCT SUPPORT

Live Call Center 24/7/365

Operators in English, Spanish  
and French  
877-337-3639

### PRODUCT REGISTRATION

[www.haieramerica.com](http://www.haieramerica.com)

### REPAIRS AND PARTS

Service Website

Parts Lists/Distributor Directory  
Technical/Parts Bulletins,  
Service Manuals, Schematics  
<http://service.haieramerica.com>

### CLAIMS ADMINISTRATION

Online Warranty Claims Submission,

Timely Claims Processing

Electronic Funds Transmission Available  
for Warranty Claims Payments

Haier America Service Team 866-814-3633

### RETURNS DEPARTMENT

Return Authorization Forms Furnished  
upon request

8:30am – 5pm est. Monday thru Friday

Operators in English, Spanish  
Phone: 800-461-8890 x2 x2  
Fax: (732)-661-9774  
E-mail: [RA@haieramerica.com](mailto:RA@haieramerica.com)





A photograph of a woman with long blonde hair and a young girl with long brown hair in a kitchen. The woman is holding a jar of jam and looking at it with the girl. They are both smiling. In the background, there is a refrigerator, a coffee maker, and wooden cabinets.

## HAIER REFRIGERATION

*style, sensibility and convenience*

As the world's #1 refrigerator brand and #1 laundry brand in the world, Haier has shown our commitment to offering customers more sensible options that empower them to live a modern and affordable lifestyle.

Haier refrigerators reflect style, sensibility and convenience. Ranging from compacts to full size to dual drawer under counter refrigerators, there's the perfect match for the consumer's needs.



Designed to be stylish and functional, a Haier refrigerator fits into your life, budget and kitchen. Haier refrigeration products can be ENERGY STAR® Qualified, providing the most value and savings. Haier is proud that our top mount refrigerators are produced in the U.S., helping to fuel the local economy.







## HAIER DISHWASHERS

*cleaner dishes, cleaner world*

Haier dishwashers are greener and cleaner than ever. New features like EcoWash and SteamRite technologies remove the toughest, baked on foods, grease and bacteria while consuming less water and energy. The line features a stainless steel, tall-tub interior which provides durability and quieter operation.

### DISHWASHER TECHNOLOGIES



#### **STEAMRITE TECHNOLOGY**

Pre-treats even the most hard-to-reach dishes, loosening baked-on food for superior cleaning results



#### **ECOWASH**

A newly designed wash system that produces fantastic results while reducing water consumption



#### **EXTRA-LARGE CAPACITY**

Allows up to 14 place settings per load with the addition of StemGuard to keep your stemware safe



#### **QUIETDESIGN II+**

Noticeably reduces noise level in the kitchen and throughout the home





## HAIER LAUNDRY

*greener, cleaner, brighter load*

Haier's laundry line includes portable washers, top load laundry, front load laundry, stackable laundry, and washer/dryer combos that can tackle the dirtiest clothes with ease. Many of our high-efficiency washers use less water and energy than conventional units. Options, features, price and even eco-friendly models, make these products great for every person's needs.

### VARIETY OF STYLES

#### TOP LOAD LAUNDRY



All top loads have electronic controls and stainless steel drum to offer the best value and durable quality.



#### FRONT LOAD LAUNDRY



Electronic touch sense controls are easy to use and clean.

#### WASHER/DRYER COMBOS



This all-in-one unit washes and dries, and is perfect for urban living.







## HAIER HOME COMFORT

*wide range or perfect fit*

Haier's extensive line of air conditioners and dehumidifiers guarantee that customers will find the perfect fit for their home. With five different kinds of air conditioning styles to pick from - window, through-the-wall, casement/slider, heat & cool and portable – there is something for everyone. In addition to air conditioning, Haier also offers a full line of dehumidifiers to help customers reduce moisture, and keep the air healthy and comfortable.

Haier home comfort models include a wide range of ENERGY STAR® Qualified products, providing consumers with cool comfort while helping them save on energy bills.

### HOME COMFORT TECHNOLOGIES



#### **MAGNAFLIK® REMOTE**

Store the remote on the side of the unit



#### **QUICK-SNAP WINDOW KIT**

Fast and easy installation



#### **ROTATING AIR VENT**

Close it when the AC is not in use



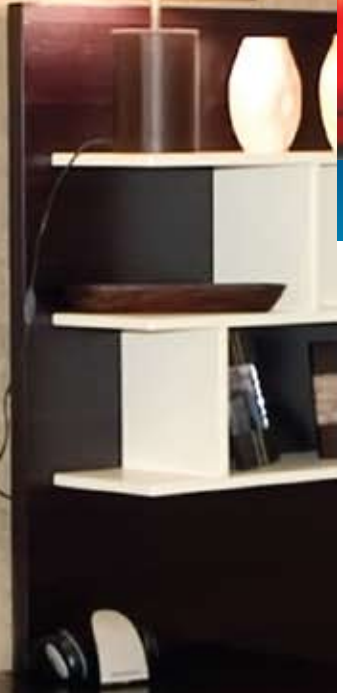
#### **24 HOUR ON/OFF TIMER**

Program the air conditioner to turn on/off automatically



#### **BRILLE REMOTE**

Barrier-free lifestyle







## HOME ELECTRONICS

*made to fit your lifestyle*

Haier continues to evolve our electronics around the consumer's lifestyle. Whether it's the extreme clarity and color of a large screen LED TV, connected devices that stream movies and music, or a powerful sound bar that provides intense audio, Haier enhances the entertainment experience.

### LED TECHNOLOGY

Haier's range of LED HDTV's provide the perfect option for the kitchen or home theater. Haier's LED televisions feature an ultra-slim cabinet design with a rounded smooth finish bezel for a picturesque and slim look.

### CONNECTED DEVICES

Connect to movies, music and video content with the click of the remote. These services are directly connected to Haier products so there's entertainment at the blink of the eye.



PANDORA



FILM FRESH

### AUDIO TECHNOLOGY

Haier's sound bars and home audio equipment enhance the television viewing experience with surround sound audio pulsating throughout every corner of the room. Powerful adjustable iPad/iPhone/iPod docking stations and speaker systems take music sharing to the next level.





For media and analyst inquiries, please contact Public Relations at  
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zhangbin@haier.com (Haier Group)



**Haier**<sup>®</sup>

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