

# Haier

## Company Fact Sheet

Qingdao Haier, a subsidiary of Haier Group, is acquiring GE Appliances in a cash transaction.

Haier:

**#1** major appliance leader in the world<sup>1</sup>

Accounted for over **9.8%** of worldwide home appliance sales in 2015

**#1** in retail volume for seven consecutive years<sup>2</sup>

**#1** in global retail volume of refrigerators and washers in 2015<sup>2</sup>

**Founded:** 1984

**Global Headquarters:** Qingdao, China

**Presence:** 100+ countries

**Employees:** ~60,000

**Annual Revenue:** ~US\$30bn (RMB 188.7bn)

**Types of Products:** Kitchen, Home Entertainment, Laundry, Home Heating & Cooling, Commercial Heating & Cooling

**Chairman & CEO of Haier Group:** Zhang Ruimin

<sup>1</sup>Source: Euromonitor International 2014

<sup>2</sup>Source: Euromonitor International 2015



## Company Background

- Haier entered the U.S. market in **1999** when it established the Haier America Industrial Park in South Carolina. Haier employs approximately **400** people in the U.S.
- Committed to job creation and investment in the U.S.: The addition of GE Appliances to the Haier family will add **12,000 employees** and approximately **\$6.3 billion\* in revenue** globally
- World leader in **R&D and Innovation**: Haier's five global R&D centers, combined with GE Appliances' four global technology centers and FirstBuild, a global online co-creation community in Louisville, KY, will further extend Haier's leadership
- Named **8th most innovative** firm worldwide by Boston Consulting Group in 2012
- History of **successfully acquiring** well-known leading international brands, e.g., Sanyo and Fisher & Paykel

\*Revenue figures based on FY 2015

Inspired  
Living

## Haier Leadership



**Zhang Ruimin,**  
**Chairman and CEO of Haier Group**

Founded Haier Group more than 30 years ago. Respected global leader and entrepreneur. Recipient of the "Best Practices Award" by the American Best Practices Institute. Described by Fortune magazine as one of the World's 50 greatest business leaders.



**Liang Haishan,**  
**President of Qingdao Haier**

Decades of experience in the manufacturing of household electrical appliances. General Manager of Qingdao Haier since 2003. Senior Vice President of Haier Electronics Co. Ltd.

## Our Brands

**Haier**



**GE APPLIANCES**

**Casarte**  
REFINED LIVING

**AQUA**



**Fisher & Paykel**

**日日顺**  
RRS.com

**SANYO**

## Global Presence

### Worldwide Network\*

	Manufacturing	33
	R&D Centers	9
	Industrial Parks	22



Haier R&D Center in the United States



Haier R&D Center in Germany



Haier R&D Center in China



Haier R&D Center in Japan



Haier R&D Center in New Zealand

\*Note: Figures reflect Haier + GE Appliances facilities