



NEWSLETTER

SPRING, 2022

Homa

20th
ANNIVERSARY

HOMA APPLIANCES CO., LTD.

A photograph of the Golden Gate Bridge in San Francisco, viewed from a distance across the water. The bridge's iconic orange-red towers and suspension cables are prominent against a clear sky. In the foreground, there are dark, out-of-focus green leaves, possibly from a plant on a balcony or terrace, framing the view of the bridge.

HOMA'S SYNC & LINK TECHNOLOGY
IS ALL ABOUT BUILDING BRIDGES BETWEEN WORLDS

CEO'S MESSAGE

Time flies, and four months have passed in this “turbulent” 2022. Homa adapted to the next normal and delivered competitive performance last year. As a good start, Homa witnessed an annual sales volume of 11.5M Units totalling approximately 10.1B CNY of turnover in 2021. We've grown bigger.

But there's one thing we are proud of has remained unchanged: it's the relationships we have built throughout our 20-year long history.

The original spirit of exclusive craftsmanship and pure OEM strategy have led Homa to become an industrial giant with all the benefits in terms of costs, volumes, and technology; that's how we bring a win-win situation to our partnership.

It's time to look forward, to make strategic changes to cope with the future. The Global pandemic, sea-freight increase, global supply chain shortage, and exchange rate fluctuation are estimated to continue their negative influence on the cooling industry.

Our ambition is always to be the OEM/ODM leader. Even under challenging times, We will keep on being different and unique, emphasising meaningful design, production efficiency, comprehensive services, and a sustainable attitude towards people and the earth.

This year, Homa has come to its 20 years old. Taking advantage of this moment, I would like to share some latest updates on our future projects.

Michael YAO
CEO & President
Homa Appliances Co., Ltd.



HOMA'S LATEST GENERATION BIG SIZE PRODUCTS

CONTINUOUS INVESTMENT IN R&D

From 2020 to 2023, Homa has invested about 1.2 billion CNY in R&D to make perfect products for our customers: to date, a total of 34 models were released, among which 21 are No-Frost, and 6 are big space products.

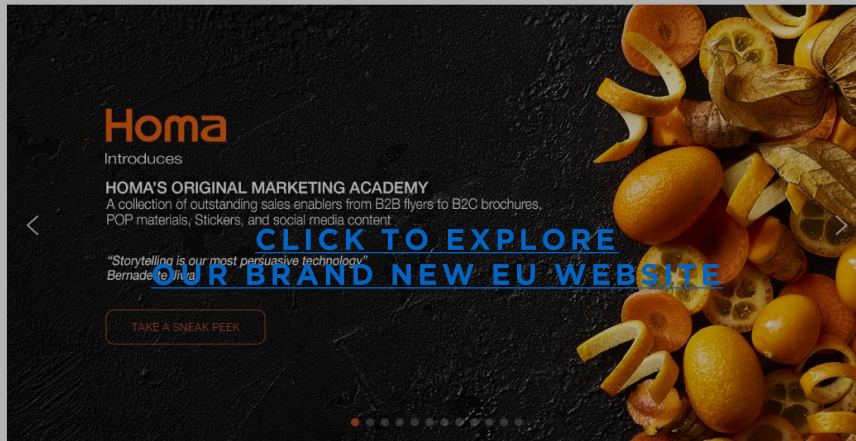
Last year Homa launched our most cutting-edged products ever:

- New Iconic 4-Door, an appliance that perfectly blends design and technology, preserves longer and better the best of nature's produce.
- Brand-new giant Side-by-Side, a food theatre for contemporary life, supports your better organisation, less shopping frequency, more free time, with state-of-art technologies to be the best stage for all kinds of food.
- The next-generation premium ice maker, a new iconic feature, enables your easy, happy party gathering at home, served with quality icy drinks.

This year we expect to release 15 big space models, among which 9 are No-Frost products, and 3 are big space products.

Our never-ending quest is to provide our global partners with a complete full range of constantly innovating technology.

Nevertheless, in the upcoming three years, Homa will continue to invest about 1.2 billion CNY in R&D to make perfect products for our customers.



YOUR SUPPLIER OF CHOICE

We have come from simply “low cost” to “original” designer products, and soon truly “authentic”.
Exclusive, but for all.
To us Beauty and Performance are standard features, not a luxury optional.

THE H+ EXPERIENCE

As your supplier of choice, our quest is to build the best customer journey to support your cooling sourcing and deliver care at every possible touchpoint.

The project of “H+” took inspiration from the Homa customer-centric philosophy and our “always only OEM” strategy. It embodied:

- the innovative TSM (Technical Service Manual) for efficient after-sales operations.
- the user-friendly SPM (Spare Parts Management) for an easy spare parts ordering process.
- the European website that brings us even closer to the market sees us as the undisputed leader.

With the latest and relevant updates, The H+ project is expected to deliver a better digital experience for our customers:

- TSM: 25 manuals available and 8 coming soon.
- SPM: 457 categories of parts easy for you to source online.
- EU Site: currently in the Beta Test and received good feedback from customers.

All support from our professional teams who know your customised products best cause we care.



White Paper



Green Paper



Design Magazine

**HOMA SHARE BUSINESS INSIGHTS
WITH GLOBAL PARTNERS**

“CARE & SHARE” IS OUR DNA

In the previous 2021 Homa Fall Event, we promise to develop more No-frost products to embrace the next normal home-stay lifestyle of good food preservation and bring our sustainable culture to a whole new level by realising our business impact on the environment.

After thorough market research, we are now introducing:

- Homa's first White Paper, which covers our ideas about consumer trends, our new research in technology, and our new product plan, was released in March 2022.
- Homa's first Green Paper covers our thinking on how to minimise our environmental impact in every aspect of our business, to be released in April 2022.
- the Design Magazine, which elaborates on Homa's design philosophy and legacy, shares our thinking on product design and design in general, to be released in the first half of 2022.

These publications will act as the added value for our global partners, together with our meaningful product design, industry-leading production efficiency, and constantly evolving technology.



FACTORY#8 AND LIVING CAMPUS
HAVE STARTED CONSTRUCTION

THE HOMA NO-FROST DISTRICT



*Living Campus Rendering

Homa's new industrial setup - "No-Frost District", including Factory#8 and Factory#9, a components factory and a Living Campus, will offer an incremental annual capacity of 3 million units.

Factory#8 and Living Campus have started construction and are estimated to be finished in the middle of 2023, ready to be put in production at the end of 2023.

Also, as a leader in cooling industry, Homa is open to explore more production plant globally to meet the future cooling scenario.

WHAT'S NEW IN HOMA



THE HOMA NEW PREVIEW

Never miss an inspiring moment.

A preview video of all Homa's new projects is reserved for you on our Official Website, also available on the Homa official digital channels: YouTube and Instagram.

Enjoy via the following QR codes and links.



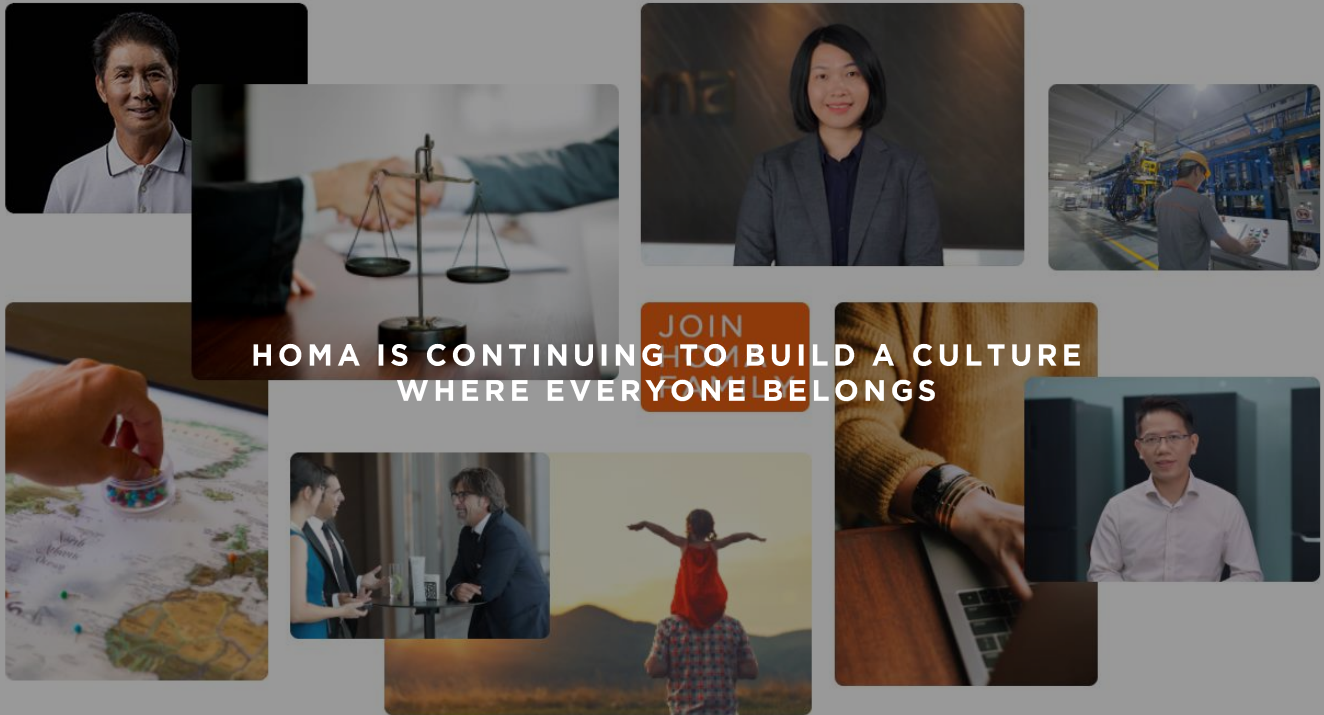
INSTAGRAM

<https://bit.ly/3MdJfwG>



YOUTUBE

<https://bit.ly/3JSWm55>



THE IMPORTANCE OF THE “S” FOR HOMA’S ESG STRATEGY

Homa has taken concrete action to continuously match the fast-changing market requests, create new capabilities and create a more inclusive workplace.

Our **International Business Centre (IBC)** ‘s continuous evolution has already reached remarkable targets versus our challenging targets.

Our 5% labour-power (YoY) growth mark expresses our intention to be even more customer-oriented, tailoring our team so that we can meet the growing demand in the market via sophisticated services.

We continue our journey in offering continuous training to enrich the competencies of the over 175 colleagues who form the IBC.

Our approach is simple:

- put people in the centre
 - create the most favourable context
- to permanently ensure that Homa’s IBC is the best team.

We target the generation of value for **YOU**, focussing on the correct answers, and reducing distances and response times.

We can also pride ourselves as 53% of the IBC workforce is represented by female managers. Even more, 67% of leadership roles are held by women, thanks to their unique capacity to convey Homa’s corporate culture of **CARE**.



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“CARE & SHARE” IS OUR DEEP ESSENCE.

Homa will always take care to offer you a 360° business experience, from product engineering to production as well as accompanying your after-sales services.

TRUST, INNOVATION AND DESIGN

Homa makes your cooling sourcing activity a successful journey.