



# NEWSLETTER

SUMMER, 2022

**Homa**

**20<sup>th</sup>**  
ANNIVERSARY

HOMA APPLIANCES CO., LTD.

## MAINTAINING LEADERSHIP IN A TECHNOLOGY-BASED INDUSTRY ENTAILS A CONSTANT AND ESSENTIAL FOCUS ON INNOVATION.

Homa incessantly searches to identify advanced technologies for its appliances to create new value for its B2B partners, innovating food preservation methods to improve people's daily lives.



We count on a solid R&D team (over 200 experienced professionals in mechanical engineering, electrical engineering, mechatronics, computer science, etc.) to maintain leadership in a technology-based industry such as household cooling manufacturing.

The HOMA R&D CENTRE, based in Nantou, is the core of the ceaseless pursuit of innovation.

For this reason, we are particularly proud to inform you that on the 29th of June 2021, the Homa Industrial Design Centre was officially awarded as one of the Guangdong Province industrial design centres.

With experts from Italy, Korea, Japan, and China covering product design, material research, user interface design, user experience research and brand strategy, the Design Centre fully supports product innovation.

Since our inception, we have built a network of international relationships to support our fast-paced growth.

The hub collaborates and maximises technological cooperation through active open innovation with distinguished universities, research institutes, and global partner companies with the world's best technologies and practices.

As is the case for projects anticipating energy-efficient products and in-depth research on fluid dynamics related to advancing our TRUE NO FROST technology and Homa's [MULTI-CLIMATE SYSTEM](#).

The relationship between Homa R&D Centre and our international technological network is also facilitated and supported by the daily interactions with [our Innovation & Design antenna based in Europe](#) (Homa Europe rep. office & Homa studio).





Through the support of international experts, we are setting new standards in cooling technology.

This perfect triangulation allows us to draw the most by erasing physical distances.

Our flexible and innovative mindset allows Homa's values and culture to infuse throughout the creative process, from the conceptualisation of the product, the engineering and manufacturing up to the final stage of the customer journey through the narration of the benefits.

At Homa, we aim to challenge the future via a holistic approach, a strategic blend that creates a positive impact on our industry, a vision perfectly encapsulated in our corporate tag line - "[WE TAKE CARE OF YOUR DREAMS.](#)"

Explore more info about our newly awarded design centre or advanced Multi-Climate System via the following QR codes.



HOMA WEBSITE

<https://www.homa.cn/press/designcentre>



YOUTUBE

<https://youtu.be/L75cVAnkXzw>

## OUR ESG JOURNEY

Last year at the 2021 Homa Fall Event, we started to share our sustainability strategy and promised to make substantial moves to strengthen our ESG journey.

Earlier this year, we launched our very first “green paper”. This publication shares our reflections and deep thinking for the future of our planet and our leading strategy as one of the largest refrigeration manufacturers to take on more responsibilities.

Since our inception 20 years ago, Homa has been environmentally conscious. We were one of the pioneers to choose R600a refrigerant gas right from the beginning promoting and supporting the introduction of cooling appliances embedding this eco-friendlier gas in many countries.

Our genetically rooted innovative spirit guided us in fulfilling the high-standard energy requirements in Europe, the USA, Japan, Australia, and the Middle East.

Nothing like numbers helps to give value to words. Here is an overview concerning the challenging Energy Label European legislation; by 2023, we will have around 20 product platforms competitively ready for energy class B & C.

Our plans ran fast, and our specialist engineering team is testing innovations on several crucial platforms for energy class A products.

We are also taking another step further, forming an ESG steering committee to drive and take the overall responsibility for the operation of Homa’s ESG policy and delegate responsibility for overseeing its implementation.



Our international ESG committee is composed of:

- **Michael Yao**, CEO of Homa Appliances, member of the Board of Directors, oversees the Company's policies, practices, and performance concerning ESG matters.
- **Anthea Wang**, CEO Assistant and General Manager of International Business Centre, will be responsible for implementing the ESG policies and ensuring they are transferred to the commercial team.
- **Federico Rebaudo**, General Manager of the European Office, with his deep international vision will manage Homa's cultural transformation towards an ESG-driven organisation and will design the right communication strategy to achieve the goal.
- **Han Sang-Wook**, Production Plant Manager, will be responsible for implementing ESG policies in the production process.
- **Miyamoto Masao**, Senior Technology Specialist of the R&D Centre, will oversee the implementation of ESG policies in the R&D process.
- **Ye Yonghong**, Director of General Management Department, her primary role is factory audit and ESG Data Analysing/Reporting.
- **Fu Yong**, Director of the Machinery Equipment Department, will be responsible for sustainable investing and managing utility equipment.
- **Tan Zhengfeng**, Director of the IT Department, his responsibilities include the sustainable digital transformation of Homa digital platforms and manufacturing execution system.

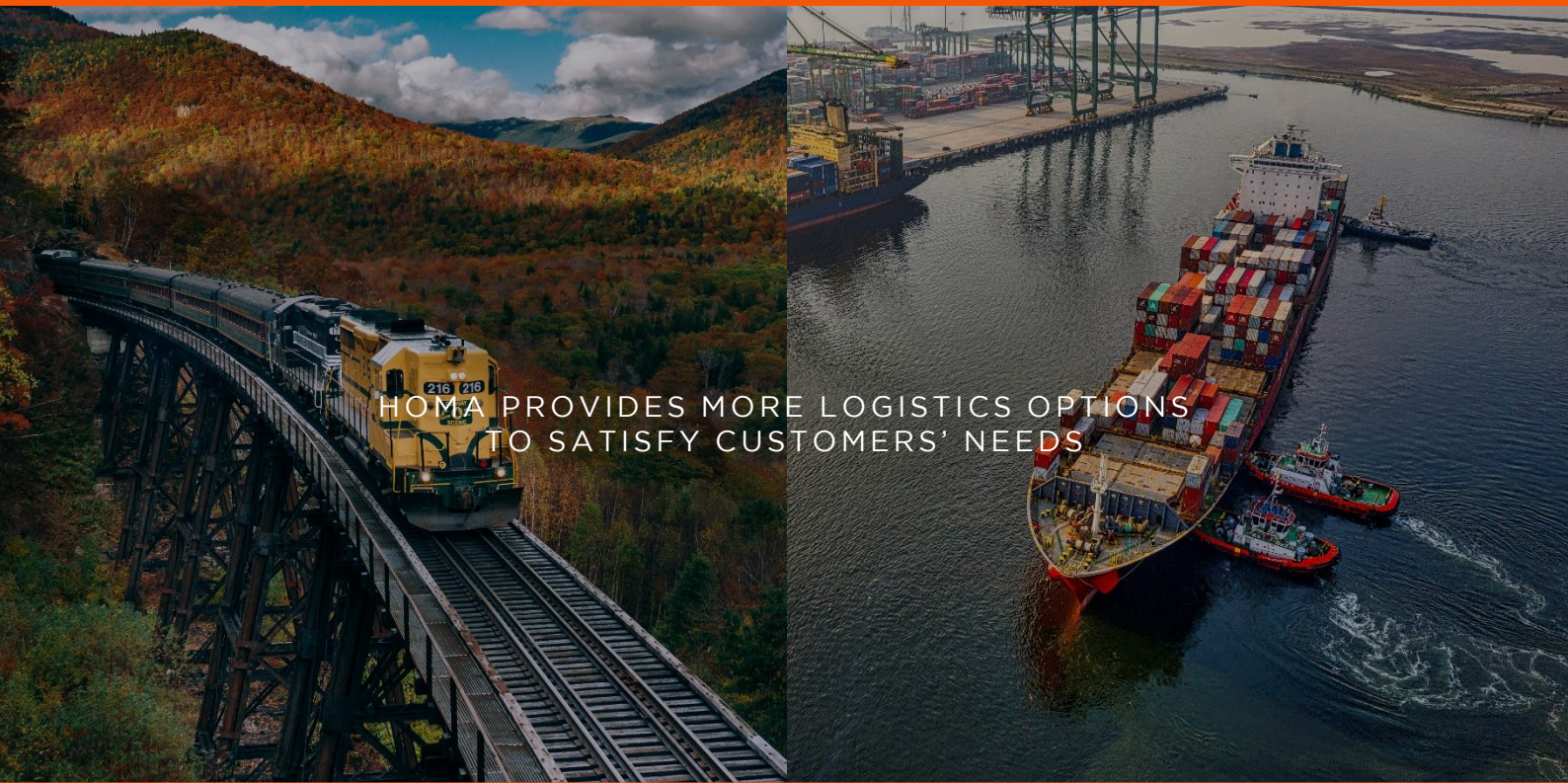
We plan to structure a dedicated reporting system to make our goals public as we think this is the best way to positively share our challenge with our stakeholders and boost the whole company in this direction.

Explore more info about our ESG journey, please scan the following QR code.



HOMA WEBSITE

<https://www.homa.cn/Sustainability/>



## HOMA IS IMPROVING LOGISTICS OPTIONS FOR GLOBAL CUSTOMERS

Coping with the complexity of the global logistics situation, Homa proactively expands the diversity of logistics options and improves the comprehensive ability of supply chain management.

Firstly, we are developing a strategic partnership with leading shipping companies and Guangzhou Port Group to ensure smooth logistics. We are now introducing China Railway Express as a new land transport option, which improves delivery efficiency by 1/3 compared with maritime transport.

AEO (Authorised Economic Operator) certification also brings delivery efficiency and tariff incentives to our global partners. Homa, your cooling appliances supplier of choice, is in sync with evolving global trends to develop a strong partnership and provide you with the best value-based solutions.

## YOUR BUSINESS PARTNER TODAY & TOMORROW UNCHANGED PARTNERSHIP SPIRIT BETWEEN HOMA AND YOU

Early this year, thanks to rising vaccination rates and manageable caseloads, countries across Europe and the Americas began to relax travel restrictions and reopen borders.

The Homa team adapted to the new normal and became the pioneer to travel abroad. We had five teams travelling in Europe, the Americas, Middle East and Asia-Pacific to meet our customers since the spring season.

We have always been a company with full international traction so as soon as it was possible, we finally started to travel all around the globe to:

- meet our business partners again, an activity that is the basis of our business model: listening attentively to new needs
- study with mental openness and curiosity about the new products on the market to always be one step ahead in the development of new products
- participate in significant events relating to our sector to experience the new trends first-hand

For example, our team poked around and learned much as it was fully immersed in the massive Milano Design Week and Eurocucina 2022.



Being aware of your sensitivity to beauty and willing to unleash your curiosity, we are sharing some of our takeaways from this unforgettable week:

[2022 DESIGN TRENDS](#)

(please enjoy the active link, please click to be redirected safely).

This article completes our first design trilogy for the [HOMA DESIGN INSIGHTS](#), specially conceived to disclose Homa's Design Spirit.

We continuously focus on how to inspire our partners to choose Homa and embark on a shared journey, fostering dialogue, and inviting value-based cooperation.

With the same spirit of curiosity and appetite for innovation, we will send a large team of sales representatives, designers, and engineers to the upcoming IFA Berlin this September.



IS ALL ABOUT BUILDING BRIDGES BETWEEN CULTURES

At the same time, at the end of June, we welcomed with great pleasure a big step toward easing border control in China.

The new rules issued by the Chinese National Health Commission said that the newly updated COVID-19 quarantine time for inbound travelers would be cut to 7 days in the facility, followed by three days in home/hotel isolation with regular testing for the coronavirus throughout the period.

This change indicates positive trends in future cross-border travel.

Homa will not only make the most of this opportunity to meet and inspire but will also keep investing in design differentiation, energy-saving technology, production efficiency, digital service, and sustainability to deliver competitiveness to you.

Explore more info about our takeaways from Milan Design Week via following QR code





The Homa logo is positioned in the top left corner of the page. The background of the entire page is a top-down photograph of a healthy meal. It features a large bowl of rice topped with avocado, tomatoes, and other vegetables, a smaller bowl with lime wedges and tomatoes, and a glass of water with a lime slice. The scene is set on a light-colored surface with some scattered garnishes.

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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.