

Haier Thailand marks the first-half of 2019 success with 40% growth, Eying to hit the premier market and business target as planned.







Haier Thailand has exceeded the targeted revenues in the first half of the year 2019, amounting 2,593 million baht, a 40% growth from last year. As such, the company continues to expand the high-end market with new products of premier electric appliances including refrigerators, washing machines and air-conditioners in response to customers' today lifestyle. The company expects to reach its business target of 50% growth and 5,000 million baht revenue at the end of this year.

Mr. Zhang Zhenghui, President of Haier Electrical Appliances (Thailand), distributor of Haier products, revealed: "In the first half of the year 2019, we can achieve a 40% increase of sales or equivalent to about 2,593 million baht, comparing to last year. We believe that this is a consequence of an exceedingly hot weather in the country that became a positive factor for our sales growth in all product lines, especially in cooling and air-conditioning segments. In air-conditioner product line alone, we gained approximately 1,544 million baht, a 50% increase. Refrigerator segment saw a 29% increase, accounting for around 434 million baht. Washing machine saw a remarkable growth in revenue - 323 million baht or 38% increase while freezers reached a total revenue of 209 million baht or a 19% increase. In addition, other products earned 84 million baht or 9% growth comparing to the same period last year.

In the highly-competitive market nowadays, it is necessary that manufacturers adapt their business and focus on product development to acquire more market shares from competitors and meet customers' requirements as much as possible. With this in mind, Haier continues to make strides in the high-end market with a variety of product lines, including refrigerators, washing machine, clothes dryers, freezers, household air-conditioners and commercial air-conditioners, televisions, water heater as well as kitchen appliances which include air-fryer, cooker hood, electric and gas stove. These products represent quality, great design, and innovation which are the strengths of Haier.

This year, Haier plan to launch its latest flagship product in refrigerator product line - the Navi Cooling Plus Series. This flagship refrigerator series is considered industry's GEN3 model which will

lead customers to new experiences the refrigerator has to offer. The Navi Cooling Plus is an advancement of the existing Navi Cooling series that was well-received among customers last year. The new series comes with sleek and classy design and superior functions. The Smart Temp Control offers more convenience on temperature control with a touch screen where users can adjust temperature as desired. Adding to the existing five modes of Smart Freezers from the last series is the 3rd space - a special partition where users can adjust temperature from -18°C to 5°C to fit different types of food and drinks to keep them fresh properly. The Soft Frozen Mode with a constant temperature of -7°C is suitable for fresh meat and fish, keeping them good in taste and texture.

The Flake Ice Maker is ideal for making a flake-ice texture for your favorite drink with a guarantee of safety and no risk of container breaking in the freezer. In addition, the 3 Room Separate Technology makes the cooling room, the freezer, and the Magic Room works independently, thereby ensuring safety and more effective cooling system for different uses.

“Regarding the business strategy this year, we will put great emphasis on integrated marketing and PR on different media platforms, including TV commercials and social media network. CSR, special promotions, and business roadshows across the country will also be continued. In addition, we also launched new marketing channels with 24-hour smart laundry services at the Smart Plus by Haier and Haier Brand Shop to serve as Haier Experience Center where customers will be offered with hands-on experience with our innovative products. This is believed to increase sales for electric appliances, especially in the potential markets, including refrigerator, washing machine, and air-conditioner, to reach 5,000 million baht of revenue as targeted,” added Mr. Zhang Zhenghui.

About Haier Group

Haier is one of the world’s leaders in products and innovation with a mission to create home appliances that can answer the ever-changing needs of consumers in more than 100 countries around the world. It also ranks #1 in Global Major Appliances Brand Market Share, according to the world’s leading business intelligence firm Euromonitor International, for the last 10 consecutive years (2008 to 2018). In 2017, the company yielded global revenues, amounting to US\$ 36.6 billion and profits of US\$ 4.54 billion.

Currently, Haier Group in Thailand has a global network of ten Regional Air-conditioning Training Centers, 24 industrial estates, 108 factories, and 66 sales offices. On the 2012 world’s 50 Most Innovative Companies list published by the Boston Consulting Group, Haier was the only Chinese company ranked in the top 10. In 2015, Mr. Zhang Ruimin, CEO of Haier Group was named one of the World’s Best CEOs by the Best Practice Institute (BPI). Haier is also listed in the 2017 World’s 50 Most Brand Influential Brands by World Brand Lab.

Haier Electronics Group Co., Ltd. is listed on the Hong Kong Stock Exchange (HK: 1169) and Qingdao Haier is listed on the Shanghai Stock Exchange (SHA: 600690).

Haier started to study Thai market in 2002. Then in 2007, Haier took over Sanyo Universal Electric Public Company Limited and renamed into Haier Electric (Thailand) Public Company Limited. Then Haier Electrical Appliances (Thailand) Company Limited had been established as an own trading company. As a result, Haier had R&D, manufacturing base and trading company in Thailand followed 3 in 1 localization strategy.

Haier Group in Thailand has opened the Regional Air-conditioning Training Center within the vicinity of the air-conditioner factory. Haier products in Thailand include refrigerator, washing machine, air-conditioner, freezer, TV water heater and kitchen Appliances.