

TALK WITH STUDIO VOLPI: MAKE COMMUNICATION MEMORABLE



Q:

How important is it for Homa to be perceived as a partner and not as a supplier? And what makes it possible for clients to see you as partners?

A:

Michel Yao:

Since the incorporation of the Company, in 2002, it was clear that partnerships and relationship would have been among the strategic pillars of our venture.

We primarily create and deliver value.

Homa's focus is the B2B business, our audience is made up of professionals; it is imperative to build lasting partnerships. I would even say bonds, not merely based on transactions and price.

What defines us best is our ability to leave a sign in our relationships!

Q:

Why did you at Homa, chose an Italian agency to support your communication with partners?

A:

Federico Rebaudo:

We are a Chinese company. We are firmly rooted in our territory, but generate over 80% of our turnover on global markets thanks to an extensive and diversified portfolio of clients who trust us.

We turn our gaze to the world.

In our factories, we have installed the best machinery, and these come from Japan, Germany, Italy, and, of course, China. Our international vocation is evident so we must communicate with a universal language. When we had to choose a partner to accompany us in international communication, it seemed natural to look for the best, of the right size, with a similarity of views: a unique mix of pioneering, competence and passion for execution. We have now a reliable and capable mix—the strengths of blending different cultures, with talented people.



Q:

You are an OEM specialist, but you attach great importance to communication, what is the reason?

A:

Federico Rebaudo:

Our strategy is to strengthen our position and remain the reference point in the global OEM cooling appliances industry.

"Only and always OEM." is our North star.

We must widen the range of our offer with services, we cannot merely produce the right products, with state of the art technology and a competitive price.

We are continuously mapping how to inspire our customers in selecting Homa on a shared journey, fostering dialogue, inviting for value-based cooperation and creating new opportunities together. We accompany our customers in many respects, from product selection to efficient after sales process.

For example, we have done an excellent job with the SV team to make instruction manuals simpler and straightforward and more attractive. Another example is the fantastic project that allowed us to

offer a range of differentiated and differentiating contents to communicate the "end-user benefits" of our products.



Q:

Why a tool like Video is so important to you? Why was the video format chosen?

A:

Federico Rebaudo:

Although our scope is not to produce advertising, our purpose is feeding our ability to generate relationships.

Indeed using video is the most consistent way to communicate universally.

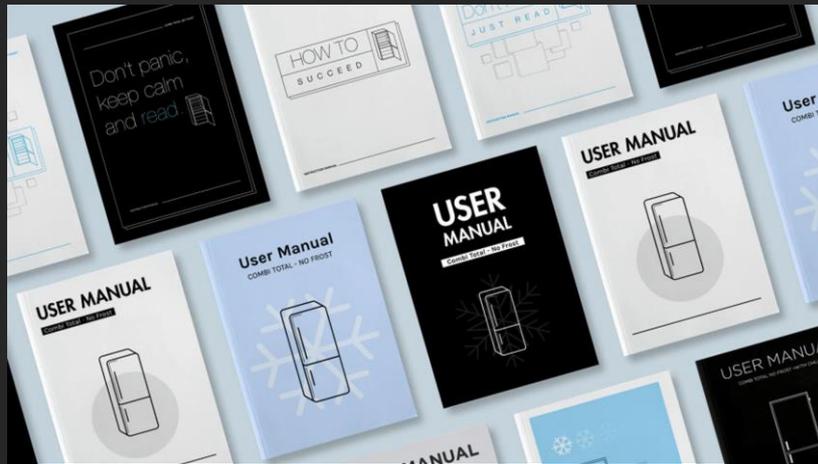
In our briefs, we challenge you to avoid offering us boring institutional videos, and for this reason, we insist on challenging you to blur the boundaries and introduce emotions.

We do not want to communicate in a pompous way, we seek elegance. We are not interested that the audience remembers figures, as, at school, the date of a specific event is not essential. We are interested in having recourse to what that event triggered, this is the only way to be memorable.

The ability to synthesise complex concepts in a few minutes thanks to your screenwriters' excellent ability associated with the experienced directors' technical skills has allowed us to capture attention, creating meaningful contents.

Colours, scenography and music are great allies when speaking to a culturally heterogeneous audience.

We are setting a strong and powerful purpose, and we are sure that coherence is effective to the extent to which it amplifies Homa distinctiveness.



Q:

How strategic are the paths developed with Studio Volpi?

A:

Michel Yao:

We are working as a team with Studio Volpi, we are encapsulating, sometimes anticipating the cultural spirit that informs our era. We are not a brand. We have limited budgets compared to our competitors who have taken the B2C path, creating new brands, acquiring or even promoting abroad their original domestic brand.

Our objective is to make meaningful choices which are consistent with our communication objectives and that promote our philosophy . Having a strong sense of direction is essential to create a consistent approach, we have a clear Vision we want to continue to be the reference point, the Supplier of Choice in cooling industry.



Q:

Homa competes in an industry undergoing a tremendous technological acceleration, how important is innovation for you?

A:

Michel Yao:

The word innovation is a bit overused in this period. I am very proud of a case: we innovate every day.

We must be able to be fast, adapt, and be efficient in small and large challenges.

Innovation at Homa means facing new challenges using the knowledge acquired, treasuring it and applying it to new challenges. If there were no problems, we would not have the necessary stimuli to apply and structure in a different way the knowledge we have collected.

Take, for example, the project that our R&D team has been developing with your engineering team for about 24 months. We share different expertise.

Exploiting competencies of external laboratories and multidisciplinary experts.

The support of these different specialists, in insulation, in advanced fluid dynamics gave us the boost to develop and fine-tune solutions that cost-effectively reduce energy consumption.

From the labs to the factories, we are now implementing our No Frost refrigerators. We are offering state of the art. technology.

For this reason, our primary investments, beyond building the best possible industrial footprint, are looking for new young talents and a lot of training to flood our departments with skills and an endurcorporate culture.