



NEWSLETTER

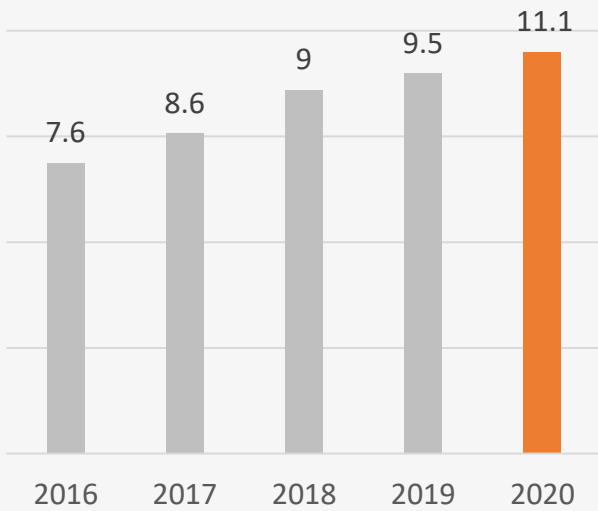
SPRING, 2021

Homa

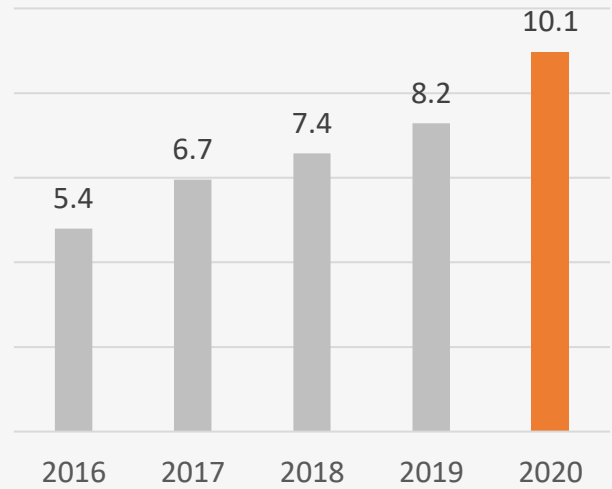


Canton Fair Season
April, 2021

HOMA SALES VOLUME, 2016-2020
UNIT: M UNITS



HOMA EXPORT VOLUME, 2016-2020
UNIT: M UNITS



(Source : Homa)

A NEW PEAK

2020 set a new milestone during which Homa witnessed annual sales volume of 11.1M units totaling approximately 8.3B CNY of turnover. Export sales volume exceeded 10.1M units with a remarkable 23% growth.

Your supplier of choice.

In this challenging period, we appreciate your long-term trust and support.

Homa will keep investing to always match your expectations.



BRICKS & BITS

We will continue to invest in "brick and mortar" to deliver:

- Massive production capacity
- Proactive quality process
- World-class appliances

We have a clear target: to be the best cooling manufacturer around the globe.

THE HOMA NO-FROST DISTRICT

The ground-breaking ceremony of Homa's new industrial setup - "No-Frost District" was held on 18th March.

With a relevant investment of over 1.2 billion CNY, we expect to offer an incremental annual capacity of 3 million units.

It will be the most automated production base in Homa.

A DIGITAL STEP AHEAD IN PRODUCTION PROCESSES

The Manufacturing Execution System (MES) upgrade is first applied in assembly line #9 from Factory #5 and line #10 from Factory #6

In less than 36 months, MES will be implemented in all production lines, ensuring leading-edge quality and efficiency in our manufacturing process.

Tangible effects for you:

- Quality: a significant process improvement.
- Efficiency: new heights on the operational standard.



“HOMA POP-EXCLUSIVITY” OUR UNIQUE DESIGN PHILOSOPHY

The Homa design turning point:

- Stepping up from "original "design to "authentic design".
- Inventing a new category: accessible but EXCLUSIVE!

Homa celebrated its design legacy during AWE 2021 (23rd- 25th March) at the “Shanghai National Exhibition Centre”.

Proudly supported by the “Beijing Ferrari Owners Club”, we displayed a customized “pigeon pair”, based on the fantastic Homa Total No Frost upright fridge/freezer platforms.

We unveiled Homa’s Design Roots, the inspiration from the world of sports cars, from beauty to performance, via inspiring videos:

- “Beauty & Performance”
- “Design Talk”

Available on the Homa official digital channels: YouTube and Instagram.
Please enjoy highlights via the following QR codes and Links.



YOUTUBE

<https://www.youtube.com/channel/UCLP1knJN3asHPzOpy9QiEiw>



INSTAGRAM

<https://www.instagram.com/tv/CMuCCfbgHUF/?igshid=iguwcr8sa4i>



YOUR BUSINESS PARTNER TODAY & TOMORROW

HOMA BECOMES A BETTER PARTNER IN GLOBAL SUPPLY CHAIN

On 28th September 2020, thanks to unparalleled reliability of trade security and consistent service quality, Homa was officially certified as an Authorised Economic Operator (AEO) by China Customs.

Earlier this year, Homa took another step forward in being officially certified as "Authorised Exporter" by the General Admission of Customs.

As an AEO-certificated company, Homa will enjoy appropriate incentives, including reduced or prioritised Customs inspection to improve delivery efficiency by 20%. Our partners can now enjoy tariff reduction by replacing the Customs Certificate of Origin to Homa Declaration of Origin. Currently, this benefit is implemented in Switzerland and Iceland, next will be the RCEP member countries.



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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.