



# NEWSLETTER

SUMMER, 2021

**Homa**



EMBRACE  
T H E  
N E X T

HOMA APPLIANCES CO., LTD.



## CEO'S MESSAGE

Hello Friend,

The first half of 2021 was by far still a challenge. We cope with that properly, Homa organisation performed very well.

But now is time to take a fresh look back and forward, to sync our minds with the future. At Homa, we nurture the culture of innovation to pursue the path of excellence. Since the inception of our venture, we foster innovation to pursue our path of excellence. Our aim is to be an authority in our industry.

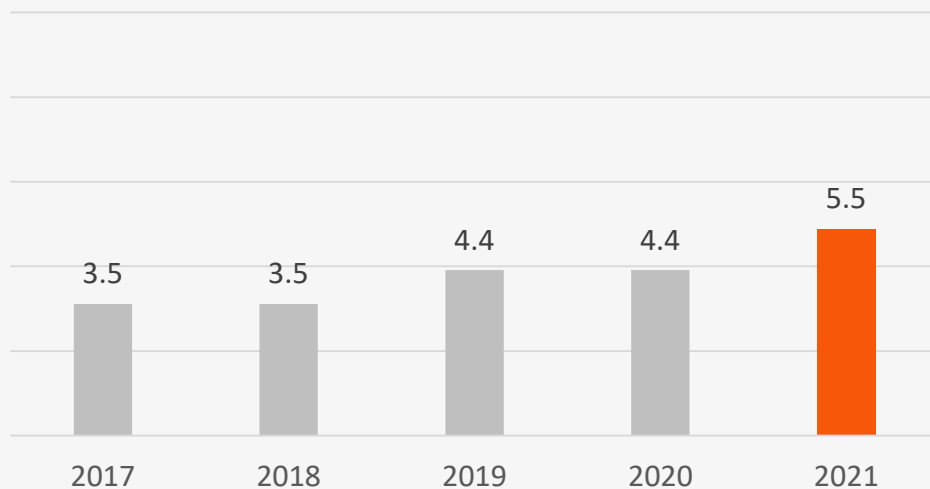
Our ambition is always to be the OEM/ODM leader. We will keep on being different and unique, emphasising meaningful design, production efficiency, and a sustainable attitude towards people and the earth.

Here via the newsletter, I hope you can enjoy the exciting news of Homa, a story of embracing the future with passion and resilience.

Best wishes,

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

HOMA EXPORT VOLUME, 2017-2021(JAN-JUN)  
UNIT: M UNITS



25.9%

2021 1H Homa Export Volume

15.9%

Refrigerator + Chest Freezer  
Chinese Export Market Share

(Source : Homa)

## RELENTLESSLY, WE REACH ANOTHER NEW HEIGHT

Custom's figures attest that Homa has reached a new peak.

Export volume totals 5.5 M units with 25.9% YoY growth, reaching approximately 15.9% China's export market share.

No-Frost export volume totals 1.3M, up 8% YoY.

We never stop pursuing innovation and technology.

From JAN to JUN, 9 patents were certified, when 54 patents are in the application process.

To support and lengthen this favourable strip of success, our manufacturing beating heart produces new records:

On the last day of June, we have exceeded our historical production peak, reaching 50k units/day.

Thanks to your long-term support, our performance keeps breaking records.

As always, the Homa team strives to fulfill your expectations.



A COMPLETE FULL RANGE OF NO-FROST

## MORE NO-FROST IN THE FUTURE

Our B2B mindset points out to us the way we never stop bringing value to our key stakeholder: YOU.

Entrusted and empowered by you, the Homa family feels a significant responsibility to broaden our product range to meet your needs.

In April's Homa Spring Event, we launched the new iconic 4-door, the best product ever in Homa's history.

We promised you that more No-Frost are coming soon.

Now we excitingly introduce our new design No-Frost combi FN2-43, and big size side-by-side FF2-800, both are smart and beautifully designed appliances that fit perfectly into every contemporary kitchen worldwide.

These two newborn members of the Homa No-Frost brood are a step ahead to provide our global partners with a complete full range.





HOMA ARRANGED LARGE-SCALE TESTINGS FOR EMPLOYEES

## HOMA MAINTAINS ZERO INFECTIONS IN CHINA CORONAVIRUS REBOUND

Since May, the epidemic has had a slight rebound in Guangdong, Nanjing and Hunan, China.

Thankfully, we have maintained zero infections in Homa. Our HR and general management team has played a crucial part in anti-epidemic implements and maintain smooth industry operation.

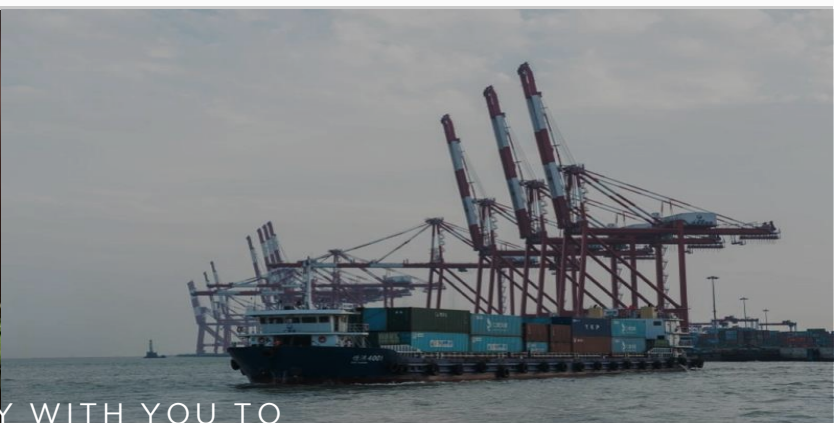
Since January, Homa has arranged 4 large-scale testings under the government's guidelines, totaling 40k nucleic acid tests in the first half of 2021.

To protect our employees, we have kept providing sufficient protective supplies and maintaining daily temperature measurements and defection since February 2020.

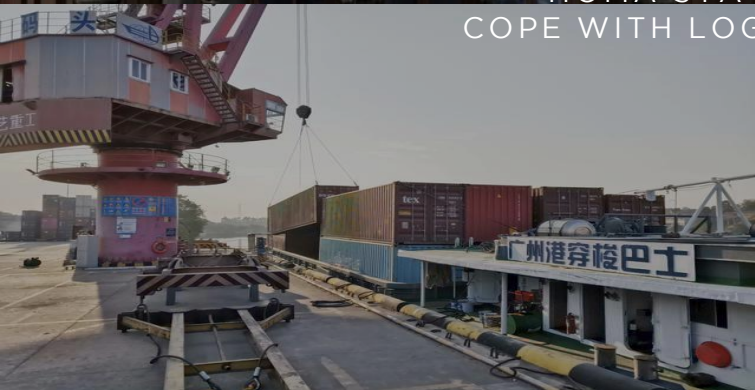
Besides, the Homa team has arranged several rounds of vaccination for employees. To date, more than 10000 people in Homa have received at least first dose vaccinations. The office staff has reached a vaccination rate of 93.5%.

Until now, Homa has invested over 10M CNY into anti-epidemic implements.

With remarkable joint efforts taken, all our operation teams stay on track to provide full support at your disposal.



HOMA STAY WITH YOU TO  
COPE WITH LOGISTICS CHALLENGE



## CORONAVIRUS AFFECTS THE DELIVERY PERIOD: WE ARE ALL IN THIS TOGETHER

Affected by the covid rebound, the logistic situation regrettably deteriorated. Sea freight rise, container shortage, warehouse bursting, and port congestion caused real trouble in the cooling industry.

However, we stay together with you to cope with the logistic challenge. Our actions are straightforward. We are actively developing a strategic partnership with leading shipping companies in point-to-point logistics, and deepen our strategic cooperation with Guangzhou Port Group and Nansha Port to ensure smooth logistics in the future.

AEO-certification will also bring delivery efficiency to our global partners.

As always, we are dedicated to improve the logistics situation, be your supplier of choice better than ever.



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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.