



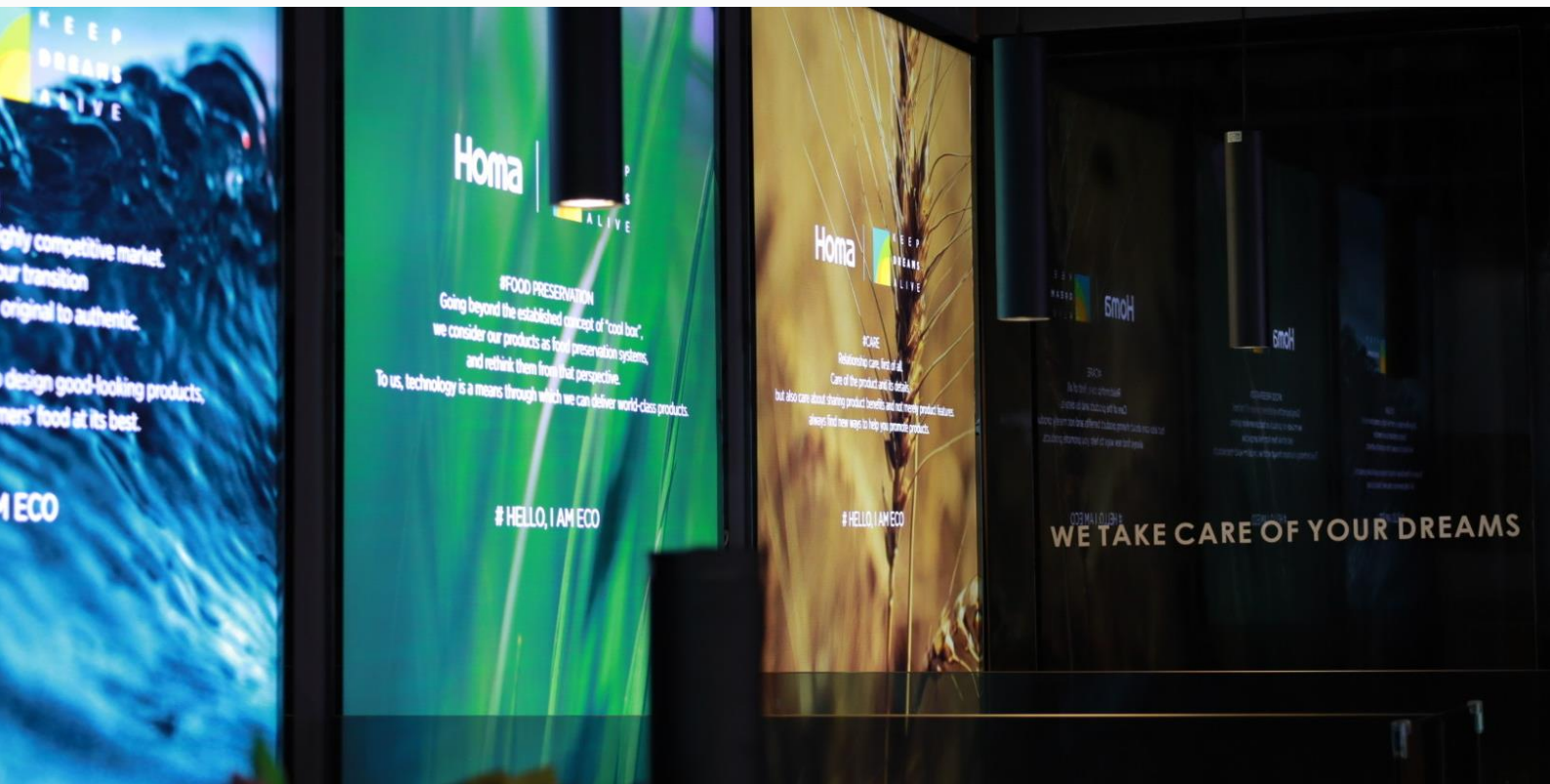
SPECIAL EDITION  
**NEWSLETTER**  
SPRING, 2023

**Homa**



K E E P  
D R E A M S  
A L I V E

HOMA APPLIANCES CO., LTD.



## HOMA'S UNFORGETTABLE EXPERIENCE AT THE 133RD CANTON FAIR!

2023 is the year we're making a powerful comeback!

The highly anticipated Offline Canton Fair finally returned this April, and Homa made sure to make it an experience to remember.

Homa took this opportunity to exclusively design a condensed version of our showroom at the fairground.

We wanted to offer our clients an experience that would satisfy both physical and emotional senses.

Our booth was the talk of the fair, with its fresh products and a unique blend of exclusive services experience.

But don't worry if you missed out. We've got you covered. Starting today, we are renewing our invitation for you to join us next October during the 134th Canton Fair. Imagine being a part of the Homa family and experiencing all this firsthand!

We assure you this will be an unforgettable experience you don't want to miss.

Join us, and let's take your business to new heights. The future is bright with Homa!





## HOMA EVENT AT CANTON FAIR: A MAGICAL NIGHT OF DESIGN AND JOY!

This April, Homa Event made its much-awaited appearance in Guangzhou, and it was nothing short of extraordinary.

This magical night, a gathering moment full of joy and reflection to inspire all our guests, becoming today a celebrative legacy for the entire industry.

It was the "place to be" for networking and connections in an elegant, relaxing atmosphere.

We experienced memorable entrainment and meaningful takeaways.

"Connecting" together can often be difficult. We take pride in transforming our event into a "place to be" where meaningful, even unimaginable, partnerships and collaborations happen.

We know something connects us because care makes a difference, and this fueled the new Company video that magically illustrates our unchanged purpose.

We are honoured to have had the chance to share our vision with you at this fair, and we are confident that the connections we made will reinforce and lead to long-term partnerships.

That's what we do at Homa - we care about you!

So, stay tuned for the next Homa Event, where we promise to take things up a notch and create another unforgettable night of inspiration, connection, and joy!



## HOMA celebrates Design.

Experience Our Design Thinking Approach at Homa Event!

At Homa, we believe that design is not just about aesthetics but it's a way of thinking. That's why, together with Food Preservation and Care, it's one of our three pillars, and we've built a true relationship with our international and professional partners.

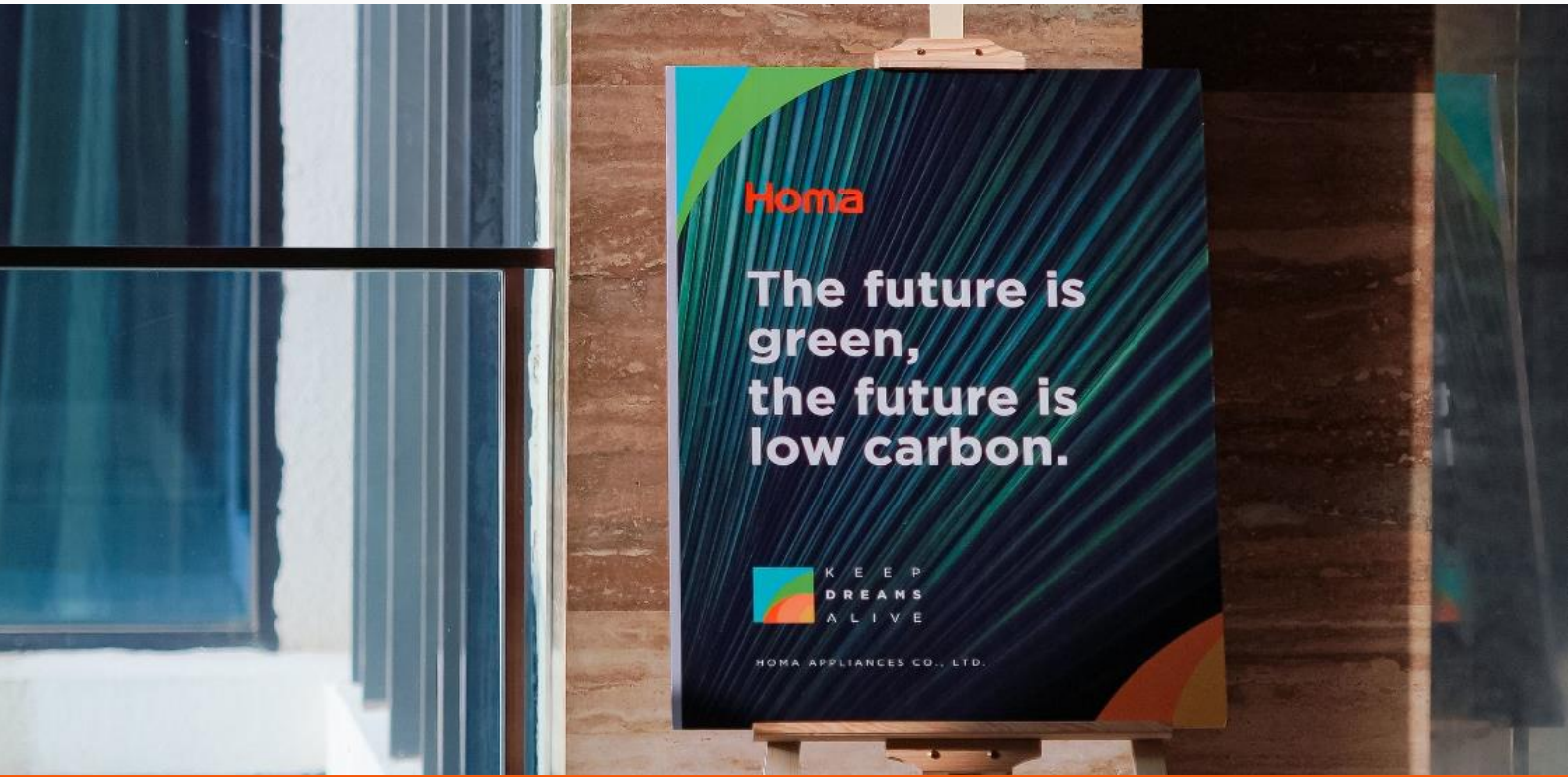
During Homa Event, we had the honour of hosting Special Guest Speeches from top design experts who shared their insights on different aspects of design, sparking deep thoughts and provoking new ideas.

One of them was Umberto Palermo, the owner of UP Design the Homa's Design House, that inspired the audience to share how Design and sustainability are strictly interconnected.

But that's not all. We also had a stunning Live Sketching Show by professional international designers who brought their unique perspectives and creativity to the table.

As a company with global insights, we are always looking to embrace new trends and explore the possibilities of design in the cooling industry. Our goal is to meet market needs better and transform your dreams into reality.





## Join us on a journey towards a sustainable future!

As a responsible global manufacturer, we understand the importance of preserving our planet for future generations. That's why we're committed to creating sustainable products and reducing our impact on the planet through our daily operations.

At our recent event, we took several eco-friendly measures to minimise our carbon footprint, including using a 100% electric-powered cruise, LED lighting, reducing food waste, and encouraging the use of stairs. We even used a digital invitation to reduce paper waste!

We're proud to take concrete actions to protect the planet, and we want you to be a part of this sustainable journey.

Let's make a positive impact and ensure a better world for generations to come. Join us in building a brighter and more sustainable future.

Explore more about our exciting event via the following QR codes and Links.



**HOMA WEBSITE**

<https://www.homa.cn/events/kda>



**YOUTUBE**

<https://bit.ly/2RvI3Or>



**INSTAGRAM**

<https://bit.ly/3b8daXb>

## CEO'S MESSAGE



### CEO's Speech

2023 is not just another year for Homa - it's a fresh start.

As we navigate through a complex global landscape and a rapidly evolving industry, we are committed to embracing the new normal and setting a new standard for excellence.

The past three years have been challenging for everyone, but we have used this time to make strategic moves to ensure our readiness for any black swan events.

Today, we proudly announce our future strategies and key messages that will shape our journey together.

At Homa, we have changed and grown in ways that make us stronger. Still, we have never strayed from our core values of being an "OEM/ODM-only" specialised supplier, focusing on refrigeration production and export business.

We are the number one refrigerator exporter in China and aim to maintain our position as Your Supplier of Choice and the world's top OEM/ODM supplier.

Our governance will be more stable and reliable than ever, with a top management team committed to investing in our products and production efficiency.

We will strive to maintain our competitiveness by delivering Best in Class solutions across all our pillars - Design, Food Preservation, and Care.

Our International Mindset sets us apart from our competitors, as we not only leverage China's scale in production and sales but also focus on offering industry solutions to customers with a need for local production, setting an innovative manufacturing network leveraging on our operational excellence (Marketing/design/engineering and development/quality/ purchasing/cost control/ manufacturing/communication).

At Homa, we care about sustainability and have comprehensive action plans to reduce our impact on the planet. We believe in designing sustainable products that focus on all the details, from product design to after-sales services. Our clean energy and waste management plans are just some of the measures we have implemented to reduce our carbon footprint. Join us in creating a better future where sustainability and innovation go hand in hand.

In short, We've Changed, Not to Change.

Yesterday today and tomorrow: we take care of your dreams

*Michael Yao*  
*Homa Appliances Co., Ltd.*





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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.