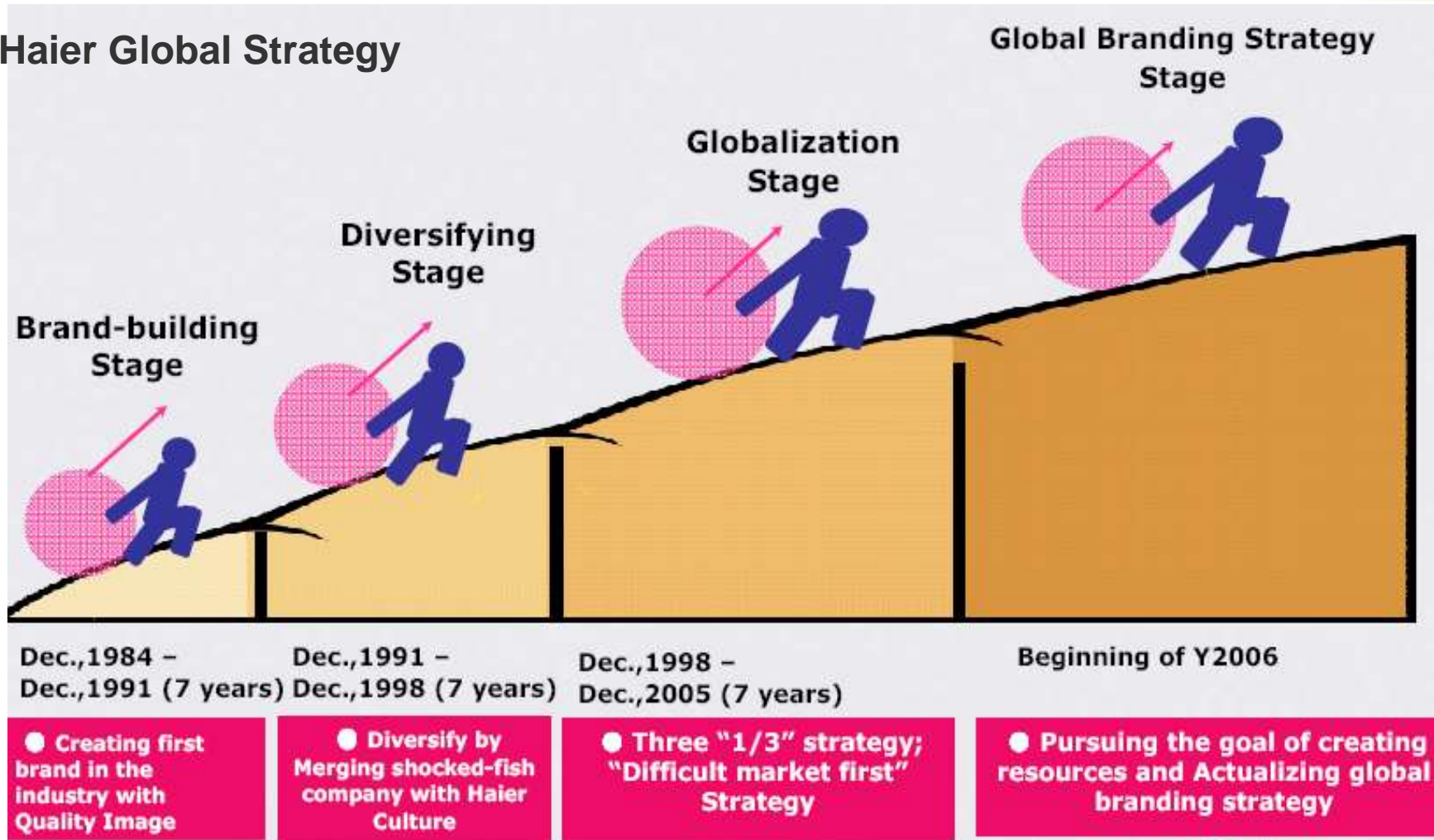


Haier Global Position

inspired
living

Haier

Haier Global Strategy



Haier Global Position

inspired
living

Haier

Haier Overseas Strategy

Get in

(1984- 2000)

Products exported and
sales in local markets



Niche Strategy

Stay in

(2001-2005)

Sale key products
in Key channels



Differentiate Strategy

Leadership

(2006-)

Establish local
famous brand



Localization Strategy



Haier Global Position

inspired living

Haier

Haier Global Organization

