

# Who is Haier

inspired living **Haier**

## Haier Ranks #1 in Global Major Appliances Brands Market Share

The world leading business intelligence firm Euromonitor International has ranked Haier #1 in its Global Major Appliances Brands 2009 ranking by brand shares (by global brand name), it also place Haier's refrigeration appliances and Haier's home laundry appliances #1 by global brand name.



### Brand Shares (by Global Brand Name) • Retail Volume • % breakdown

Brand	Company name (GBO)	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>World</b>										
<b>Major Appliances</b>										
Haier	Haier Group	1.7	2.1	2.6	3.0	3.0	3.4	4.0	4.3	5.1
Whirlpool	Whirlpool Corp	5.1	5.2	5.2	5.1	5.1	5.0	4.9	4.7	4.5
LG	LG Group	2.8	3.0	3.2	3.4	3.8	4.0	4.2	4.4	4.3
Panasonic	Panasonic Corp	-	-	-	-	-	-	-	3.1	3.1
GE	General Electric Co (GE)	4.1	4.2	4.1	4.1	3.9	3.8	3.5	3.3	3.0
Electrolux	Electrolux AB	1.8	1.8	1.8	1.9	2.0	2.2	2.6	2.8	2.9
Samsung	Samsung Corp	2.4	2.5	2.6	2.6	2.6	2.7	2.8	2.9	2.8
Bosch	Bosch & Siemens Hausgeräte GmbH	2.6	2.5	2.5	2.5	2.5	2.7	2.7	2.7	2.5
Siemens	Bosch & Siemens Hausgeräte GmbH	1.9	1.9	1.9	1.9	1.9	2.0	2.1	2.2	2.2
Midea	GD Midea Holding Co Ltd	0.6	0.6	0.7	0.7	0.9	1.1	1.6	1.8	2.0

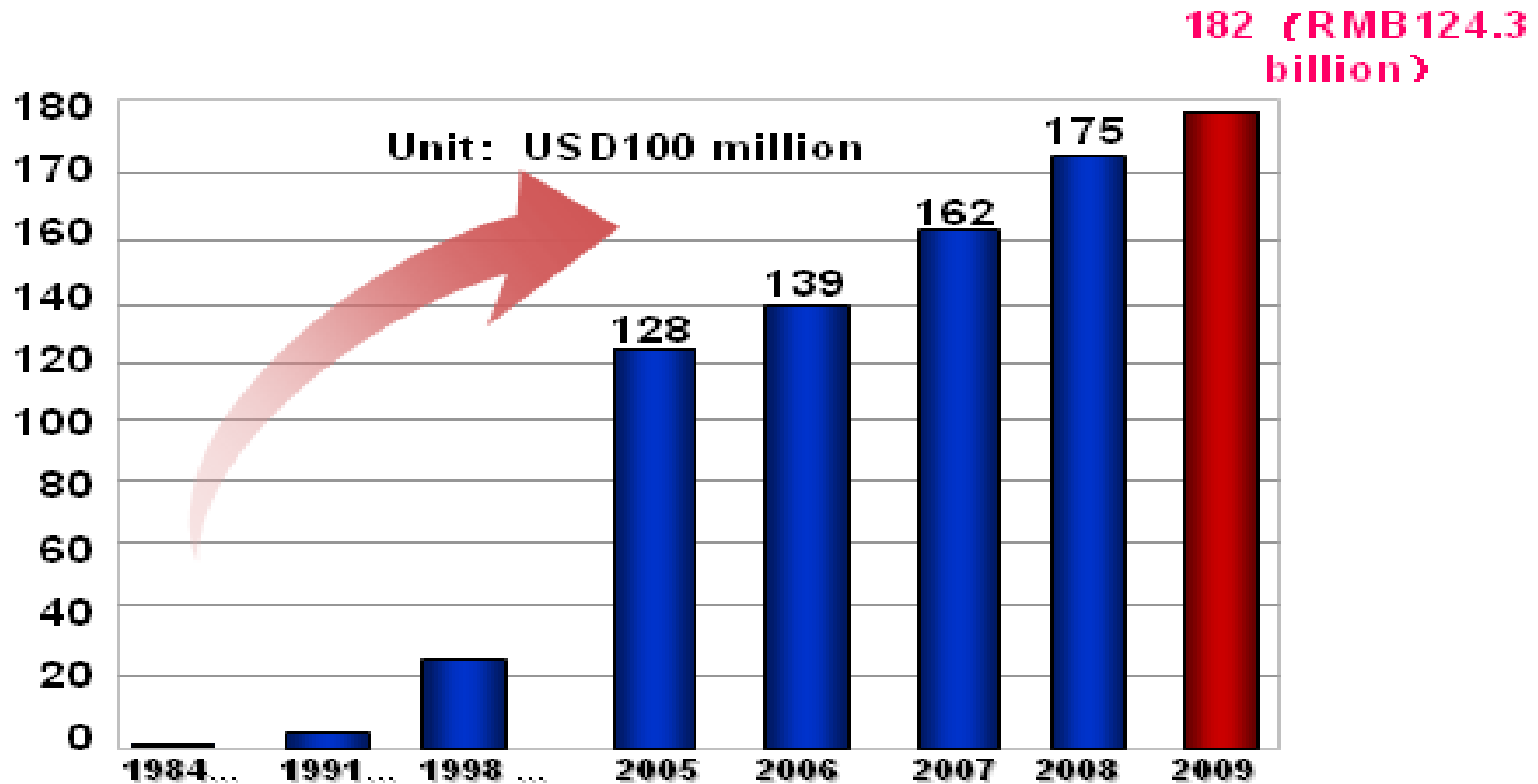


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## Historic growth of Haier's Turnover (1984-2009)



In year 2009, Haier Group achieved a global turnover of up to RMB**124.3** billion or USD**18.2** billion , and the profit growth is 10 times more than revenue growth.



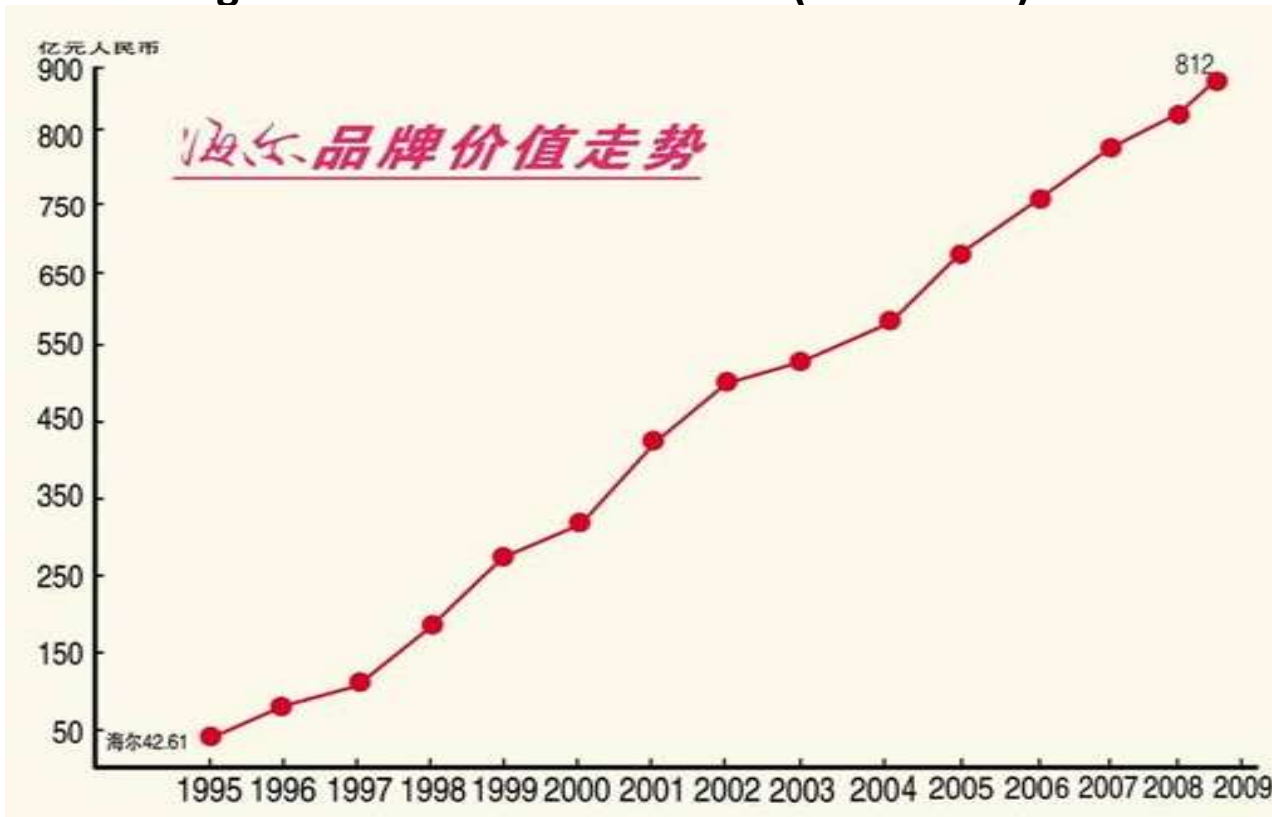
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## The Most Valuable Brand in China

### Historic growth of Haier Brand Value(1995-2009)



Brand value **81.2**  
billion RMB in 2009

December 2<sup>nd</sup> 2009 , China's Most Valuable Brands List for 2009 was released in New York. Haier is valued at RMB 81.2 billion RMB, topped all Chinese brands for the **8th** consecutive year.

