

Homa
The No.1 Refrigerator Exporter

NEWSLETTER

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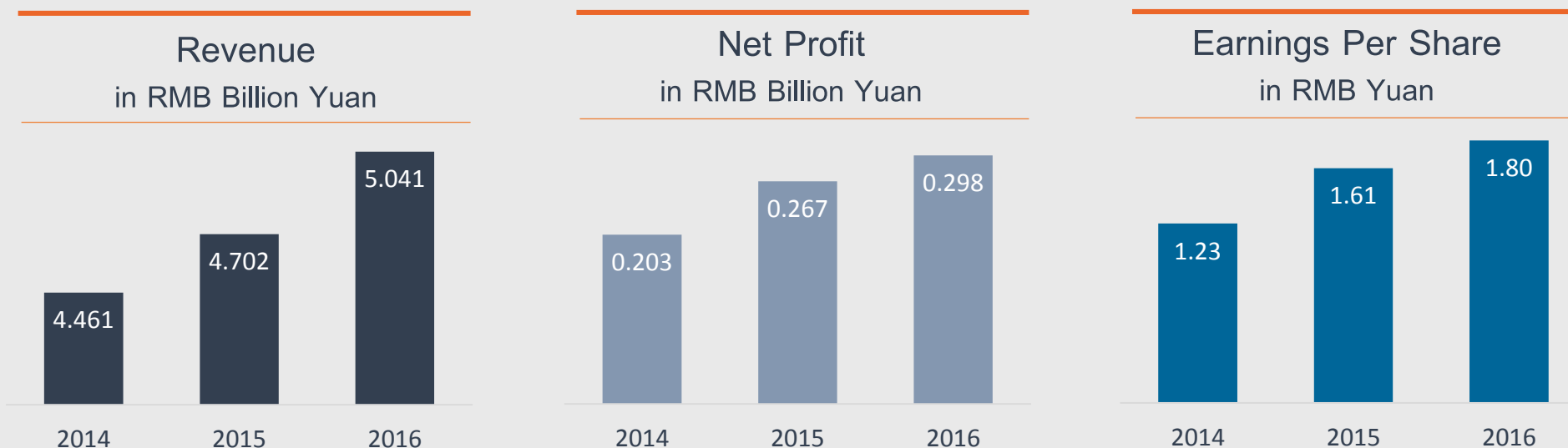
Homa Appliances Co., Ltd.



Homa Records Over ¥ 5 Billion Revenue in 2016

Homa has delivered the annual financial briefing on 27 February. In fiscal 2016 Homa has recorded revenue of RMB 5.041 billion and net profit of RMB 0.298 billion, up 7.21% and 11.61% respectively.

It is notable that Homa has seen a continuous financial growth for 5 years since IPO. Also, it is one of the three listing companies in Zhongshan achieving over RMB 5 billion revenue for the first time. The performance of Homa comes from the healthy and stable growth of cooling business, as well as the acquisition and fast development of financial technology business.



Homa : 8th Consecutive Win of Refrigerator Export

2016 export data released by China's Custom shows, the refrigerator export volume of Homa has reached 4.92 million, placing Homa the No.1 exporter in China once again, the company's 8th consecutive win since 2009.

In 2016 total export volume in China is recorded 31.69 million units, of which Homa makes a contribution of 15.5% market share, up 2.67%. Meanwhile, Homa continues to be the best player in Europe with over 3 million units shipped last year, still the No.1 refrigerator exporter to Europe.

Rankings	Manufacturer	Export Volume (Mio Units)	Market share (%)
1	Homa	4.92	15.5
2	Company M	4.03	12.7
3	Company H	3.70	11.7
4	Company M	2.20	6.9
5	Company M	1.36	4.3



Homa Makes Its Headway into Top 9 Freezer Exporter in 2016

In 2016 Homa has exported a total of 0.41 million units freezers, moving from none to the 9th place on sales ranking .

Based on the figures from China's custom, total freezer export volume in China reaches 12.67 million units last year, seeing a remarkable growth of 16.9% year-on-year. Homa as a new player has achieved 0.41 million units, recording a sharp rise of 274%.

Besides for a notable entry in freezer market, Homa has scored many major achievements last year, including recording a total sales of 7.5 million units of cooling products; completing our product range by launching a new series of no-frost refrigerator; upgrading our new showroom and office space.



Homa is Awarded Innovative Product Prize at CES

Homa's total no-frost cross door refrigerator is prized the Innovative Product, at 2017 International Consumer Electronics Show (CES) which is held in Las Vegas in January.

Starting business with small and basic products, in recent 4 years Homa has undertaken a notable innovation path with investments and efforts in research and development, design and finish.

With an international team including Italian designers, Korean and Japanese engineers and American marketing specialist, Homa gradually to show its high-end production capability by launching new models of large capacity, no-frost, multi-door, smart control and sophisticated design. This award further indicates that Homa takes the lead in cooling competition towards global.



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