

Homa
The No.1 Refrigerator Exporter

NEWSLETTER

2018 April - May



HOMA RECORDS 1.06 MILLION UNITS REFRIGERATOR SHIPPING IN Q1

In 2018 Q1, Homa has kept the lead position with an export volume of 1.06 million units and a market share of 13.4%, based on the latest report of China's Customs.

China recorded a total refrigerator export volume of 7.9 million units and a total export value of 1018.9 million US dollars in Q1, witnessing an increase of 0.8% and 10.6% YoY respectively. Meanwhile, Homa, who keeps investing in design aesthetics and energy efficiency of new generation products switch, seeing a temporary volume decrease of 12.9%, still the NO.1 refrigerator exporter in China.

Last year Homa topped in cooling exportation by shipping 5.7 million units of refrigerator, up 16.7% YoY. 2017 is also marked as the milestone of the 10th win for Homa in cooling export towards Europe. In the future, we will spare no effort to attain this great reputation with quality stability, production excellence and design innovation.

Rankings	Manufacturer	Export Volume (Mio Units)	Market share (%)
1	Homa	1.06	13.4
2	Company H	0.97	12.3
3	Company M	0.93	11.9
4	Company M	0.46	5.8

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HOMA RELEASES 2017 ANNUAL & 2018 Q1 FINANCIAL RESULTS

Homa released the full 2017 annual report and 2018 Q1 performance in April.

In 2017 the company posted annual revenue of CNY 7.0 billion and net profit of CNY 0.4 billion, recording YoY growth of 38% and 25% respectively. Homa attributed the satisfying result to cooling business performance especially the exportation sector. Cooling Business delivered a historically high peak in both total sales volume and value, recording over 8.6 million units of refrigerator and chest freezer with a turnover of CNY 6.2 billion.

In 2018 Homa continues to invest in excellence related to R&D, production efficiency, cost competitiveness and marketing support service, delivering the best-in-class cooling appliances with constant eye on design and innovation without compromise on quality. The actions mark a good start in Q1 financial result. Homa records revenue of CNY 1.7 billion and net profit of CNY 87.7 million, notably up 36% and 82% YoY.

HOMA REFUELS THE BUSINESS WITH NEW PRODUCTS & DESIGN PROJECTS

As a part of tradition in canton fair season, Homa has held the 8th Banquet on 16th April with a fresh theme and attitude towards 2018: REFUEL THE BUSINESS.

During the years Homa kept updating our strategic framework, connecting our business path towards sustainable & profitable growth to a clear company purpose – to be the cooling supplier of choice. In the past 2 years, we focused on completing our product range by offering new platforms like total no-frost series and chest freezer. Currently, as a supplier of one-stop shop, we expand our cooling solutions on sales & marketing support.

Client-oriented thinking, conflicts resolution and high-end products are believed to be the new focus for Homa in the coming years. As the first step, Homa launches a series of new products including A+++ 55cm width table top, A+++ 60cm width Combi and 80cm width big size top mount refrigerator. Also, design projects of user manual, carton box and serigraphy are presented at the event as add-value market support to customers.



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THANK YOU

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