



WE ARE ALL **TOGETHER**
IN THIS

NEWSLETTER
SPECIAL EDITION

18th April, 2020

THIS IS THE TIME FOR DISTANCE, NOT GAPS.



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Homa

WE TAKE CARE OF YOUR DREAMS

1. Homa Canton Fair Event goes online

The pandemic has profoundly altered the world we currently live in.

Recent estimates show that nearly 4 billion people around the world are under some lock-down or stay-at-home orders. In other words, half of the planet now has to, mostly, stay at home, but the aspiration of Homa “CARE & SHARE” never changes.

This April, the Homa traditional Spring Event goes exceptionally online: “WE ARE ALL IN THIS TOGETHER”.

We shared inspiring videos to condense the emotions and feelings that we usually living together during our celebration of friendship and aspirations for future successes.

We opened a brand new official Instagram (homappliances) not only to share but also to open a two-way digital channel, a place where you can share your comments as we were together. The online communication experience also plays a sound base for incoming Cloud Canton Fair.

Homa is donating the full budget we usually invest in organising the physical Spring Canton Fair Event to support global pandemic prevention.

 **Instagram** Follow us : [homappliances](https://www.instagram.com/homappliances)

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REFUEL THE BUSINESS

16th April, 2018



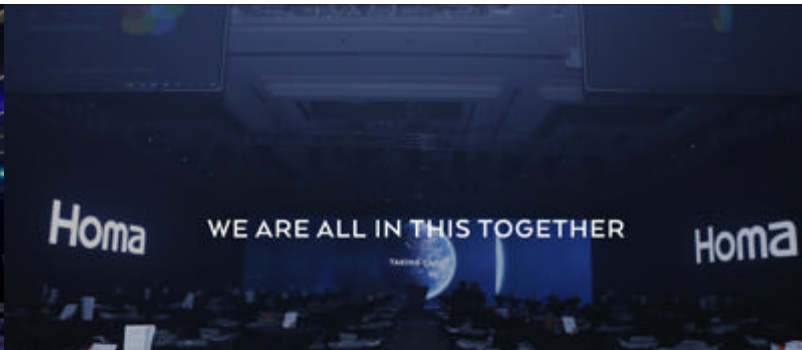
TOMORROW'S CLASSIC TODAY

16th October, 2018



GO BEYOND

16th April, 2019



FEEL THE DIFFERENCE

16th October, 2019



2. Repost

Let's review fragments of memorable moments.

This time something big and unexpected prevents us from gathering, thus we can not meet each other. Thanks to this video we can feel a little closer.

Watching these images, we are all a little touched. What about you?

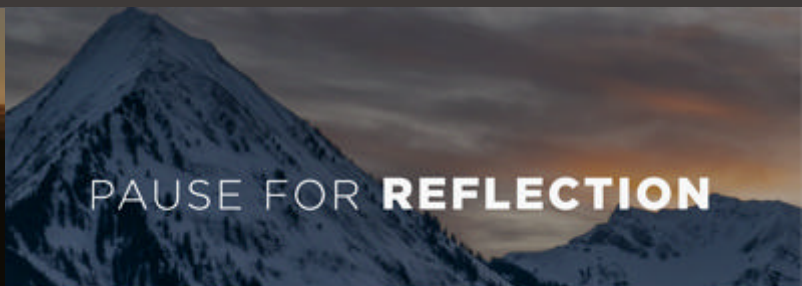
Do not be shy. Let's share comments on our Instagram page.

You can also enjoy all our videos at the Homa official Youtube channel:

<https://www.youtube.com/channel/UCLP1knJN3asHPzOpy9QiEiw>

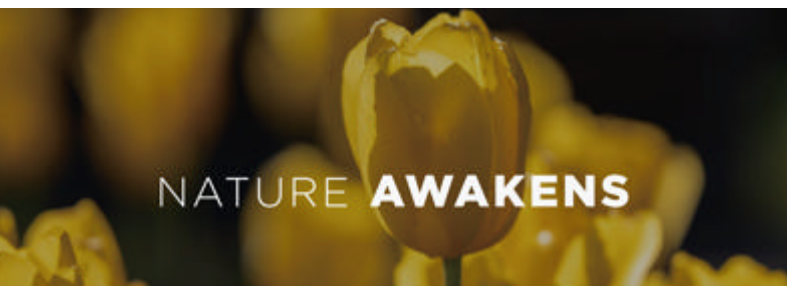


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3. The first Homa video series

Exclusively for your screen, as per a Netflix production, we prepared three videos to be enjoyed in a row:

-*Together*

-*Pause for reflection*

-*Nature awakens*

"*Together*" encourages us to maintain minds about "CARE & SHARE".

"*Pause for reflection*" tells us to look back and make better preparation to leap forward.

"*Nature awakens*" brings hope for a "new normal" to us.

Once again, the Homa way brings together our authentic values through storytelling.

Now it is your round to share comments with us, subscribe to our YouTube channel, follow us on our Instagram page!

New stories will come soon!

All event videos are naturally available at our global website :

en.homa.cn



Visit our official global website

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4. CEO's Message

Following the routine of our usual event, after displaying emotional videos, *Michael YAO*, is delivering wishes and updates to you.

A message of “passion, courage, and support” to you and us: *Michael* embodies Homa's confidence for a “new normal.”

Homa will continue to invest in product development, financial support, production flexibility and special logistics arrangement in this particular moment.

Michael adopts the message of “WE ARE ALL IN THIS TOGETHER”, encouraging us to be positive and stay in contact for more dreams to share in the future.

All the videos are available on our official channels:



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THANK YOU
SEE YOU AGAIN

Homa

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We take care

Dynamics continue to evolve, and accordingly, we will provide an update on the operational impacts. We encourage you to be in touch with your sales representatives to address any specific enquiry you may have.

* Homa official global website (<https://en.homa.cn>) is the official channel for all upcoming updates. Take Care.

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