



SPECIAL EDITION
NEWSLETTER
DEC, 2021

Homa



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HOMA APPLIANCES CO., LTD.

HOMA FALL EVENT GETTING BACK ON TRACK

New Normal, New Heights

Earlier in April, we held an online event to embrace the next normal.

Familiar occasions are back again this year: the Olympic Games, the European Championships, the Copa America, Design and Fashion Weeks... and closer to our hearts, the Canton Fair.

So, this time, we held an offline and online event on a familiar stage – Canton Tower, to share something new for the future.

Familiar Landmark for Re-Start

In November 2021, the Homa Fall Event was held on Canton Tower, the landmark of Canton Fair's home city Guangzhou. We have numerous joyful memories and unparalleled experiences with our old friends, perfect for restart.

We've Changed, Not to Change.

Since incorporation in 2002, we have come a long way, bringing our "ODM-only" philosophy to new heights thanks to a unique approach in product customisation through design knowledge and applying timely the best available technology for food preservation. Step by step, structurally and sustainably, we scaled up this business model.

And today, we have become an industrial giant with all the benefits in terms of costs, volumes, and technology.

While the cooling industry is changing fast, we, Homa, adapt to the new reality thanks to a solid foundation:

OUR SOUL: Global scale and reach for unmatched competitiveness.

OUR SUBSTANCE: Beautifully designed and engineered original, authentic products to fit any brand personality.

OUR ESSENCE: Caring for you. We are part of your team.

OUR VALUES: Believing that people and relationships are the key ingredients to our success.

This solid manifesto summarises our genetics and drives us to consistently produce cooling appliances in the most competitive way.

We are here to become the best cooling producer by quality, design, innovation & flexibility.





In his passionate speech, Michael YAO, CEO of Homa, outlined the firm's future development.

To shape our bright future, Homa will continue to invest in providing to YOU the best cooling appliances sourcing experience, which can be broken down into the Homa 6 pillars:

- the Food Preservation conception, empowered by True Total No-Frost Technology.
- a world-class Production Efficiency along with quality focus: 15M Units Capacity in 2022
- a Unique ODM Design philosophy.
- an exclusive All-around Services via the immersive H+ Experience
- an Environmentally Friendly approach, our journey for a better sustainable future
- our People, the Essence of Homa Future

We want to structure our perspective in perfect harmony with our pillars and make it even more apparent.

For this reason, our executives, the R&D department and the marketing team are constantly confronted with internationally renowned excellences to outline the strategic scenario to lead our industry.

We will soon share:

- a "Food preservation" whitepaper that attractively embraces hot topics and trends.
- a "Green Paper" about, which contains the sense of how we intend to approach our path regarding environmental sustainability.
- finally, we will print our "Homa Design Magazine".

We will give you some clues about this fantastic new activity soon; for the moment, we anticipate our goal: share, create, and influence with you a strong design culture to uplift and generate a positive impact on our joint business.

"Your Supplier of Choice in No-Frost" is more than a promise.

Our never-ending quest to deliver excellence is renewed and nurtured through a relentless evolving capacity.

Online Event Exclusively Reserved for You.

Full Version is reserved for you on our Official Website.

Highlight replays are available on the Homa official digital channels: YouTube and Instagram.

Enjoy the event via the following QR codes and Links.



HOMA WEBSITE

<https://www.homa.cn/broadcast/>



YOUTUBE

<https://bit.ly/2RvI3Or>



INSTAGRAM

<https://bit.ly/3b8daXb>



ENTER
THE WORLD OF
GOOD FOOD EXPERIENCE



ENJOY YOUR HAPPY HOURS

NEW LEVEL FOOD PRESERVATION: INTRODUCING TWO ICONIC NEW PRODUCTS

Recent trends point to a steadily increasing "home lifestyle". Today, Homa is rolling out an extensive True No-frost platform portfolio to support this growing sophistication regarding big capacity and flexible specific food preservation needs.

FF2-800 | Food Theatre for Contemporary Life

The giant side by side supports your better organisation, less shopping frequency, more free time, with state-of-art technologies to be the best stage for all kinds of food. These brand-new appliances support the fast-changing life and provide a grand lifestyle experience.

FF2-690IM | The Next-Generation Premium Ice Maker

With the best possible ice maker in its category, the Homa "Ice Maker" is fast, reliable, innovative design, easy to clean, and can produce crushed or cubed ice. The new iconic device enables your happy gathering at home.



HOMA DIGITAL HUMAN TOUCH

CUSTOMER-CENTRIC IS THE KEY: H+ EXPERIENCE ONE-STOP SOLUTION EMPOWERED BY BRAND NEW B2B WEBSITE, TSM, SPM

As your supplier of choice, our quest is to build the best customer journey to support your cooling sourcing and deliver care at every possible touchpoint.

The project of “H+” took inspiration from the Homa customer-centric philosophy and human imagination. It embodied the new B2B website (1.0 release will be dedicated to the European market), TSM, SPM, all support from the professional team who know your customised products best.

Among all the digital updates, this time, we celebrate the grand launch of SPM (Spare Parts Management), a game-changing system that easy your parts sourcing experience.

All these puzzle pieces are needed to unravel and enlighten what drives us:

- Human is at the centre.
- Technology is an enabler.
- Relationships create trust.

We promise never to stop imagining new innovative solutions (product & services) for you.

Our shared future is our shared goal and our shared success.

Let's embrace the shared future together.



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"CARE & SHARE" IS OUR DEEP ESSENCE.

Homa will always take care to offer you a 360° business experience, from product engineering to production as well as accompanying your after-sales services.

TRUST, INNOVATION AND DESIGN.

Homa makes your cooling sourcing activity a successful journey.