

a letter from the CEO to our Global Business Partners

AN EXTRAORDINARY JOURNEY

Date: 18 November, 2022

Dear Partners,

Homa is turning 20!

This is a celebrative occasion to reflect on the EXTRAORDINARY JOURNEY since 2002.

The world was a different place at the time, and so were, in many ways, products, markets and technologies.

Homa's world has dramatically evolved since then, from the business and the company's stance on the global marketplace to industrial processes.

Yet some things were the same then as they are today and go beyond the "magic white magic box" at the heart of our venture, such as the spirit of Homa, its UNIQUE values, and its most AUTHENTIC identity.

Our distinctive vision powers our purpose around three pillars: CARE, FOOD PRESERVATION and DESIGN.

With its load of new, enriching experiences, industrial achievements, learnings and new milestones, the path revealed, nurtured and enhanced our inner nature and will continue to do so for the years to come.

The material world might have changed.

But the sense of pride and the care for food preservation at its best while being ATTENTIVE to our planet's health have remained intact and, possibly, become more evident.

We promote and will continue to champion customer-centred INNOVATION via an inspired people-centred focus.

It is grounded in our DNA to pursue bold innovation by, with and for PEOPLE.

Our story is about people, our teams, our suppliers and YOU and the valuable RELATIONSHIP we jointly patiently and sincerely established.

So let us raise our glasses.

It is time to celebrate with immense gratitude for the wonder behind us.

With our gaze turned to the bright future!

We have NEW DREAMS to realise together!

Take care!



Michael Yao

CEO & President,

Homa Appliances Co., Ltd.