



NEWSLETTER

SUMMER, 2023

Homa

HOMA APPLIANCES CO., LTD.



THE FIRST PHASE OF HOMA NO-FROST DISTRICT FINALLY COMPLETES!

This August, the first phase of our No-frost district, Factory#8 and Living Campus, has been completed. The production is expected to kick off at the end of 2023.

The second phase, Factory#9 and Logistics Centre are going to start construction at the end of 2023, together with completed buildings, the whole district is expected to be one of the largest poly-functional hubs in southern China.

WHERE WE GO BIGGER

As the most automated production plant in Homa history, the new Factory#8 will expand our annual production capacity to a new level of 16 million units, with a focus on big-size & no-frost products, including Four Door, Side-by-side, French door, and wide Upright over 400-litre capacity.

With over 400 million CNY invested for the first phase production line, it will bring volumes, efficiency and state-of-the-art technology to every product.



SIDE-BY-SIDE

TOP-MOUNT

FOUR DOOR

FRENCH DOOR

UPRIGHT

WHERE OUR FUTURE UNFOLDS

It is a contemporary industrial complex. These structures are interconnected by passageways, vividly adorned in the distinctive orange shade—the hue encapsulating Homa's passionate narrative about CARE. As we're fond of affirming, our avenue to excellence lies in innovative cooling appliances emerging from a thoughtful DESIGN thinking process and our unwavering commitment to delivering the best FOOD PRESERVATION. This is the new home where the heart and soul of our dedication will be stronger.



The Main Structure Rendering

Let's go inside to discover more details with our unchanged spirits:

- A Riverside Living Campus with sports & reading recreational facilities, to enhance our staff's living quality.
- We maintain our sustainable attitude in planning and construction, like clean power and waste management, to reduce our impact on the environment.
- The outside routes are carefully designed where vehicles and pedestrians are separated, to ensure safety and transport efficiency.
- We are going to apply clear signage design throughout the whole district, and inside the production area, we will launch a digital tour system, to bring you a smart and pleasant visit experience.



Riverside Living Campus Rendering



TO PROMOTE SUSTAINABLE LOGISTICS,
WE PARTNER FOR IMPACT.

OUR “CARE” FOR GREENER LOGISTICS AND SUSTAINABLE SUPPLY CHAINS

To continue delivering our Care & Share spirit to global partners, Homa Appliances is taking proactive steps to revolutionise supply chain management and promote omnichannel strategy with our logistics partners.

In the past, Homa mainly used trucks to transfer our products to the ports. Now we substantially switched to WGO (Water Gate Operation) and Sea-rail Transportation. By using these two methods, Homa has improved delivery efficiency and reduced carbon emissions.

Additionally, Homa is gradually prioritising green logistics initiatives by increasing the percentage of our electric trucks in land transportation. Later this year, in October, we will partner with one of our rising truck companies - [Duckbill](#), to launch customised Homa logo electric trucks. Those electric trucks produce at least 63% lower emissions compared to diesel, further making a positive impact by partnering with the supply chain. Now the percentage of green logistics in Homa total is around 5%, and with future endeavours, it's highly likely to increase to double figures.

These above methods not only expedite shipments but also align with Homa's broader vision of promoting greener and more sustainable logistics practices.

As a big participant in the global cooling supply chain, we will continue driving positive change towards a more sustainable future, and partner for greater impact.



Fisher Yu

Anthea Wang

Han Pan

Ethan Hu

HOMA APPLIANCES REINFORCES OUR COMMITMENT TO EXCELLENCE

We are thrilled to announce that our top management is expanding.

HOMA APPLIANCES announced a series of appointments to reinforce and elevate our operational expertise and strengthen the organisation:

- Fisher Yu, in Homa since October 2002, is promoted to Vice President, responsible for Production & Machinery
- Anthea Wang, in Homa since December 2005, is promoted to Vice President, responsible for Homa International Business Centre
- Han Pan, in Homa since January 2008, is promoted to Vice President, responsible for Homa Accounting Department
- Ethan Hu, in Homa since January 2009, is promoted to Vice President, responsible for Homa Process & Quality Department.

The new vice presidents will support and collaborate with the existing top management, which remains unchanged. This decision represents a significant step in our continuous evolution and demonstrates our commitment to adapting to market changes and delivering an ever-improving service.

Our CEO, Michael Yao, stated: “We are continuously adapting to build a robust organisation to fully capture the global cooling appliances market's growth. I am confident that the promotions we are announcing will confirm Homa is on a path to success, profitable and sustainable growth over the long term. This expansion underscores our firm commitment to our identity and core values. We will continue to embrace our strong corporate culture and believe in the people who work with us.”

These promotions are even more remarkable because all the promoted individuals have been part of the Homa family for over ten years. This attests to our strong corporate culture, built on trust, skills development, and investment in people. We are proud to see our employees grow internally and become leaders contributing to a sustainable growth vision.

The expansion of our top management is a significant milestone for our company. It allows us to access broader skills, perspectives, and knowledge. The top management is enriched with specific expertise in manufacturing, quality, international trade, and accounting. The multiple and diverse experiences and unique perspectives each member will bring will further enhance our ability to provide you with a personalised and cutting-edge service.

Explore more info about our top management team via the following QR code.



HOMA WEBSITE

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



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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.