



温·湿·净·氧·静

净水·软水·饮水

吃·买·存·做·洗

Haier Smart Home Co., Ltd

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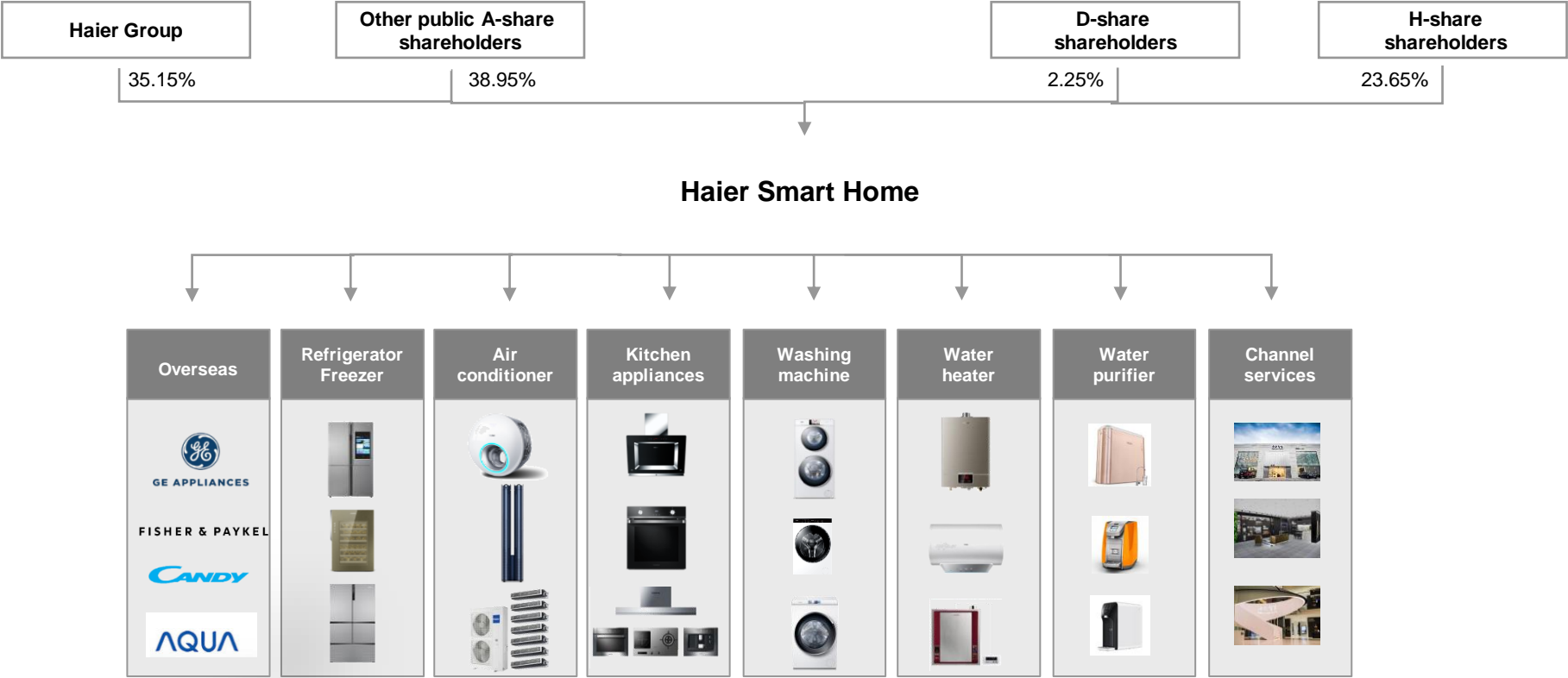
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As of 31 Dec 2020

Performance Review

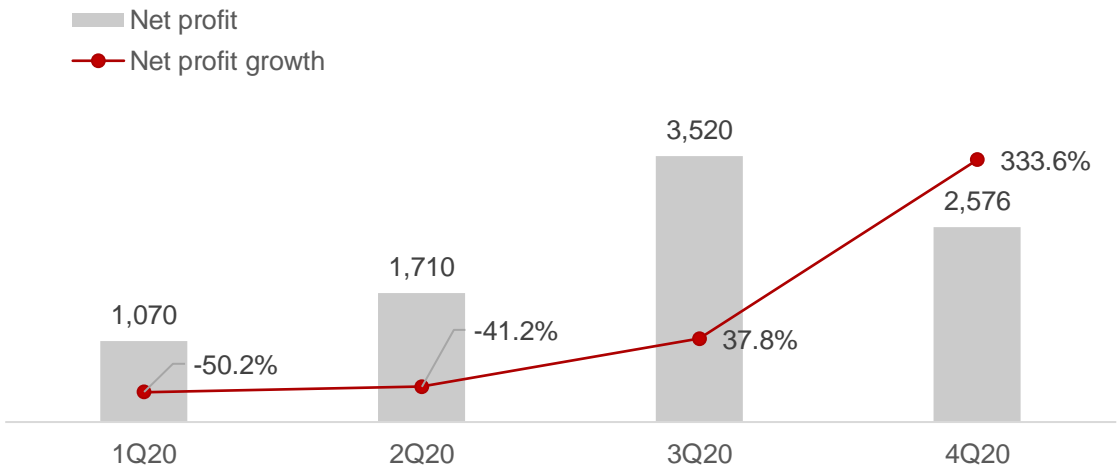
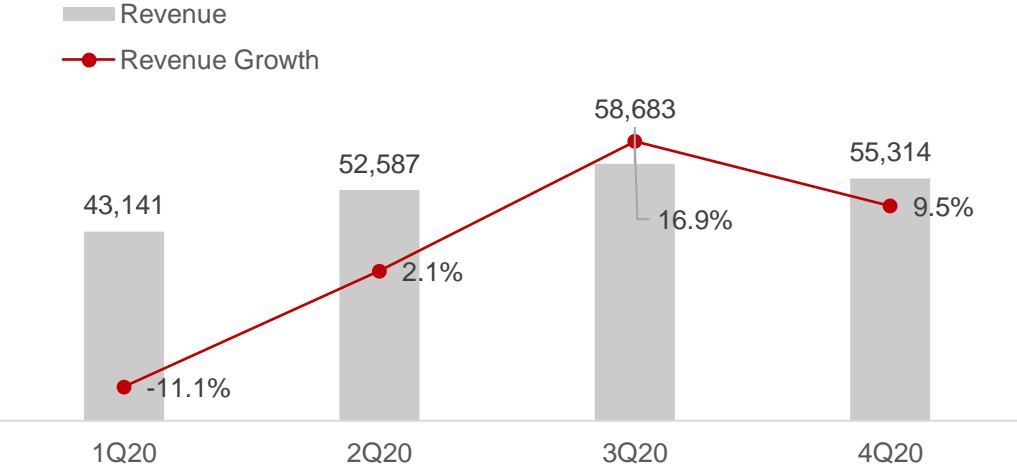
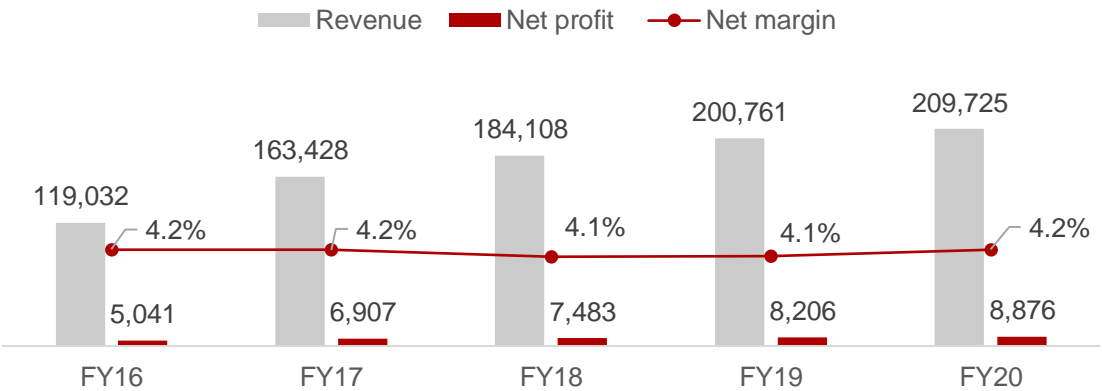
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Investment Highlights

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- **FY16-20 Revenue CAGR: 17.02%;**
- **net profit CAGR 15.19%;**
- **NPM decreased to 4.2% amid Covid 19 outbreak**

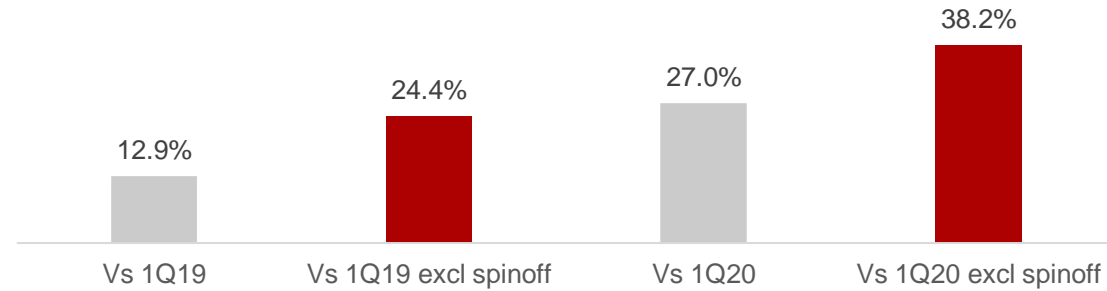
RMB Million



- **1Q21 Revenue: 54,773 million**
- **Revenue growth: 27.0%**
- **Growth rate (exclude spinoff of Cosmoplat in 3Q20): 38.2%**
- **Growth rate (exclude spinoff of Goodaymart in 3Q19 & Cosmoplat in 3Q20): 12.9%**

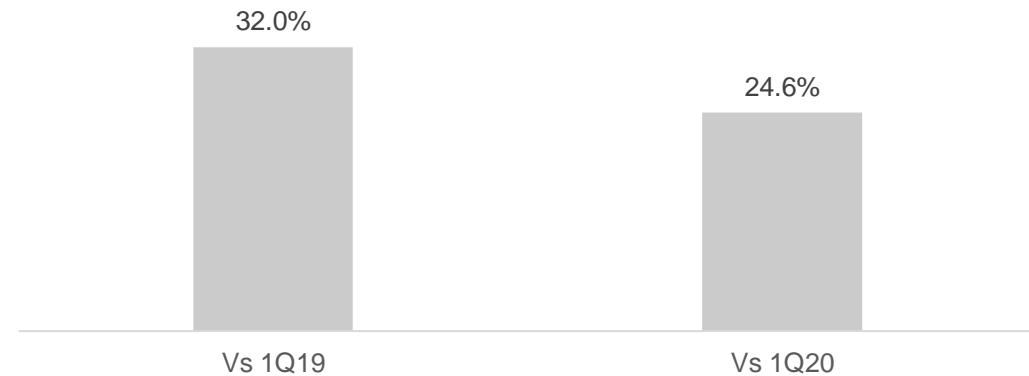
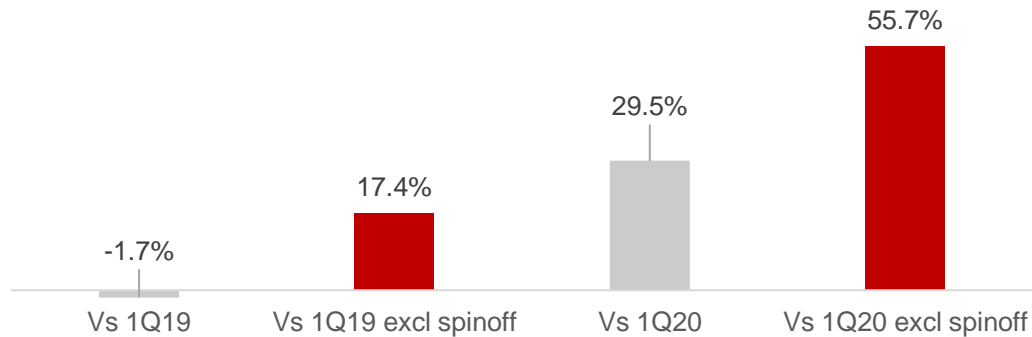
RMB Million

Revenue growth

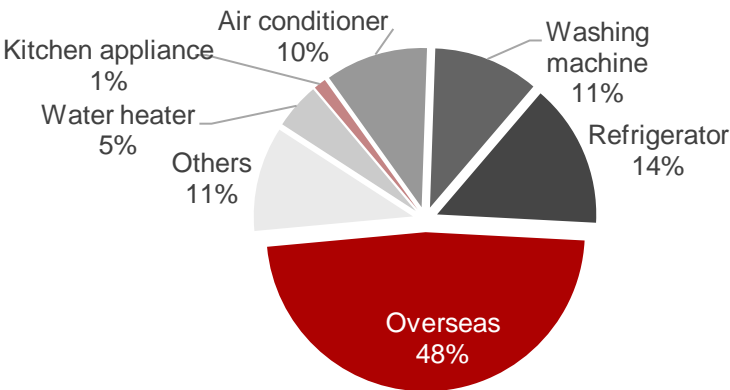


China revenue growth

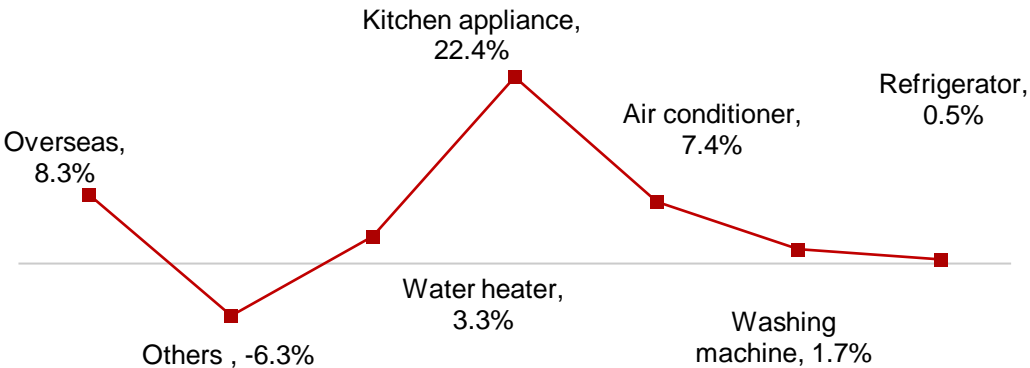
Overseas revenue growth



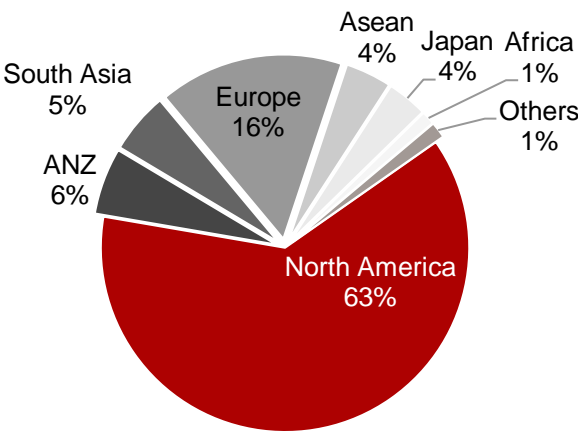
Revenue by segment



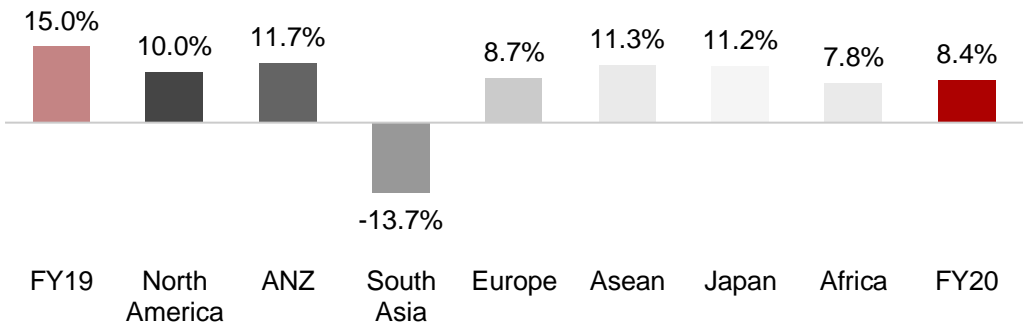
Revenue growth by segment



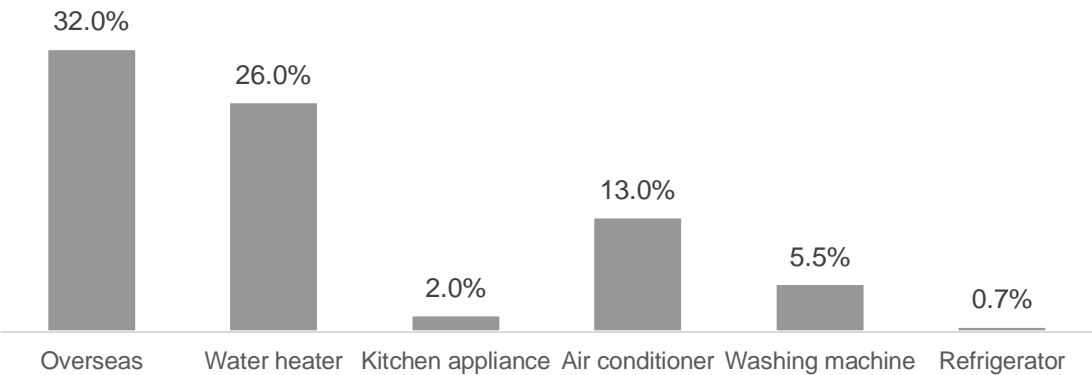
Revenue by region



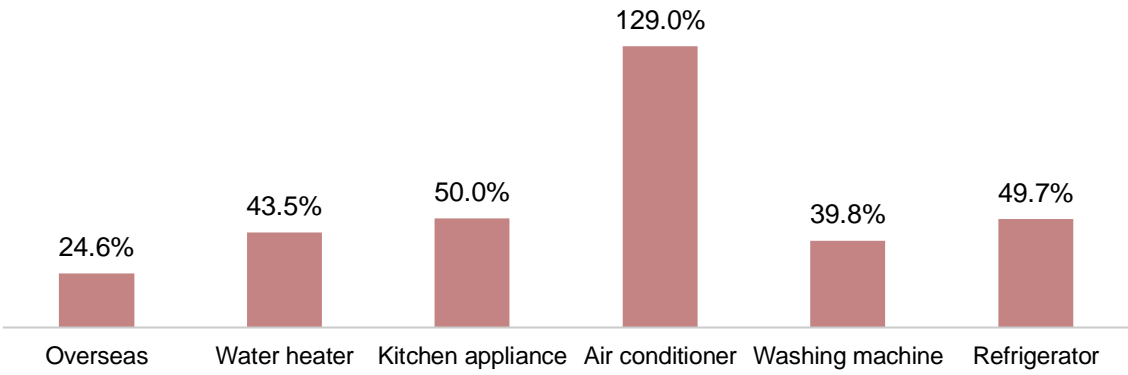
Revenue growth by region



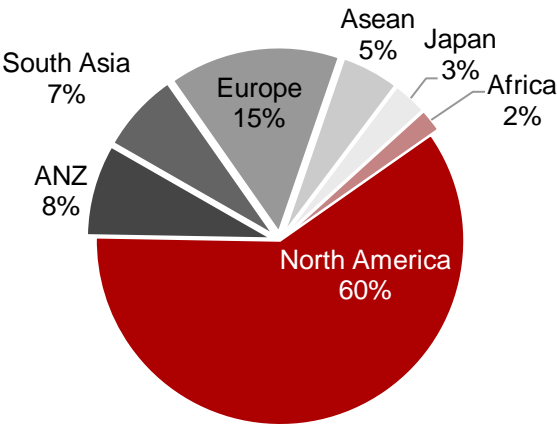
Revenue growth Vs 1Q19



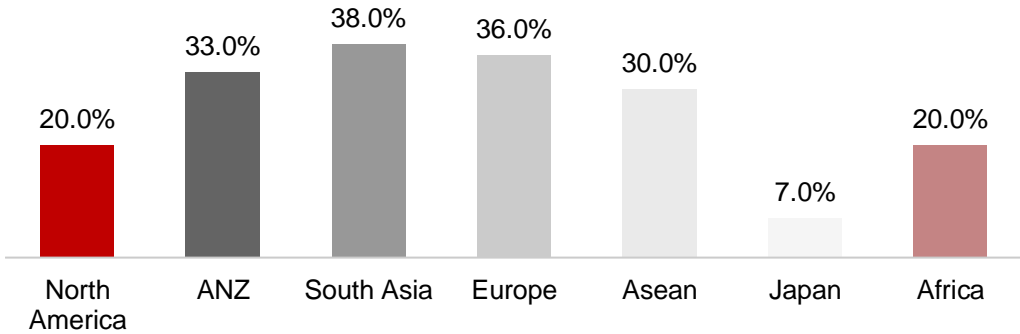
Revenue growth Vs 1Q20



Revenue by region

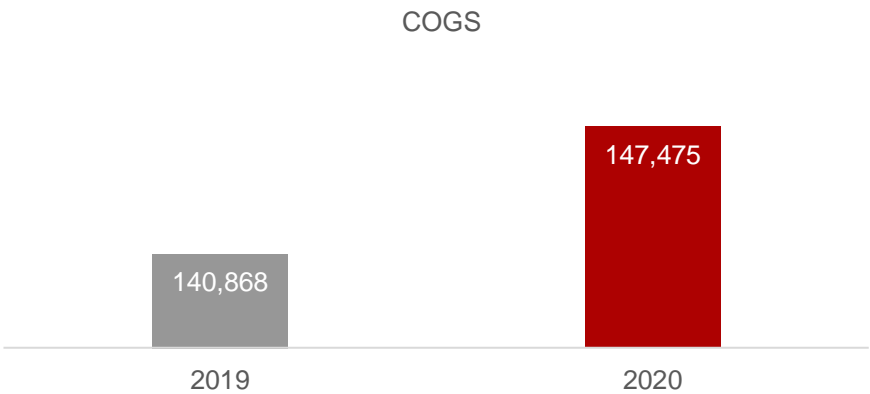


Revenue growth by region

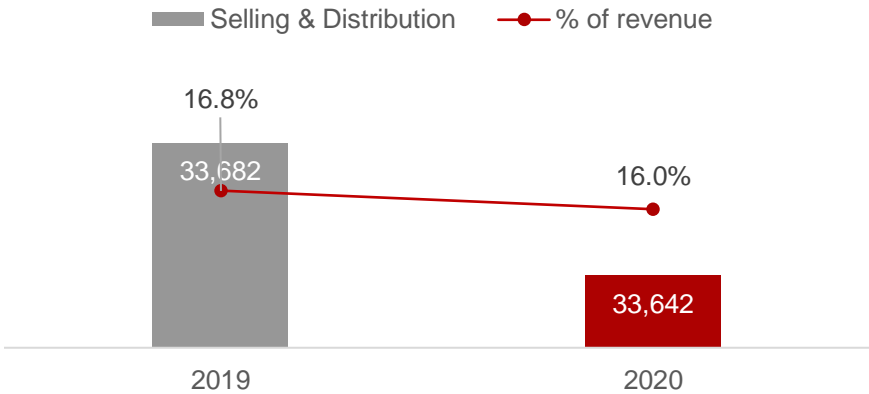


COGS

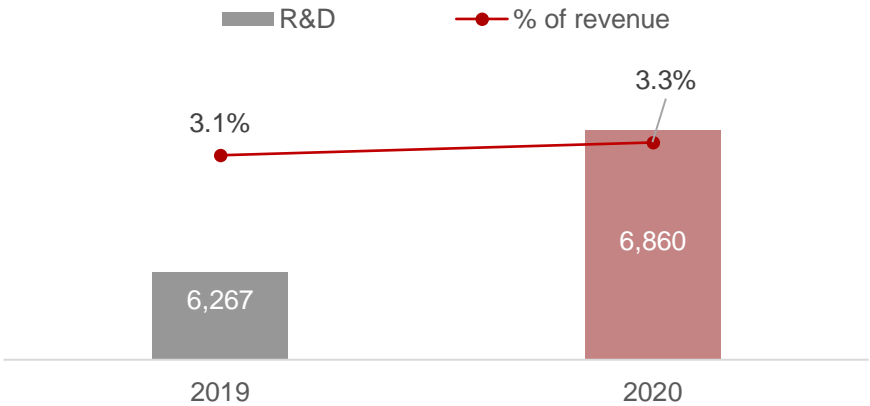
RMB Million



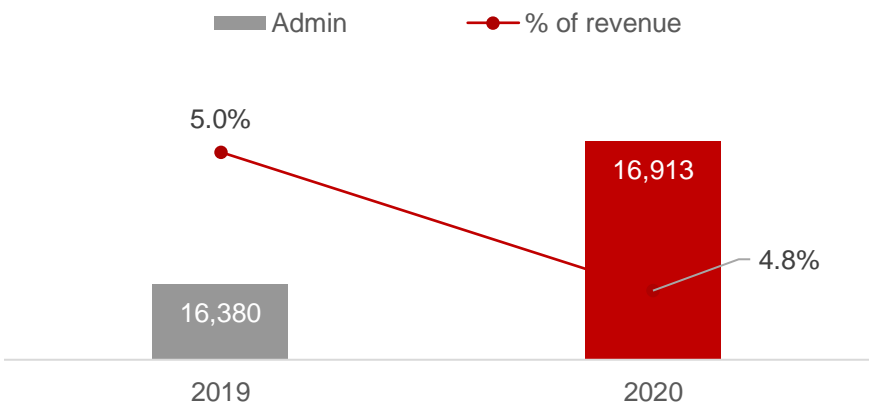
Selling & distribution expenses



R&D expenses



General & administration expenses



COGS

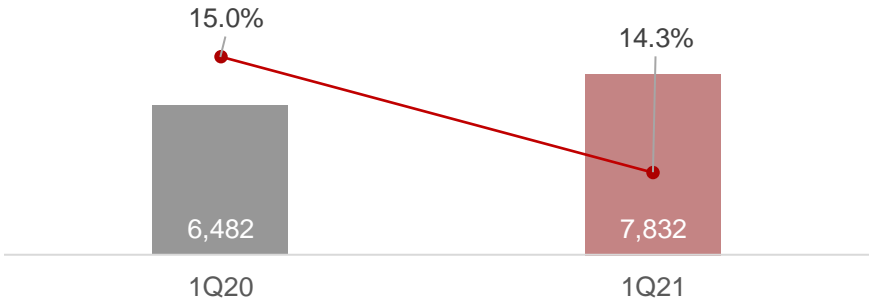
RMB Million

COGS



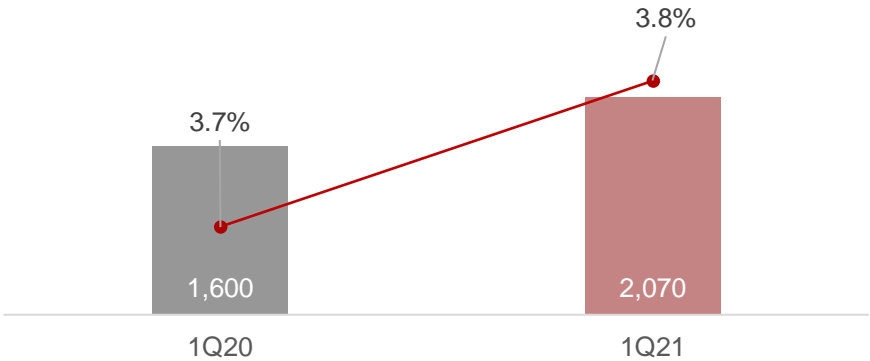
Selling & distribution expenses

Selling & Distribution % of revenue



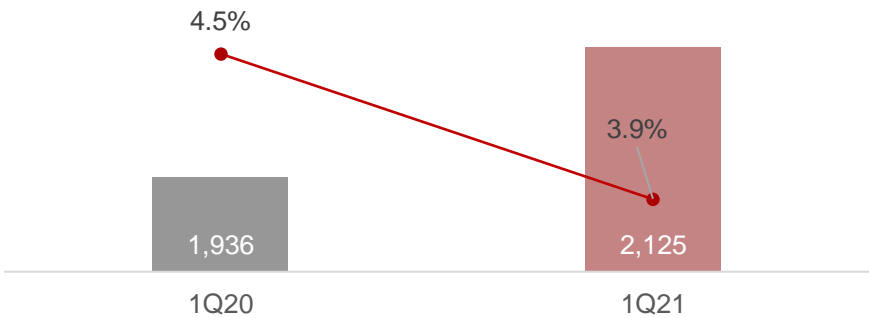
R&D expenses

R&D % of revenue

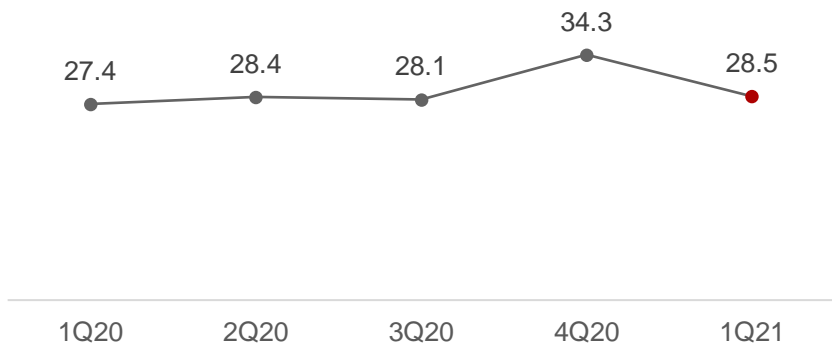


General & administration expenses

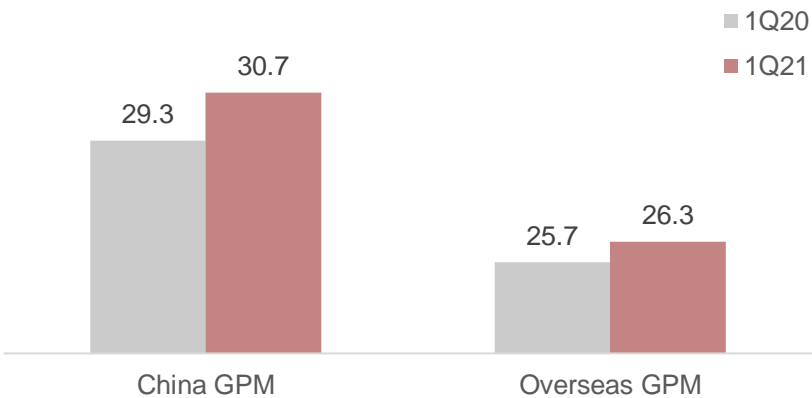
Admin % of revenue



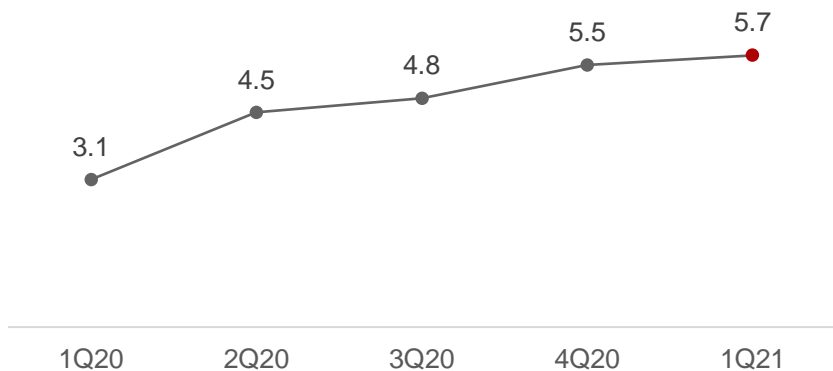
Quarterly gross margin



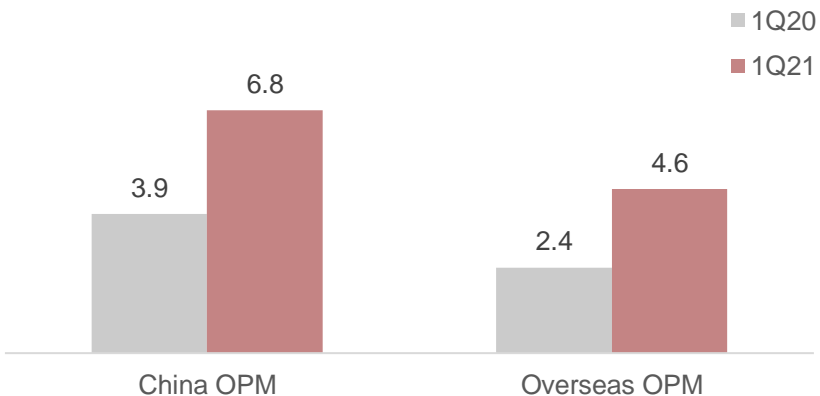
Gross margin by region



Quarterly operating margin

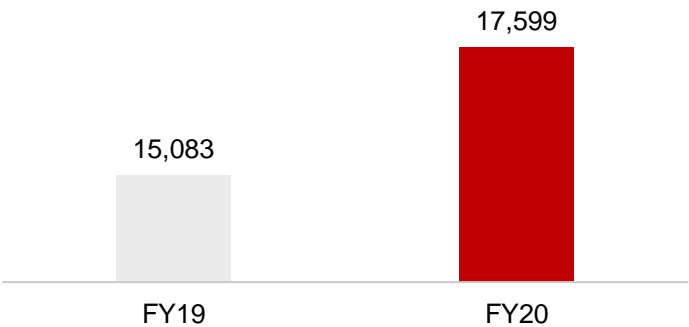


Operating margin by region

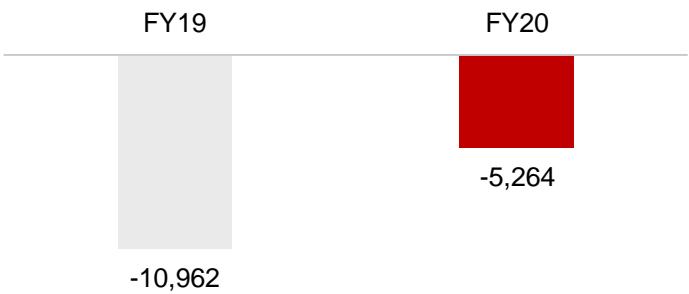


Operating cash flow

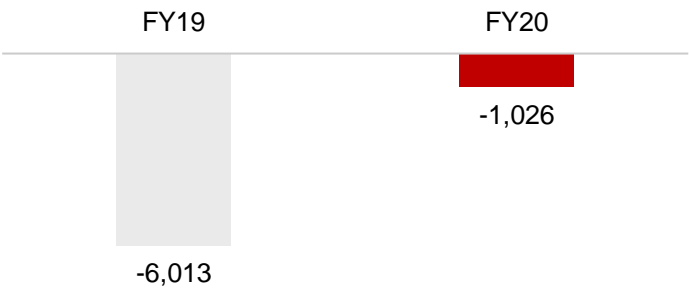
RMB Million



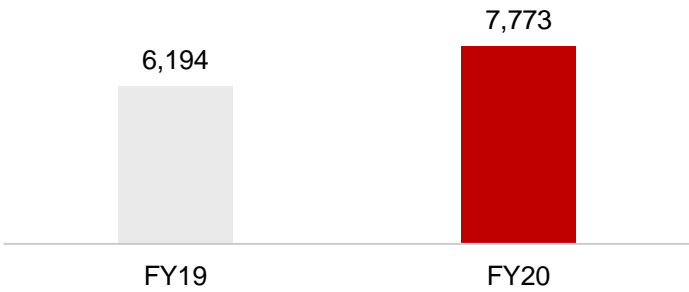
Investing cash flow



Financing cash flow

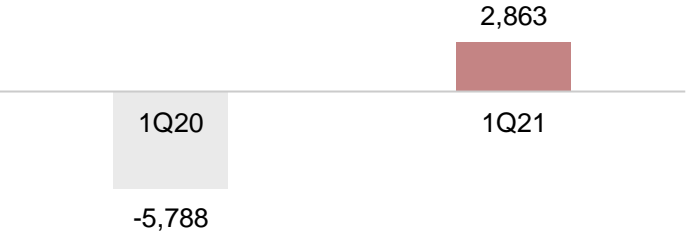


Capex

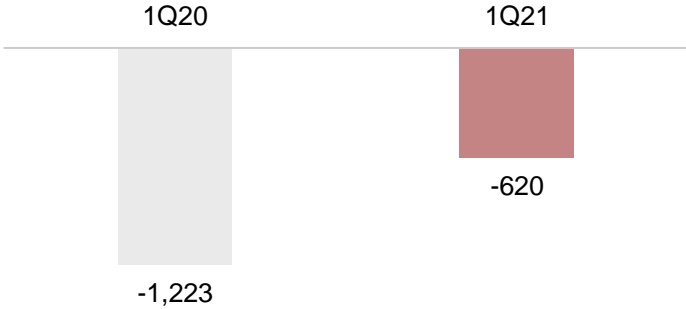


Operating cash flow

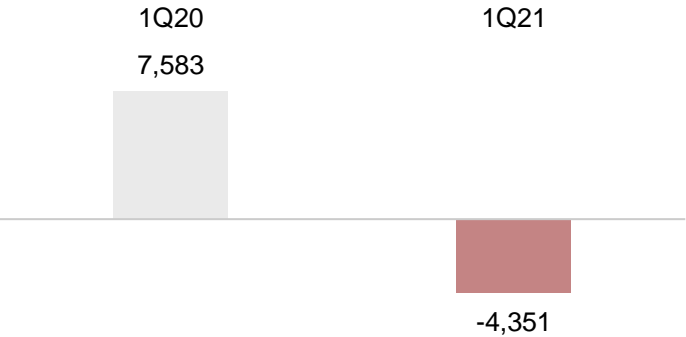
RMB Million



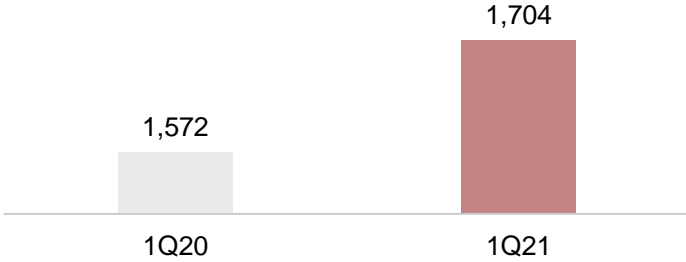
Investing cash flow



Financing cash flow



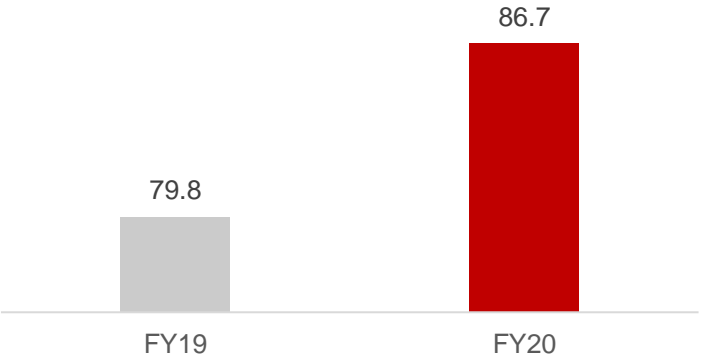
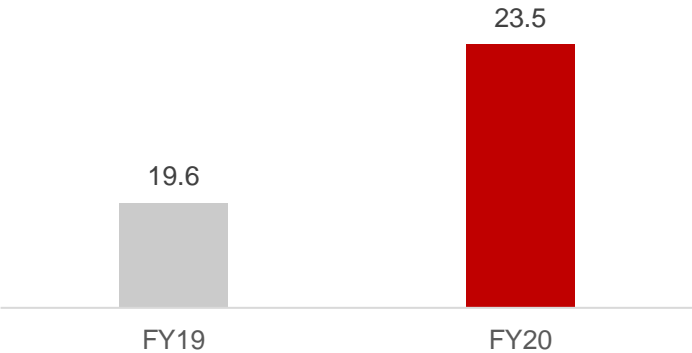
Capex



DSO

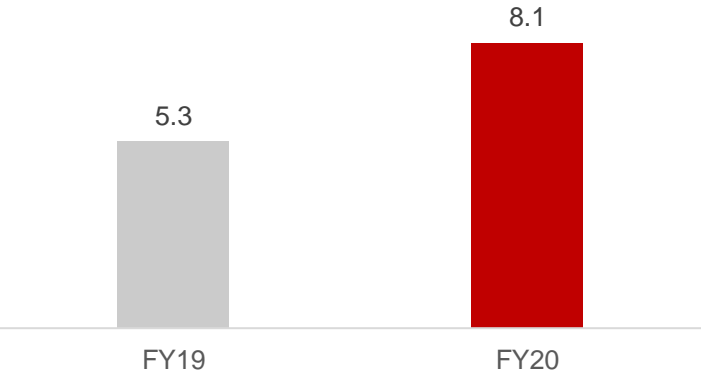
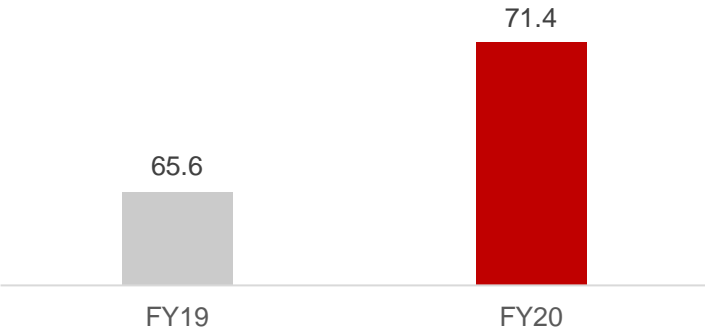
DPO

Number of days

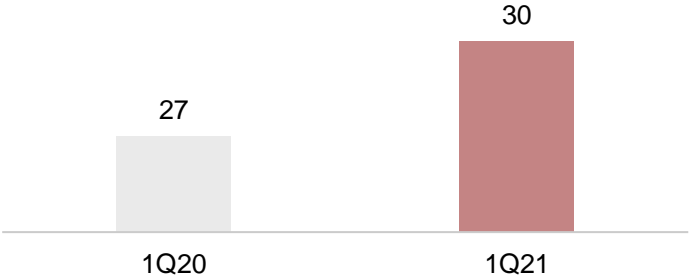


DIO

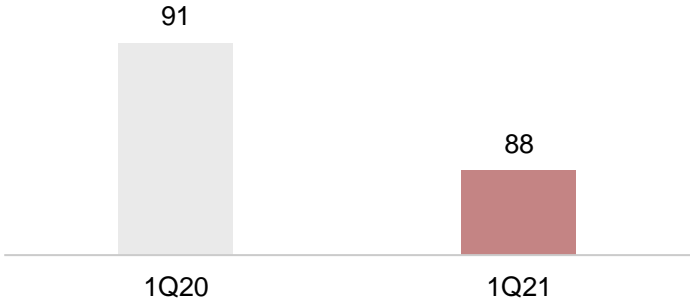
CCC



DSO

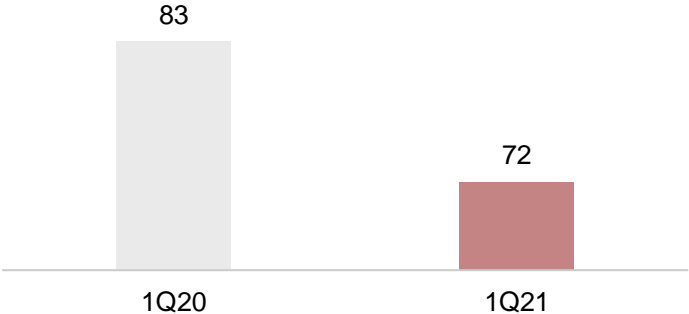


DPO

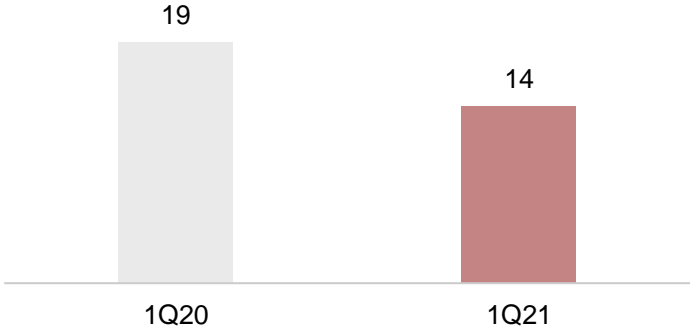


Number of days

DIO

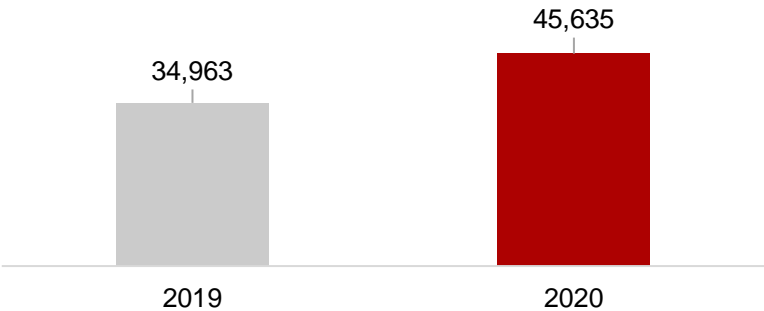


CCC

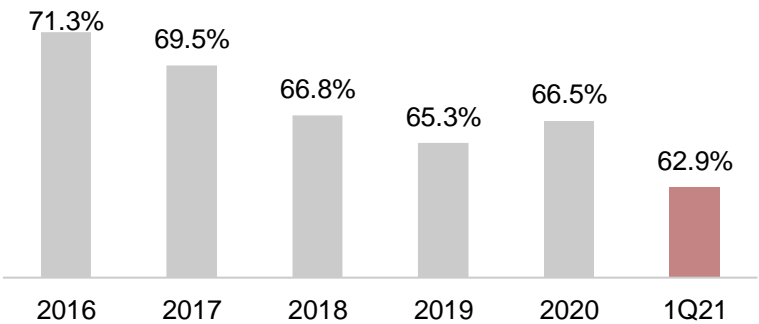


Cash & cash equivalent

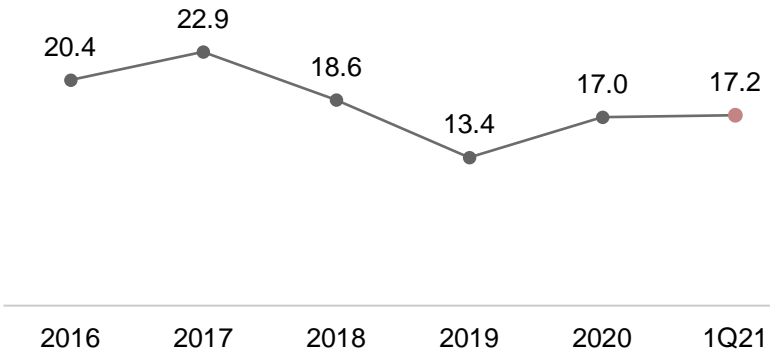
RMB Million



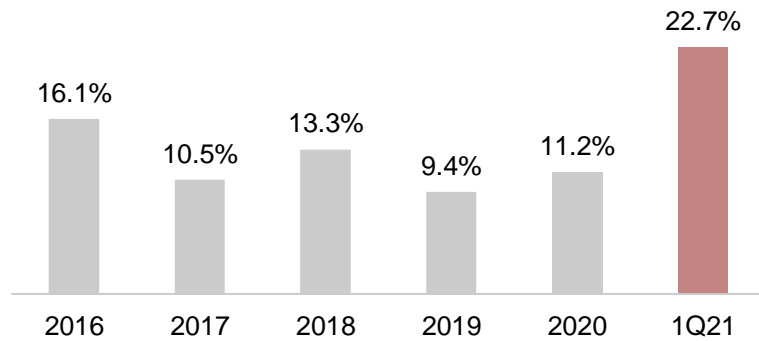
Debt/Asset



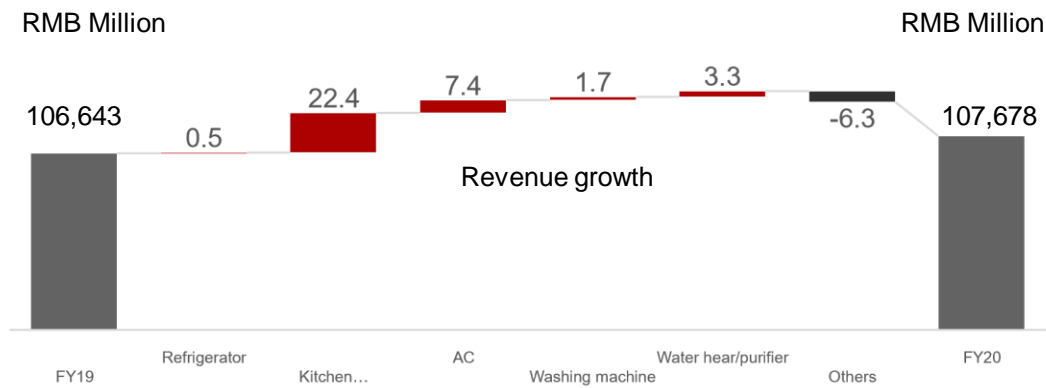
ROE



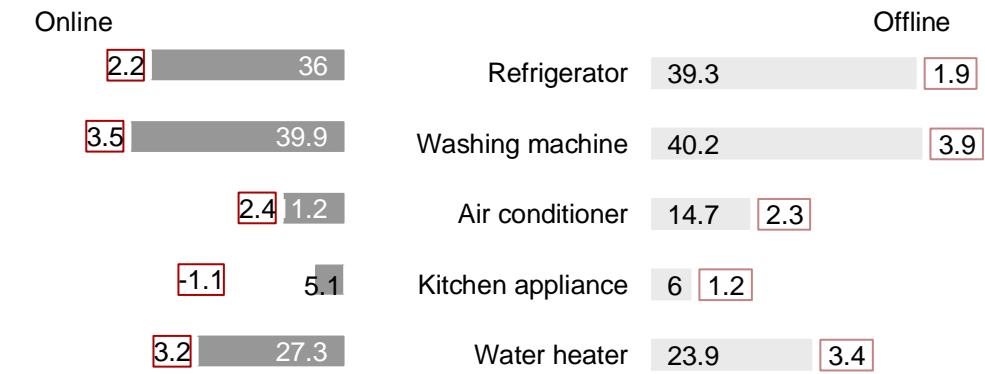
EBITDA/Interest



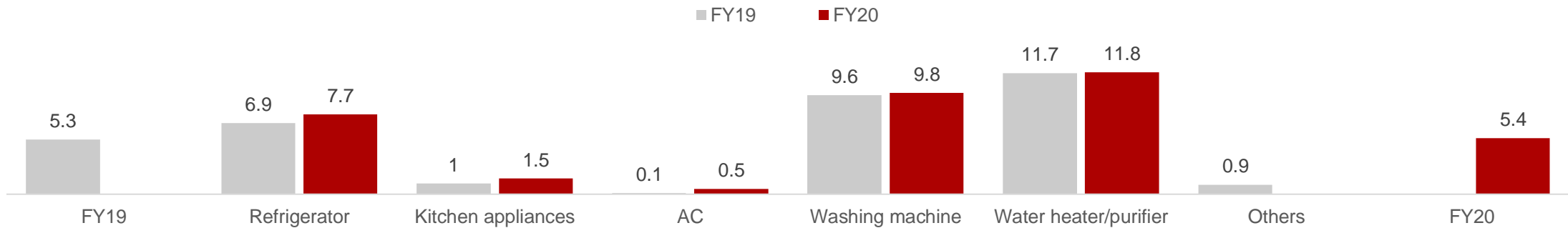
Revenue



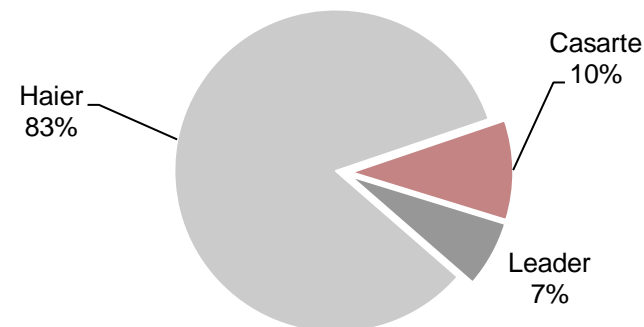
Market share



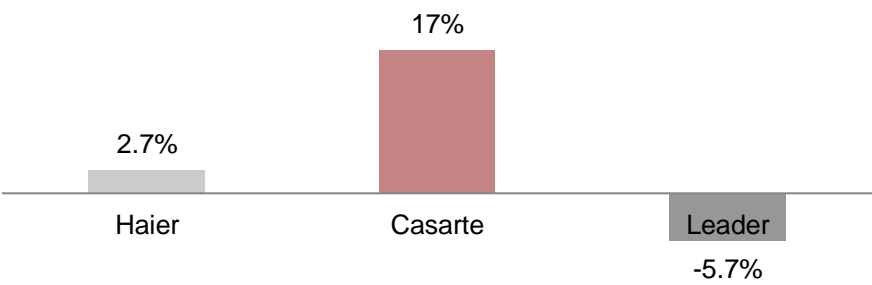
Operating profit margin



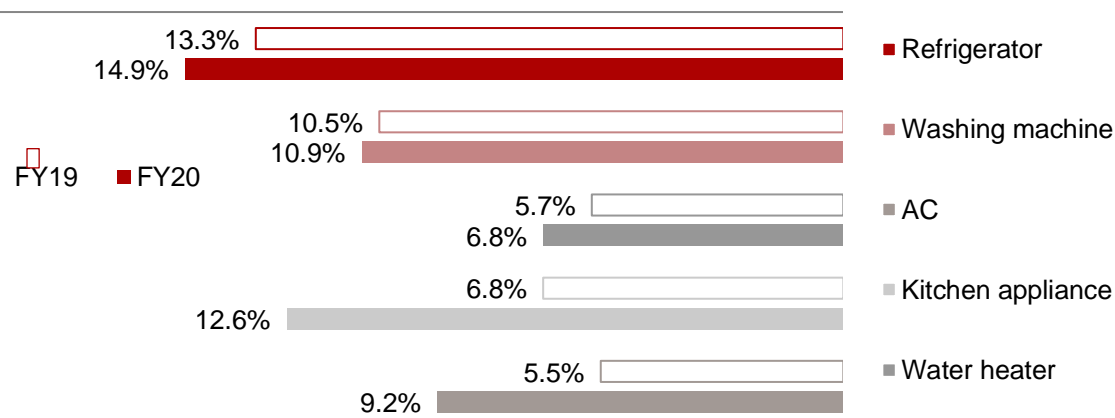
Revenue by brand



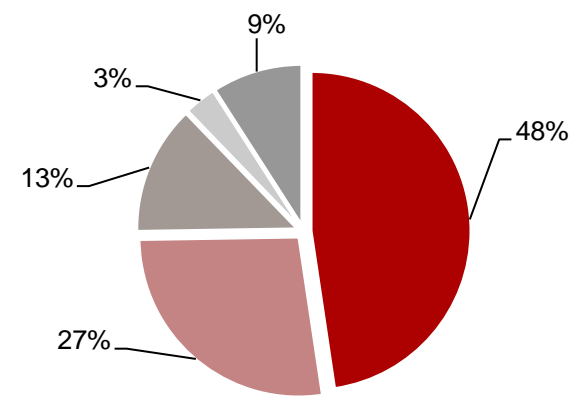
Revenue growth by brand



Casarte revenue in categories

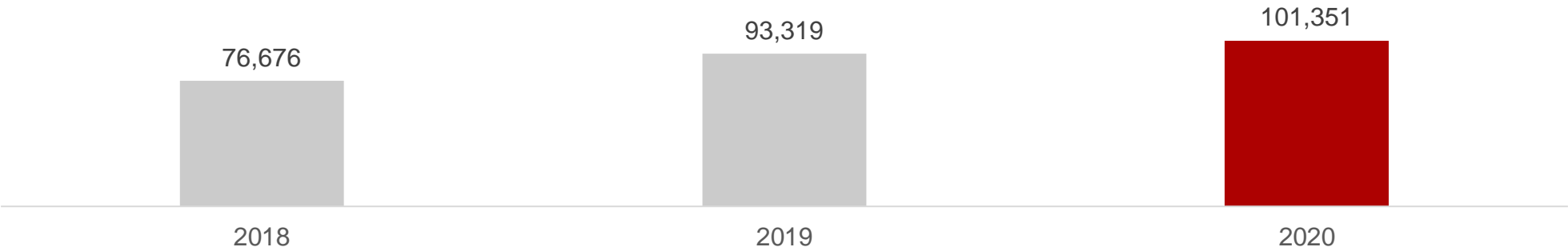


Casarte revenue by categories



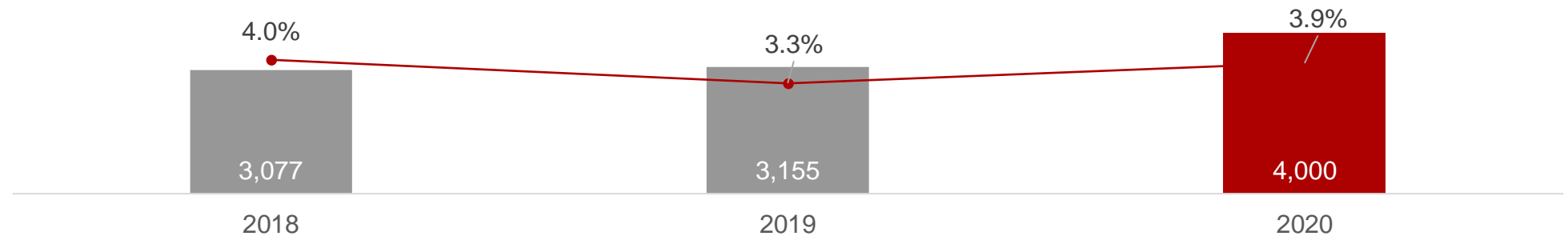
Revenue

RMB Million



Operating profit

Operating profit OPM

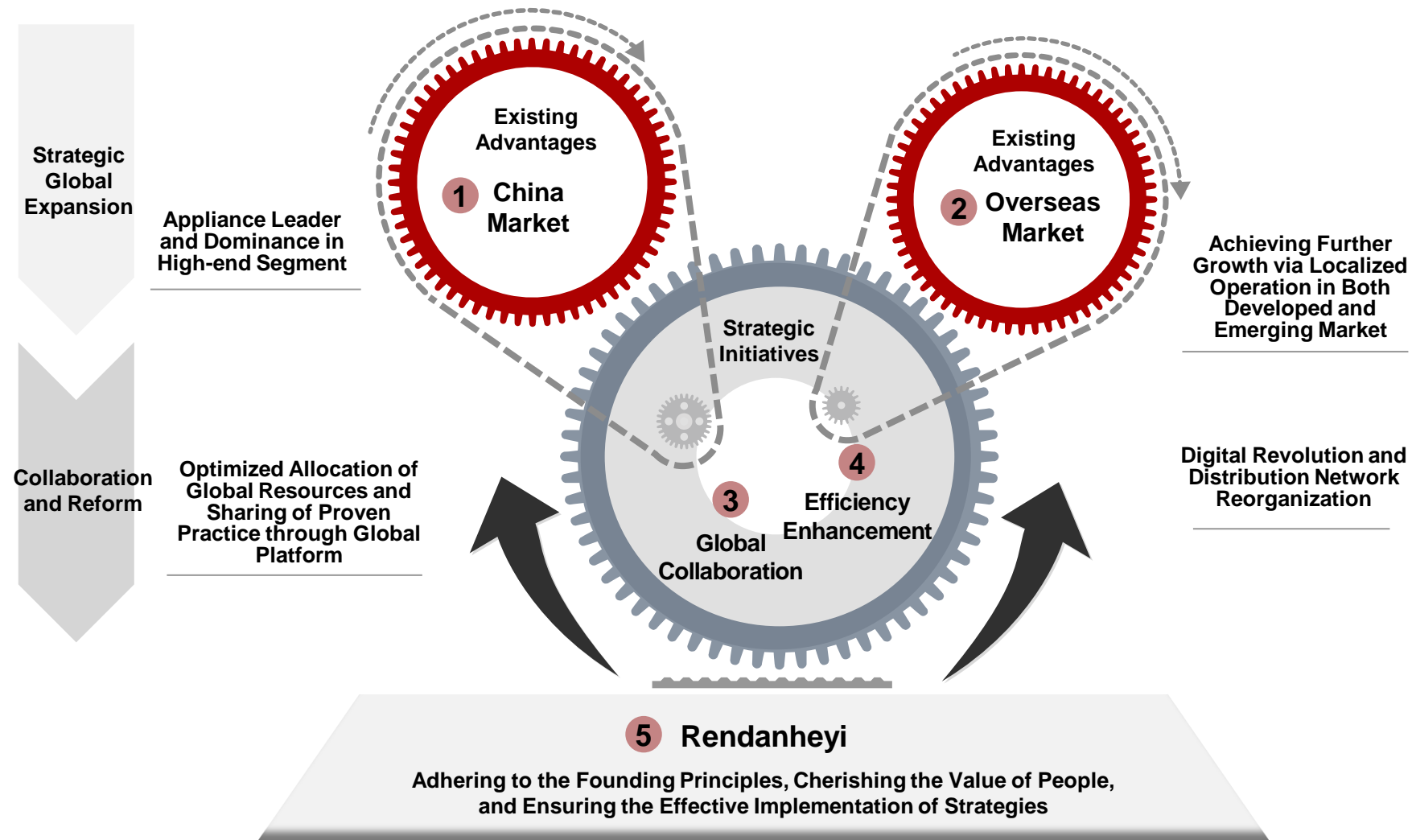


Performance Review

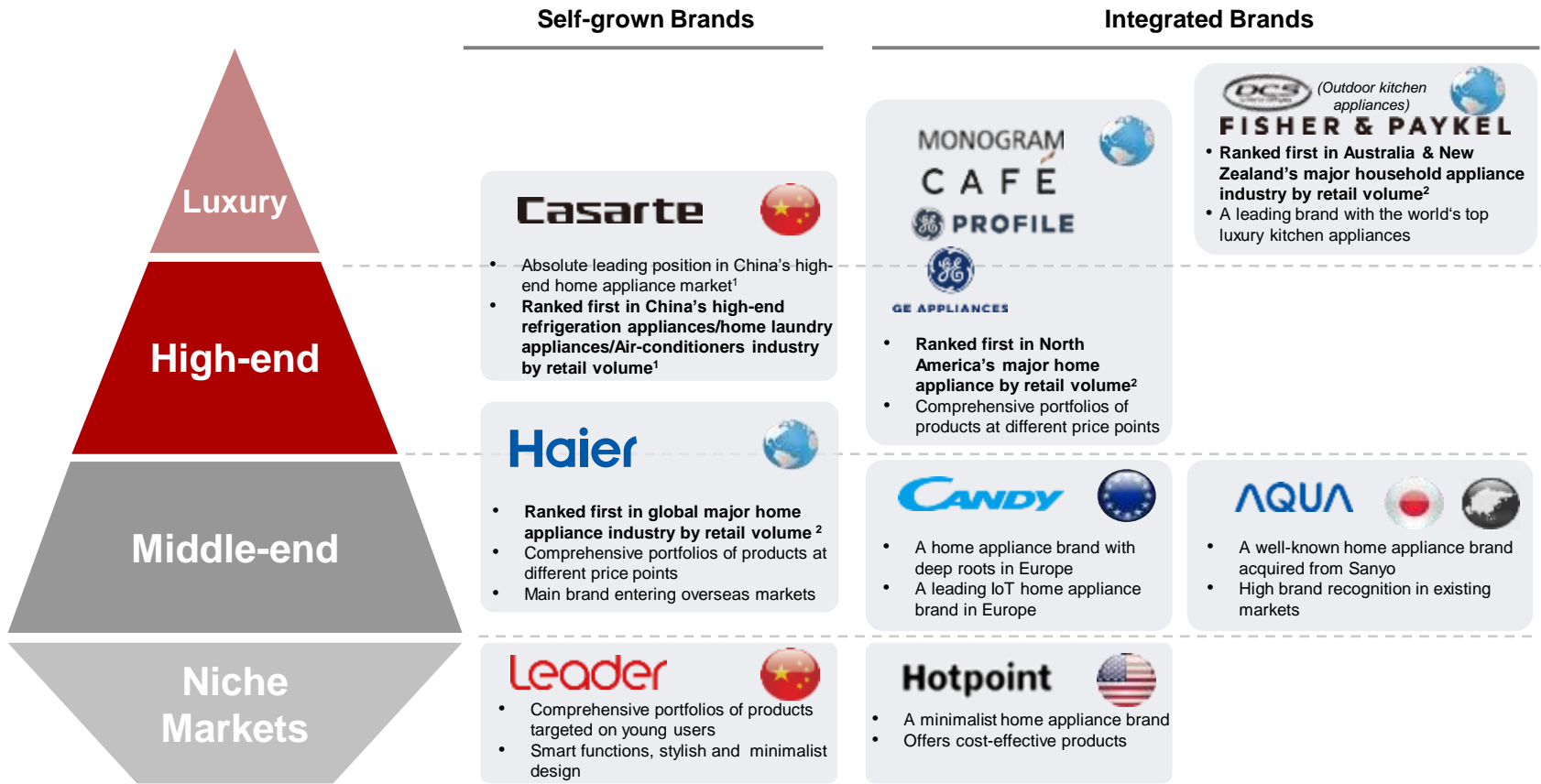
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Investment Highlights

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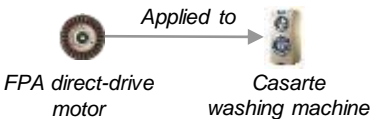
- ☒ Overseas strategy of proprietary brands
- ☒ Global brand portfolio with comprehensive coverage



Note 1: CMM 2020. All data are 2019 data
Note 2: Euromonitor 2020. All data are 2019 data

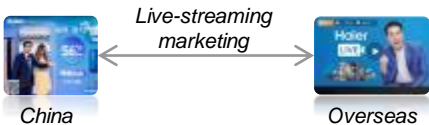
R&D

- Co-develop high-end products
- R&D Collaboration in universal modules and technology
- Share of Patents



Marketing

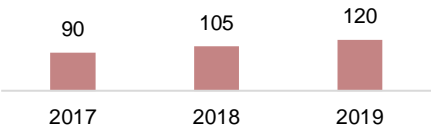
- Distribution network sharing with enhanced bargaining power
- Worldwide marketing campaign



Procurement

- Alternate between regional and global procurement
- Global procurement platform
- Adopt large-scale and digital procurement

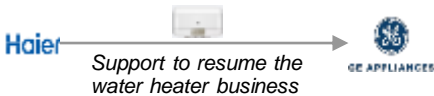
Number of Shared Suppliers Keep Increasing¹



Note 1: HSH's information. As of Dec 31, 2019

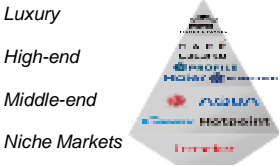
Product Development

- Leveraging on each other's competitive strength
- Regional collaboration among products



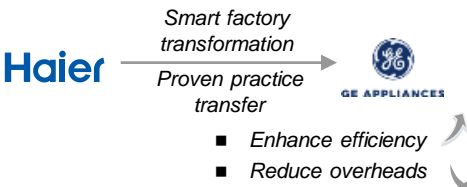
Branding

- Multi-class brand portfolio
- Differentiated multi-brand strategy globally
- Premiumization strategy



Supply Chain Management

- Flexible deployment of global production capacity
- Visualization and digitalisation of supply chain
- Share smart manufacturing technologies and know-how



✓ Global Resource

One of the few major home appliance companies with leadership in China, US and Europe

✓ Unified Platform

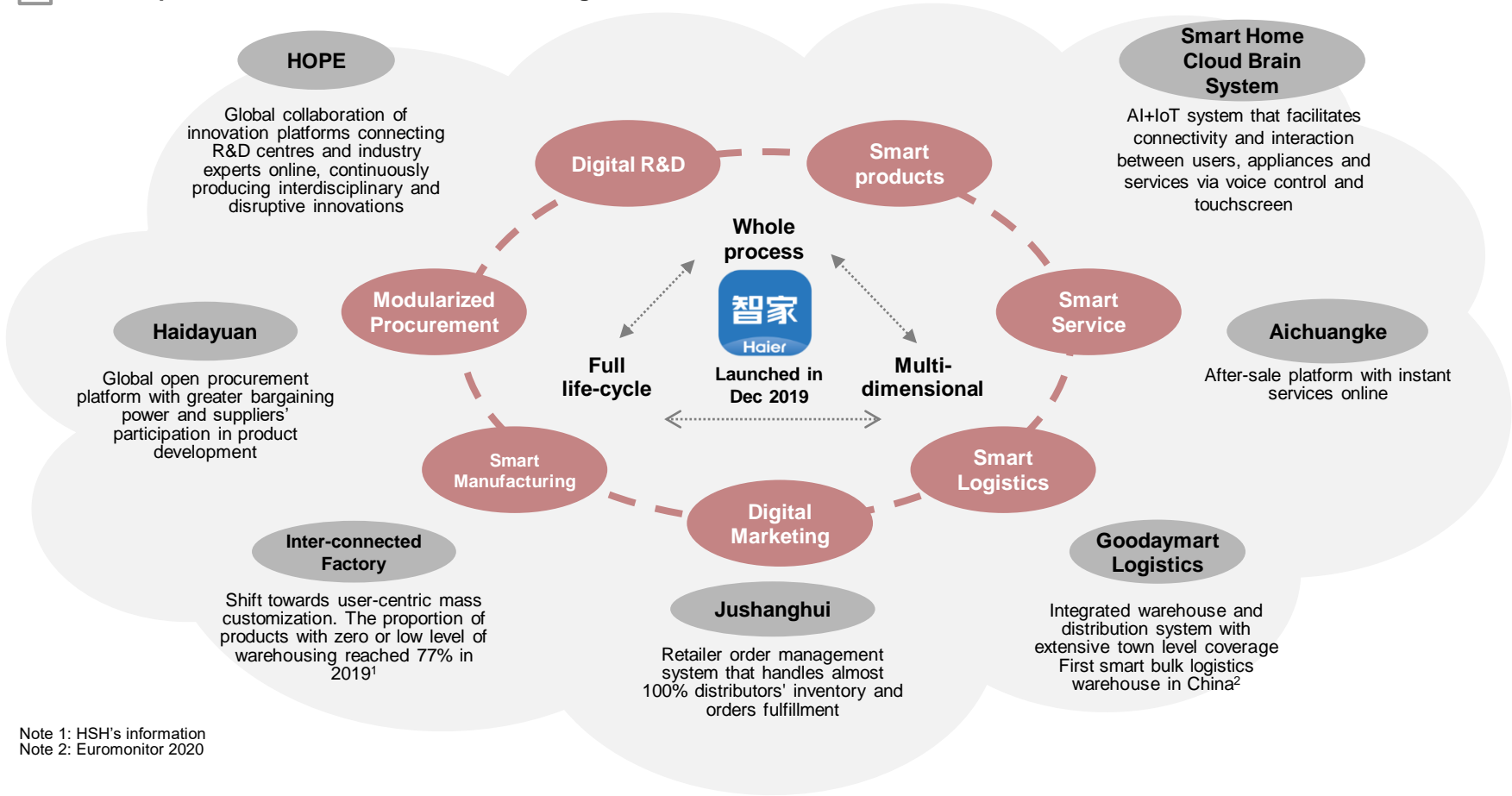
Global platform for R&D, procurement, supply chain, quality & service, strategy & branding

✓ Proven Practice

Strengthen "High-end" products leadership and accelerate "smart" scenario implementation

Building A Digitalised Enterprise of technologies

- ☑ From operation control to full value chain vitalization
- ☑ From process automation to business intelligence





Thank You

