

Stock Name: Qingdao Haier **Stock Code:** 600690 **No.:** L2019-036

Convertible Bonds Name: Haier Convertible Bonds **Convertible Code:** 110049

Qingdao Haier Co., Ltd.

Announcement on the Proposed Change in the Company's Full Name and the Stock Short Name

The board of directors of the Company and all its members warrant that this announcement does not contain any false information, misleading statement or material omission and severally and jointly accept full responsibility for the truthfulness, accuracy and completeness of the contents contained herein.

IMPORTANT INFORMATION:

- The full name of the Company after the proposed change is "Haier Smart Home Co., Ltd."
- The stock short name after the proposed change is "Haier Smart Home"

I. Statement on the Proposed Changes of Full Name and Stock Short Name of the Company

On 5 June 2019, Qingdao Haier Co., Ltd. (hereinafter referred to as the "Company") held the 28th Meeting of the Ninth Session of the Board of Directors (for details of the meeting, please refer to *Announcement on Resolutions of the 28th Meeting of the Ninth Session of the Board of Directors*, No.: L2019-035), and considered and approved *Proposal on the Proposed Change in the Company's Full Name of Qingdao Haier Co., Ltd.* and *Proposal on the Proposed Change in the Company's Stock Short Name of Qingdao Haier Co., Ltd.* with 9 affirmative votes, 0 dissenting vote and 0 abstaining vote, having approved the following matters:

1. The Chinese name of the Company changed from "青岛海尔股份有限公司" to "海尔智家股份有限公司";
2. The English name of the Company changed from "Qingdao Haier Co., Ltd." to "Haier Smart Home Co., Ltd.";
3. The stock short name of the Company changed from "青岛海尔" to "海尔智家";
4. The English short name of the Company changed from "Qingdao Haier" to "Haier Smart Home".

This change on full name of the Company shall be submitted to the 2018 Annual General Meeting of the Company for consideration and approval, and shall be submitted to the Competent Administration Industry and Commerce of the Company for review and the Company shall perform relevant registration procedures for the changes according to the corresponding review results. In addition, this change of stock short name of the Company shall be submitted to Shanghai Stock Exchange for consideration and approval.

II. Reasons for the Proposed Changes of Full Name and Stock Short Name of the Company

Since its listing in 1993, with continuous entrepreneurial innovation and adaptation to the times, the Company has developed into a global enterprise. The world-class brands such as Haier, Casarte, Learder, GE Appliances in the U.S., Fisher & Paykel in New Zealand, AQUA in Japan and Candy in Italy are all owned by the Company. Its principal business has developed from a single refrigerator product to a full-scale, high-end, packaged and intellectual household appliances like refrigerator & freezer, washing machine, air-conditioner, water heater and kitchen appliances. An operational structure integrated with a triple strategy of " manufacturing, marketing and R&D" has been set up by the Company all over the world. In 2018, revenue from overseas operation represented 42% of the total revenue while near 100% of the revenue was generated from self-owned brands. According to the retail sales statistics of world large-scale household appliances made by Euromonitor, an authoritative international market research organization, Haier ranked first for ten consecutive years in retail sales of large-scale household appliances globally in 2018.

In the era of IoT, the Company has been promoting the business upgrading from household appliances to complete sets of household appliances, to smart families, and to full ecological services for sectors involving food, clothing, shelter and entertainment, focusing on users' demands in safety, health, intelligence, comfort and environmental protection and targeting users' best experience, the Company introduced the first-class resources on an open platform, and carried out technological innovation and product upgrading, which provided smart home solutions to our consumers, creating full-scene smart life experiences, satisfying the needs of a customized better life for its customers, setting up an ecological smart home brand.

To realize the smart home development strategy, the Company has also construct and enhance its capacity on IoT platform apart from the advantage of global products, technology, brands and networks: through establishing U+ Smart Life platform, researching and developing a smart home operating system UHomeOS, applying the IoT+AI technology, we are intended to develop such abilities to set up a combined software and hardware platform and cause the upgrades of products from electric appliances to full-set smart home solutions, thus gradually realizing transformation from being controlled passively to offering services initiatively; through establishing 11 global-leading interconnected factories as examples for the industry, we have formed an ecology of interconnected COSMOPlat smart manufacturing platform and industrial Internet, realizing the upgrades from large-scale manufacturing to large-scale customization; through the Online-offline integrated Shunguang social group platform, the customers are encouraged to participate in customization throughout the period so as to satisfy the customers' experience in iterative leaderships.

Nowadays, the Company is promoting the implementation of "5+7+N" full-scene smart home solutions: keeping upgrading the seven solutions, namely whole-house air, whole-house water, whole-house cleansing and maintenance, whole-house security, whole-house interaction, whole-house health and whole-house internet for the five physical space, namely smart living room, smart kitchen, smart bathroom, smart

bedroom and smart balcony so as to allow users customize their own smart living scene freely based on their living habit, realizing unlimited changes. In 2018, the Company has built 4 domestic smart home city experience centers, 423 full-house smart home integration stores, and 3,037 branch-wide smart home experience stores. We are enhancing the capacity of delivering packaged solutions, implementing the "packaged experience, design, sales and services" for customers and creating the "one-stop, full-scene, customized" experience.

The full name of the Company has changed from "青岛海尔股份有限公司" to "海尔智家股份有限公司" and the English full name of the Company has changed from "Qingdao Haier Co., Ltd." to "Haier Smart Home Co., Ltd." for better embodying the globalization development of the Company and promoting the implementation of IoT ecological smart home brand strategy of the Company.

III. Impacts of the Proposed Changes of Company's Full Name and Stock Short Name on the Company

The proposed changes of full name and stock short name of the Company are in compliance with the relevant laws and regulations of the *Company Law of the People's Republic of China*, *Securities Law of the People's Republic of China* and provisions of the *Articles of Association*. It shall meet with the actual needs of the Company, match with the current principle business and significant development strategy. Such changes did not involve the changes of Company's controlling shareholders and de facto controllers.

The Company did not change the Company name and stock short name for the purposes of affecting the share prices and misleading investors. The changes of full name and stock short name of the company did not prejudice the interests of the Company and minority shareholders.

IV. Matters in relation to the Changes of Full Name and Stock Short Name of the Company

Considering that the proposed changes of the full name and stock short name of

the Company requires the external approvals and administrative procedures of Shanghai Stock Exchange and Competent Administration Industry and Commerce of the Company, the General Meeting is proposed to authorize the board of directors and its authorized persons to deal with, in its absolute discretion, various matters in relation to the changes.

In addition, investors are advised to take note that the Company shall continuously perform its duties on information disclosure related to the changes in accordance with the requirements of relevant laws, regulations and guidelines of information disclosure.

It is hereby notified the above.

The Board of Directors of Qingdao Haier Co., Ltd.

5 June 2019