

Qingdao Haier Co., Ltd. successfully listed on the CEINEX D-Share Market today

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- **First official listed price at EUR 1.06 Euro, slightly above final placement price at EUR 1.05.**
- **Total gross proceeds amounted to EUR 278.25 million (equivalent to RMB 2,215.9 million)² from base deal, with potential for an additional approx. EUR 41.74 million (equivalent to RMB 332.4 million)², if the greenshoe option is fully exercised.**
- **The total number of share outstanding of Qingdao Haier will increase from 6,097.40 million A-shares by 265.0 million D-Shares to a total of 6,362.40 million A- and D-Shares before exercise of the greenshoe option.**
- **The listing shall further implement the globalization strategy backed by multiple funding resources to boost new growth drivers.**

Qingdao / Shanghai / Frankfurt, 24 October 2018 - Qingdao Haier Co., Ltd. (SHA: 600690, "Qingdao Haier" or "the Company"), a Chinese household appliance producer that ranks as the No.1 major household appliances company in the world by retail volume^[1] and already listed in Shanghai (A-Shares), was successfully listed today on China Europe International Exchange AG D-Share Market (the "CEINEX D-Share Market") through admission to trading on the regulated market segment of the Frankfurt Stock Exchange (Frankfurter Wertpapierbörse) and, simultaneously, on the sub-segment of the regulated market with additional post-admission obligations (Prime Standard). Qingdao Haier is now the first company listed in the CEINEX D-Share Market.

The first official listed price was announced at 9:23 a.m. today and stood at EUR 1.06, which is slightly above the final placement price of EUR 1.05. As expected the Company was able to place all 304,750,000 D-Shares with investors, consisting of 265,000,000 D-shares from a base-deal offering and 39,750,000 D-Shares in connection with an over-allotment. Total gross proceeds amounted to EUR 278.25 million (equivalent to RMB 2,215.90 million)² before exercise of the greenshoe option, with potential for an additional EUR 41.74 million (equivalent to RMB 332.40 million)² in gross proceeds if the greenshoe option is fully exercised.

A European capital markets listing is an important part of Qingdao Haier's globalisation strategy. By having a presence in Germany via a listing of D-Shares, Qingdao Haier intends to draw on capital markets to diversify its funding sources, optimise its capital structure and expand its investor base. Qingdao Haier also expects to leverage the D-Share listing to promote global recognition of its brand and to support the further expansion of its global footprint, including in the European home appliances market.

The successful listing on the CEINEX D-Share Market is an important step towards further implementing Qingdao Haier's globalization strategy through access into European capital markets, and thus anchors future growth for Qingdao Haier. The Company is very honored to receive wide support from new investors across the world and intends to continue to expand globally, to strengthen its presence in Europe, and to continue to enhance Haier brand value through technology innovation and new product development.

For the D-Shares the international securities identification number (ISIN) is CNE1000031C1 and the German stock code is 690D.

Retail investors that placed orders with syndicate banks were allocated approximately 0.1% of the total placement volume of, in aggregate, 304,750,000 D-shares (including 39,750,00 D-shares in

connection with over-allotments). All orders placed by retail investors with syndicate banks were allocated according to the following allocation key: each retail order was allocated in full. The principles for the allocation of shares to retail investors issued by the ministry of finance's stock exchange expert commission were followed and the allocation to retail investors in connection with the offering followed the same criteria for Germany-based syndicate banks and their affiliated institutions.

^[1] According to retail sales statistics on the major appliances by Euromonitor, Haier had a global market share of 13.3% in terms of retail volume in 2017, making it the top selling household appliances company in the world for the seventh consecutive year.

² With a conversion rate of 7.9637 RMB to 1 Euro.

Note for journalists:

Pictures of the listing ceremony and bell ringing will be available soon. Please let us know, if you would like to receive pictures.

About Qingdao Haier Co., Ltd. (SSE: 600690; ISIN: CNE1000031C1):

Qingdao Haier is a leading global household appliance manufacturer with a focus on smart home and mass customisation solutions for consumers. Qingdao Haier designs, manufactures and sells a wide range of household appliances including refrigerators, freezers, washing machines, air-conditioners, water heaters, kitchen appliances and small household appliances under a global portfolio of leading household appliance brands including Haier, GE Appliances, Fisher & Paykel, AQUA, Casarte and Leader. As the leading smart home solutions provider, Qingdao Haier has developed three platforms; U+ Smart Life (a cloud-based provider of integrated smart home solutions), COSMOPlat (a customer-oriented industrial internet platform that allows for mass customisation) and Shunguang (a platform that facilitates the integration of Haier's online, offline and micro-store businesses and promotes user interaction to further enhance the user experience).

Qingdao Haier has been the top selling major household appliances company in the world in terms of total global retail volume for seven consecutive years from 2011 to 2017, with a global market share of 13.3% in terms of retail sales volume in 2017, according to Euromonitor. According to the same source, Qingdao Haier was also the top seller in refrigeration appliances, home laundry appliances and interconnected air-conditioners in terms of global retail volume in 2017.