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ATP & HAIER ANNOUNCE GLOBAL PARTNERSHIP

LONDON – Haier, the number one brand globally in major appliances, has today become the Official Home Appliances Partner and Gold Partner of the ATP Tour.

This partnership will provide a premium platform for Haier to promote its latest innovations and sustainability focus to tennis fans - a community numbering more than one billion globally. This aligns with Haier's *Zero Distance* strategy, which aims to bring the brand closer to audiences attracted to outstanding performance, tailor-made, smart and ecosystem experiences.



Haier Europe CEO Yannick Fierling and ATP VP, Partnerships & Business Development, Rodolphe Tastet. Photo: Lara Borzone

Haier will receive on-court, in-arena and on-site visibility at a portfolio of top ATP Tour events: the Nitto ATP Finals, Internazionali BNL d'Italia, Rolex Paris Masters, Barcelona Open Banc Sabadell, Cinch Championships (London Queen's Club) and Hamburg European Open in 2023. Haier will also benefit from world-class corporate hospitality experiences and exposure on ATP Tour's digital channels.

This marks the latest major sponsorship for Haier, following a recently announced deal with Roland-Garros, in partnership with the French Tennis Federation (FFT). It directly supports the company's global growth strategy, building on its position as the first consumer choice for smart solutions.

Daniele Sanò, ATP Chief Business Officer: "We're excited to announce our partnership with Haier, a leading company that shares our commitment to excellence and innovation. Together, we look forward to bringing new experiences to our fans and showcasing the reach and versatility of the ATP Tour's global platform."

"We are excited to enter the world of tennis, characterised by passion, ambition and desire to grow, features that also distinguish Haier and that have made it the number one brand globally in major appliances," said Yannick Fierling, CEO, Haier Europe. "I am sure that Haier's corporate philosophy will fit perfectly with the values promoted by tennis, and the competitive spirit of the world's best players. Our



NEWS RELEASE

partnership will also support the tournaments' move into a new technological dimension while retaining what makes them strong: commitment, tradition and performance”.

High-end activations will be revealed over the course of the season, as Haier focuses on providing smart-life experiences to fans.

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About The ATP

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Haier Smart Home

Haier is one of the world's leading manufacturers of household appliances with a focus on smart home solutions and customized production. Haier Smart Home Co., Ltd. develops, produces and distributes a wide range of household appliances. These include refrigerators, freezers, washing machines, air conditioners, water heaters, kitchen appliances as well as small household appliances and an extensive range of intelligent household appliances. The Company distributes its products through leading household brands such as Haier, Casarte, Leader, Candy, GE Appliances, AQUA and Fisher & Paykel. As No.1 company globally in major appliances* and among the Fortune Global 500 companies, listed in Shanghai, Frankfurt and Hong Kong (600690.SH, 690D.DE and 06690.HK), Haier Smart Home has established 10+N R&D systems, 34 Industrial parks, 117 manufacturing plants and 108 marketing centers over the world. Haier also boasts of a large retailer network of 230,000 that covers over 200 countries in the world, serving 1 billion households globally.

Haier Europe is part of the Haier Smart Home, headquartered in Brugherio (MB), Italy. For more information, please visit <https://corporate.haier-europe.com/>