

Haier

More Creation, More Possibilities

ROAD TO NO.1

Haier Global Sports Sponsorship Whitepaper



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HAIER GLOBAL SPORTS SPONSORSHIP JOURNEY

Haier's commitment to global sports sponsorship began in 2004 when it became the title sponsor of the Australian basketball team Melbourne Tigers.

As highlighted in an early Haier corporate publication: **Haier is the first Chinese company to crown an overseas sports club.** Zhou Yunjie (current Chairman of the Board and CEO of Haier Group) announced in front of exciting audiences that, Haier had signed an agreement with Melbourne Tigers, a well-known Australian basketball team, for sponsorship and naming the team Melbourne Haier Tiger. Zhou Yunjie iterated that, there had been two reasons for Haier to sponsor Melbourne Tigers. Firstly, Melbourne Tigers is a world-class basketball team and shares the same concept with Haier to gain worldwide recognitions by hardworking. Secondly, Melbourne Tigers has long attached significance to enterprising performances and continuous innovations to gain competitive strength. It is undoubted that the co-operation between a world-class company and a world-class sports team will bring tremendous opportunities from which both Haier and Melbourne Tigers will benefit.



The Haier One World Experience Center—a pop-up venue established during the 2008 Beijing Olympic Games

Building on this success, two decades later, Haier solidified its presence in the region by becoming the Official TV and Appliance Partner of the Australian Open and Summer of Tennis events. **Today, the Haier and Fisher & Paykel dual brands jointly hold the TOP 1 market share for major appliances in Australia.**

Encouraged by its Australian basketball sponsorship, Haier gained confidence in leveraging sports marketing to amplify its global footprint.

In 2006, the company launched a strategic partnership with the NBA, using this platform to introduce a new line of high-definition televisions to the U.S. market. **North America now standing as Haier Smart Home's largest overseas market.**

One of Haier's most iconic sponsorships was its role as the Official Major Appliances Sponsor of the **2008 Beijing Olympics.**

HAIER GLOBAL SPORTS SPONSORSHIP JOURNEY

Aligning seamlessly with its corporate values of innovation and sustainability, Haier invested over 200 million RMB to supply 31 categories of eco-friendly appliances—including silent refrigerators and solar-powered air conditioners—to more than 30 Olympic venues and the Athletes' Village. Beyond infrastructure support, Haier pledged to build a Hope School in China for every gold medal won by Team China, strengthening its corporate social responsibility (CSR) profile. This sponsorship proved pivotal in elevating Haier's global brand recognition, cementing its position as a leader in the home appliance industry. **To date, Haier has been named the World's No. 1 Major Appliances Brand by Euromonitor International for 16 consecutive years—a testament to its enduring market leadership.**

In addition to elevating the Haier brand through global sports sponsorships, Haier Group's other brands have also forged rich sponsorship legacies. For example, Casarte has hosted a family marathon for eleven consecutive years. Candy has sponsored the Formula 1 teams. Hoover has supported the Warrington Wolves rugby club and, in its latest sponsorship agreement, expanded its commitment to include wheelchair teams. GE Appliances is the title sponsor of the Kentucky Derby Festival Marathon in Louisville, Kentucky. Moreover, Haier Group's subsidiary esports equipment company, Thunderobot, sponsors numerous esports events. **Collectively, these sponsorships highlight Haier Group's steadfast dedication to global sports, community engagement, youth empowerment, and the well-being of families worldwide.**



Haier

Part 1: Haier Brand Global Sports Sponsorships



Tennis partnerships have become a cornerstone of Haier's global brand strategy, reflecting its dedication to precision, innovation and "Zero Distance" engagement with consumers.

Across global tennis tournament alliances, Haier channels tennis's spirit of relentless pursuit and timeless precision into its design philosophy, reinforcing its image as a champion of smart living and technological excellence.



Roland-Garros (Since 2023)

Haier's third consecutive year as an Official Partner at Roland-Garros marks a significant milestone in the brand's continued commitment to excellence, innovation, and global engagement in tennis. By renewing its role as the Official Home Appliances Partner, Haier leverages the prestige of this iconic tournament to showcase its cutting-edge IoT solutions, aligning with the values of **precision, performance, and excellence** shared by the world's top players.



Once again, Haier will be courtside at Roland-Garros alongside Grand Slam champions, solidifying its status as the world's leading home appliance brand. This partnership offers Haier unparalleled visibility, reinforcing its position as the No. 1 global brand in the industry.



Choosing Roland-Garros was a strategic decision by Haier, as the tournament's global reach of over one billion tennis fans aligns perfectly with the brand's ambition to expand its global footprint through high-impact sports platforms. Tennis, with its focus on elegance, precision, and the relentless pursuit of excellence, mirrors Haier's own design philosophy and commitment to delivering **smart living ecosystems** powered by advanced technology.

The partnership also allows Haier to demonstrate its leadership in innovation, showcasing its **cutting-edge connected appliances and AI-driven solutions** in a setting renowned for both its heritage and technological advancements. At Roland-Garros, Haier enjoys prominent courtside branding, along with a flagship stand in the Fan Village, where visitors can experience the latest in IoT products firsthand.



Through the “**Play with the Number Ones**” campaign, Haier amplifies its presence across digital platforms, blending compelling tennis stories with product showcases to engage a global audience. The brand also deepens its relationships with partners and consumers through exclusive VIP lounges and hospitality experiences, reinforcing loyalty and advocacy.

By competing “as true number ones,” Haier continues to set new benchmarks in product quality and connectivity. Looking ahead, the brand will keep **co-creating extraordinary experiences** with the tennis community, using this partnership to **inspire smart, seamless living for families worldwide**.

After three years of collaboration, Haier’s presence at Roland-Garros has evolved beyond sponsorship to full brand immersion. The partnership has not only increased brand awareness but also fostered lasting emotional connections with tennis fans across the globe, positioning Haier as an integral part of the sport’s cultural and technological future.



Australian Open (Since 2025)



Over the next three years, Haier is set to redefine the intersection between technology and sport through an exciting collaboration with the Australian Open—one of the world's most prestigious Grand Slam tournaments. This innovative partnership is far more than just a sponsorship—it is an immersive journey that integrates Haier's cutting-edge smart home solutions directly into the pulsating heart of world-class tennis.

Haier's initiative aims to create an unparalleled fan experience by **weaving its advanced smart home technologies into the event's fabric**. Imagine this: as fans immerse themselves in the electrifying atmosphere of the Australian Open, they can also experience Haier's state-of-the-art kitchen, laundry, and climate control systems working behind the scenes to elevate every aspect of home living.

Li Huagang, Senior Vice President of Haier Group and Chairman and CEO of Haier Smart Home, sums up the significance of the alliance:

“This partnership with the Australian Open marks a critical step in our globalization efforts, showcasing our commitment to sports and innovation. The Australian Open, as one of the four Grand Slam tournaments, aligns perfectly with Haier's commitment to **bring consumers worldwide more creations and possibilities, as well as groundbreaking smart home solutions.**”

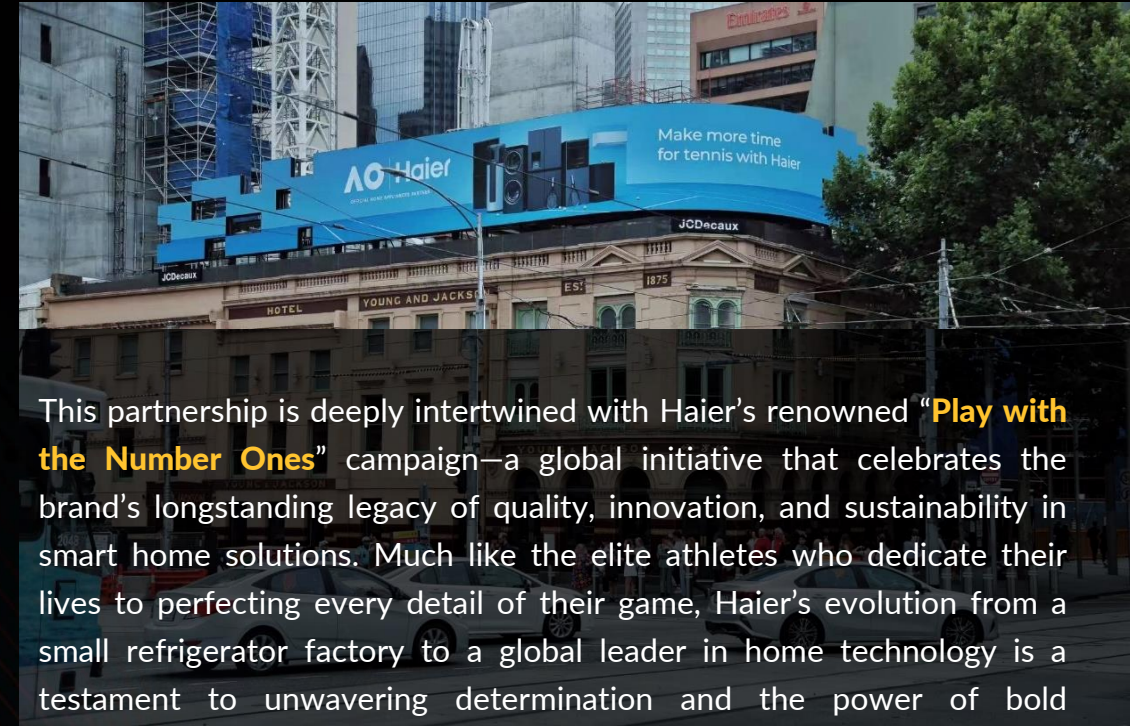
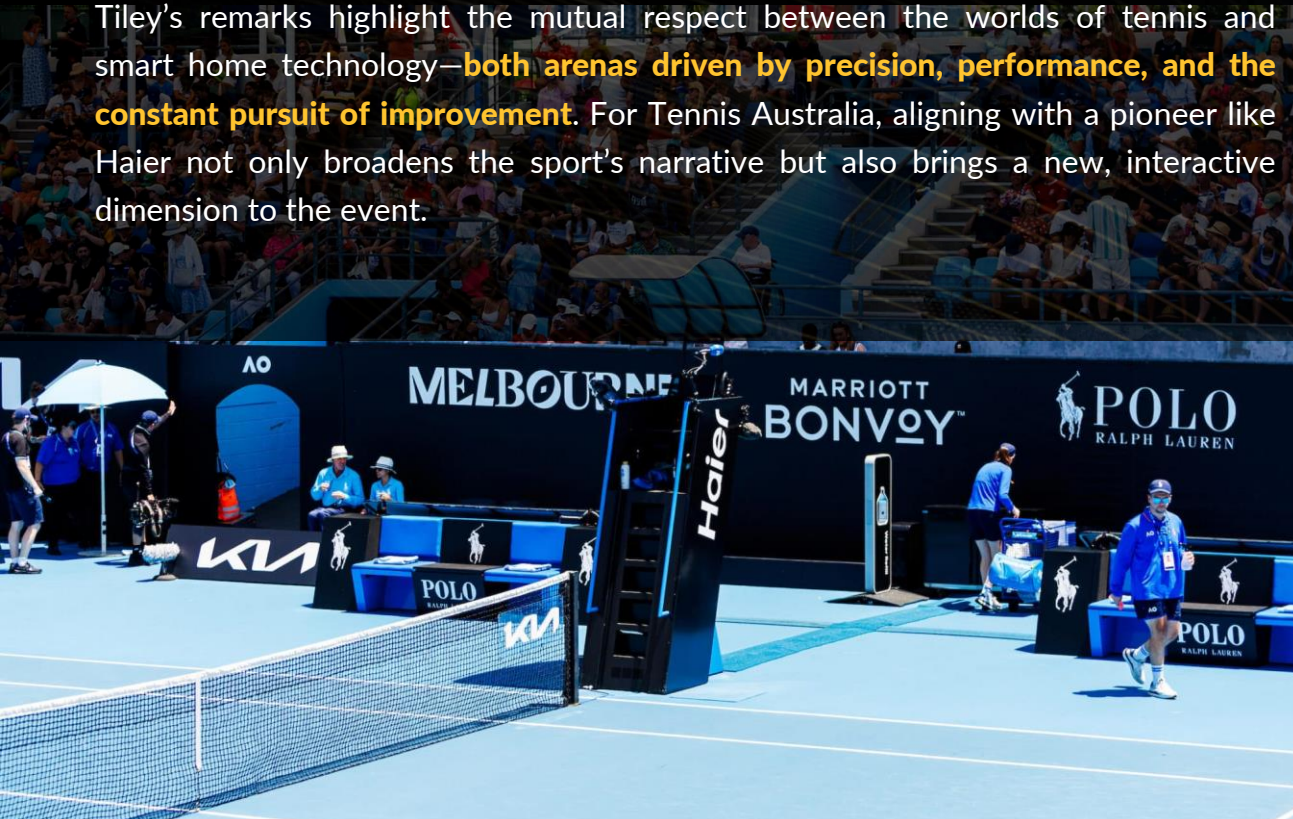
Li's words capture the essence of Haier's strategy: **to match the precision and high performance of elite tennis with their innovative approach to transforming ordinary living spaces.** His leadership underscores a vision where every serve and every breakthrough in technology share the same relentless drive for excellence.



Craig Tiley, CEO of Tennis Australia, also expressed his enthusiasm for the new venture. He noted:

“We are delighted to welcome **Haier as an official partner of the Australian Open.** **Haier’s dedication to innovation and quality aligns perfectly with the values of our sport and events.** This collaboration will not only elevate the fan experience but also introduce cutting-edge technology that adds a fresh and dynamic dimension to the summer of tennis.”

Tiley’s remarks highlight the mutual respect between the worlds of tennis and smart home technology—**both arenas driven by precision, performance, and the constant pursuit of improvement.** For Tennis Australia, aligning with a pioneer like Haier not only broadens the sport’s narrative but also brings a new, interactive dimension to the event.



This partnership is deeply intertwined with Haier’s renowned “**Play with the Number Ones**” campaign—a global initiative that celebrates the brand’s longstanding legacy of quality, innovation, and sustainability in smart home solutions. Much like the elite athletes who dedicate their lives to perfecting every detail of their game, Haier’s evolution from a small refrigerator factory to a global leader in home technology is a testament to unwavering determination and the power of bold innovation. The spirit of “ Play with the Number Ones ” is evident in every facet of this collaboration, reinforcing that excellence is not just achieved—it is relentlessly pursued.

As the Australian Open unfolds over the next three years, fans will not only witness the thrill of high-caliber tennis but also experience how smart innovations can transform ordinary environments into arenas of possibility. Through this vibrant partnership, **Haier is not only poised to redefine home living but also to celebrate the same raw passion and relentless commitment that propels champions to greatness.**



Haier's presence at the Nitto ATP Finals marks another important milestone in its long-term commitment to global tennis and the values it represents. As the concluding event of the ATP Tour calendar, the Nitto ATP Finals bring together the world's top eight singles players and doubles teams—athletes who have demonstrated extraordinary dedication, consistency, and a relentless pursuit of excellence throughout the season.

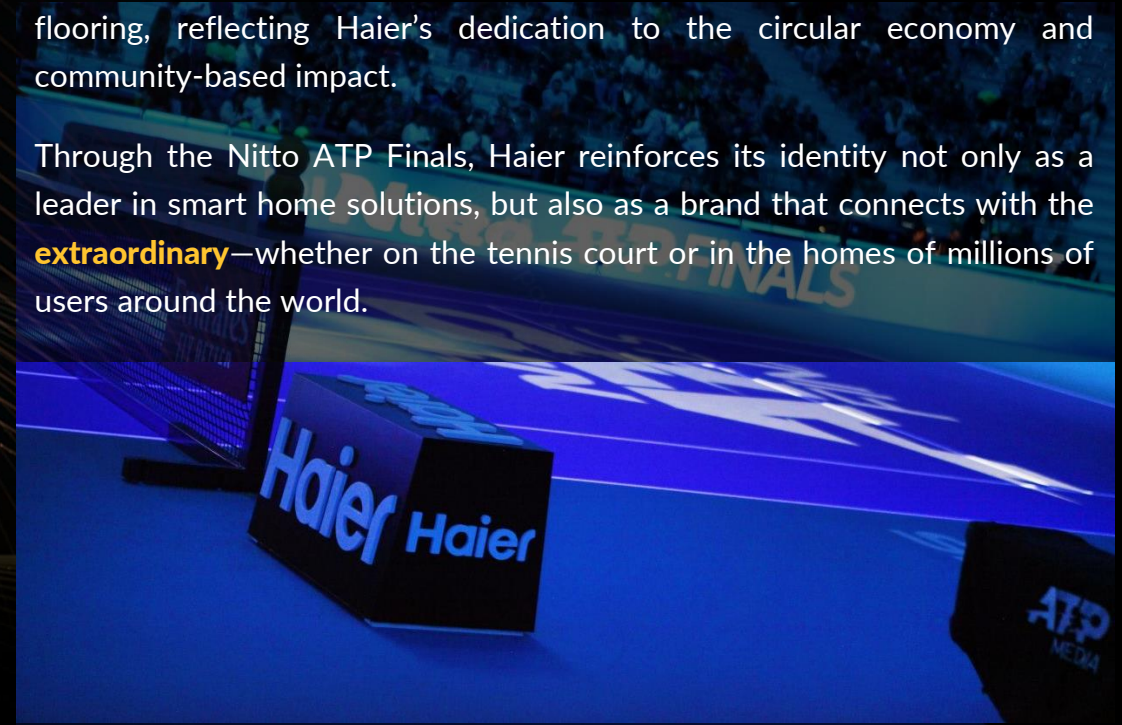
Haier's partnership with this prestigious tournament is a natural extension of the brand's DNA. Much like the elite players on the court, **Haier stands for precision, ambition, and a commitment to constant improvement.** This synergy goes beyond surface-level sponsorship—it's about aligning with a global community that values performance, innovation, and the pursuit of perfection.

Nitto ATP Finals (Since 2023)

As Antony Peart, Head of Brand at Haier Europe, explains: "The attributes that make us number one in our industry are the same that define a true champion. This collaboration supports our goal of **growing global brand recognition and reaching consumers across generations who share a passion for quality and innovation.**"

In collaboration with ESO – Ecological Services Outsourcing, these shoes are recycled into eco-friendly materials used for playground and sports flooring, reflecting Haier's dedication to the circular economy and community-based impact.

Through the Nitto ATP Finals, Haier reinforces its identity not only as a leader in smart home solutions, but also as a brand that connects with the **extraordinary**—whether on the tennis court or in the homes of millions of users around the world.



Mutua Madrid Open (Since 2024)

This sponsorship strengthens Haier's ongoing engagement with the world of international tennis, aligning the brand with the **precision, performance**, and **elegance** that define the sport at its highest level.

Haier's values—intelligence, power, and sophistication—mirror the expectations of over a billion tennis fans worldwide. Just like the sport's top athletes, Haier is committed to excellence, meticulous attention to detail, and delivering extraordinary, tailor-made experiences through its connected product ecosystems.



According to Xavier Rofes, Country Manager of Haier Smart Home Iberia, "**Haier has always stood for a seamless fusion of cutting-edge technology, premium design, and personalized solutions. The Mutua Madrid Open provides a powerful platform to bring these values to life for consumers.**"

Gerard Tsobanian, CEO of the Mutua Madrid Open, shared his enthusiasm: "Haier is an ideal collaborator for our tournament. It perfectly embodies the philosophy of the Mutua Madrid Open, and we're confident this alliance will be mutually beneficial."

Through these strategic collaborations, Haier continues to "**Connect with the Extraordinary**," engaging with consumers who appreciate refined **design, smart innovation, and peak performance**—values that define both the modern athlete and the Haier brand.



Rolex Paris Masters (Since 2023)

As the action heats up at Rolex Paris Masters, we are taking center stage, both on the court, throughout the Bercy Arena and in Paris' iconic metro stations!



From high-impact ads showcasing our cutting-edge cooling, cooking, and washing solutions to engaging experiences in the Haier Lounge, we're committed to **enhancing daily life with advanced home technology**.



Set against the stunning beaches of Acapulco, this tournament blends world-class competition with the unique atmosphere.

The Abierto Mexicano Telcel, aligns perfectly with Haier commitment to bring consumers worldwide **immersive fan experience**, as well as **groundbreaking smart home solutions**. As part of the partnership, Haier will host premium hospitality experiences, brand exposure and fan engagement.

Throughout '**Play with the Number Ones**' slogan, Haier connection with tennis continues to grow, supporting top-level competitions and sharing the passion of millions of fans worldwide.

This milestone strengthens Haier commitment to delivering **extraordinary** experiences.

Croatia Open UMAG (Since 2024)

Haier is proud to continue its global partnership with the ATP Tour as the Official Partner of the ATP Croatia Open Umag, one of the most iconic summer tournaments on the tennis calendar.

The event promises a week of high-level competition, featuring thrilling matches and world-class athletes set against the stunning backdrop of the Adriatic coast. As part of this partnership, Haier strengthens its connection with global tennis fans by supporting an event known for its **dynamic energy** and **vibrant summer atmosphere**.

Through our presence at the tournament, Haier will offer unique brand experiences that showcase our latest smart solutions, reflecting the same qualities valued in elite tennis—**precision, innovation, and excellence**. The sponsorship reinforces Haier's vision to connect with audiences who seek **outstanding performance and intelligent design, both on the court and in their everyday lives**.



Terra Wortmann Open (Since 2024)

Haier was proud to be one of the co-sponsors of the Terra Wortmann Open in Halle, Germany—one of only eight grass-court events on the ATP Tour calendar. This partnership reflects our ongoing commitment to supporting world-class sports events and engaging with global audiences through authentic and meaningful experiences.

Our brand had a strong presence on and off the court, with high visibility throughout the OWL Arena, including key placement in the main event areas. At the heart of our activation was the dedicated Haier booth, where visitors could explore our latest **innovations** and **experience** our smart product solutions firsthand.



Hamburg Open (Since 2023)

Haier proudly participated as an Official Partner, contributing to the success of this nine-day premier tennis tournament. Our presence went beyond branding: we created an engaging booth experience that allowed visitors to explore Haier's smart living solutions through a variety of interactive activities.

Haier was here to create memorable moments that reflected Haier's approachable **and human-centric brand spirit**.

Millennium Estoril Open (Since 2025)

In spring 2025, Haier is stepping onto the Portuguese tennis scene for the very first time, joining the Millennium Estoril Open as an Official Sponsor in the Home Appliances category. For Haier, a brand known for blending cutting-edge technology with daily life, this move is about more than visibility — it's about **connection**.

The Estoril Open marks Haier's latest addition to its growing ATP Tour partnerships. But what makes this one special is its local significance — a first-time presence in Portugal, where **sport, lifestyle, and community come together**.

Tennis requires dedication, precision, and an innovative spirit, values that are at the core of Haier. Through this partnership, we reinforce our commitment to being close to Portuguese consumers, offering them **premium experiences** that elevate their daily lives.

For Haier, the court isn't just a stage — **it's a bridge to people's lives**.

Lawn Tennis Association (Since 2025)

Haier collaborate with the LTA, reinforcing its commitment to the UK tennis community. Building on global partnerships with the ATP Tour, French Tennis Federation, and Tennis Australia, Haier is deepening its local engagement by **supporting grassroots initiatives, promoting padel and tennis, and inspiring future generations.**

In 2023, Haier launched the global **“Play with the Number Ones”** campaign, and in 2025, it will collaborate with the LTA to give the campaign a distinctly British flavour, celebrating UK tennis culture through media and community activations. This partnership reflects Haier’s broader mission to connect with local communities through sport—**bringing innovation, accessibility, and passion** to the game across the UK.



OFFICIAL PARTNER



China Open (Since 2024)

Haier has been named the exclusive home appliance partner for the China Open 2024, a strategic move that aligns the brand with one of the most prestigious tennis tournaments globally. As the sole home appliance sponsor, Haier will leverage the universal appeal of tennis to connect with a global audience, embodying the values of perseverance and belief that sport represents. This partnership provides Haier with a unique platform to showcase its brand philosophy of **“creating a better life”** alongside its customers, while enhancing its global presence and reinforcing its commitment to innovation and excellence. The collaboration not only increases brand visibility but also strengthens Haier’s emotional connection with consumers, positioning the brand as a key player in both the home appliance and sports industries.



ASB Classic (Since 2025)

Haier is proud to continue its global partnership with the ATP Tour as the Official Partner of the ASB Classic, one of the most iconic tournaments on the tennis calendar. Vaughan Schwass, Chief Operating Officer of Haier New Zealand, stated that this collaboration brings together two iconic brands driven by innovation: "We are thrilled to partner with ASB Classic – just like Haier, it represents **precision, durability, and performance**. Tennis is a sport suitable for all ages, with millions participating in New Zealand and over 1 billion global viewers. This partnership presents an innovative opportunity to engage with all tennis-loving New Zealanders."

Nicolas Lamperin, Director of ASB Classic, expressed: "We are honored to welcome Haier as the official sponsor of ASB Classic. This collaboration will elevate the event experience to new heights. We see strong synergies between our two brands and look forward to creating exciting experiences with Haier that inspire tennis fans worldwide. "This collaboration further solidifies Haier's position as a global leader in smart home solutions, ranging from core appliances to HVAC and solar energy across the entire home category. Haier is consistently committed to offering comprehensive and innovative products and services."

A photograph of a marathon race with several runners in the foreground. The runners are wearing athletic gear and bibs. In the background, there are large blue banners with the Haier logo. A crowd of spectators is visible on the left side of the road. A motorcycle is also visible on the right side of the road.

Running and marathon sponsorships allow Haier to translate its “Smart Living” ethos into community-driven action, promoting health, unity, and social purpose across diverse markets



Haier Qingdao Marathon 2024



Haier Qingdao Marathon 2025

Haier Qingdao Marathon (Since 2017)

Haier has been the official sponsor of the Qingdao Marathon since 2017, a prestigious event renowned for its picturesque coastal route and exceptional running experience. As a global brand headquartered in Qingdao, Haier plays a pivotal role in enhancing the marathon's reputation by integrating technological innovation with the race, showcasing its **smart home ecosystem**.

Haier's sponsorship introduces the "Runners' Home," a dedicated space offering AI-powered fitness courses, customized nutritious meals prepared using smart kitchen solutions, and advanced garment care services. This integration of technology with everyday life provides participants with a holistic and personalized experience, aligning with **Haier's commitment to promoting a healthy lifestyle**.

The marathon emphasizes nationwide fitness and green, sustainable practices, underscoring Haier's commitment to environmental responsibility. Additionally, the event honors Qingdao's rich cultural heritage and extends its influence to global markets, reinforcing Haier's local identity while contributing to regional development. Through its involvement in the Qingdao Marathon, Haier not only enhances its brand visibility but also fosters community engagement. The event attracts a diverse group of participants and spectators, providing Haier with a platform to connect with individuals who share a **passion for health, fitness, and innovation**.

Haier's sponsorship of the Qingdao Marathon exemplifies its dedication to integrating technology with daily life, promoting sustainability, and fostering community engagement. By supporting this event, Haier reinforces its commitment to **enhancing the quality of life for individuals and communities**, both **locally** and **globally**.

Haier Run Thailand (Since 2022)

Organized in collaboration with ASIATIQUE The Riverfront, the Sports Authority of Thailand, and the Tourism Authority of Thailand, this event supports the growing sports tourism sector while reinforcing Haier's commitment to **promoting healthy lifestyles** and **Thai tourism**. With entry fees of 450 baht for the Fun Run and 550 baht for the Mini Marathon, participants receive benefits such as timing chips, insurance, and prize eligibility, and net proceeds will benefit the New Heart Foundation and the Thai Red Cross Society.



Haier Run Thailand 2022



Haier Run Thailand 2023



Haier Run Thailand 2024



Haier India - Noida Monsoon Run (Since 2024)

This sponsorship not only enhanced Haier's brand visibility but also underscored our commitment to promoting a **healthy lifestyle** among consumers in India. Haier products, known for their **innovation** and **efficiency**, contribute to healthier living through features such as self-cleaning technologies, ensuring **cleaner** and **greener** environments for users.

Moreover, aligning with our commitment to ESG initiatives, the Noida Monsoon Run 2024 focused on the theme of 'For Green & Clean Noida'. As part of this initiative, participants received free plants, contributing to the greenery of Noida and promoting environmental sustainability. This effort reflects Haier India's dedication to fostering a **green** India through community engagement and responsible corporate **citizenship**.

Haier India continues to innovate and lead in the consumer durables sector, leveraging platforms like the Noida Monsoon Run to connect with communities and promote a **healthier, more sustainable future**.



Haier Inspiring Bangladesh Independent Run (2024)

Haier Bangladesh proudly supported the "Inspiring Bangladesh" marathon at Hatirjheel in central Dhaka—a prestigious annual event aimed at **motivating youth to embrace health and education for all**.

As the title sponsor, Haier provided comprehensive support to ensure the event's smooth execution. The brand was prominently featured across all promotional materials, and the event's online exposure exceeded one million impressions, significantly enhancing Haier's brand awareness and upscale image in the local market. Additionally, the event contributed to new breakthroughs in Haier's sales revenue in Bangladesh.

Looking ahead, Haier Bangladesh remains committed to **developing innovative health and smart products that meet user needs**, offering **smart home solutions**, and actively embracing corporate social responsibility to drive the sustainable development of the brand.



Badminton is not just a sport—it's a pathway to a healthier lifestyle, a stronger community, and a celebration of perseverance and excellence. This philosophy drives our commitment to supporting the sport on both grassroots and global levels. As the official partner of the Badminton World Federation (BWF) in Southeast Asia for 2024-2025, Haier proudly supports a range of prestigious international tournaments, each of which embodies these core values in its own unique way.

Malaysian Open and Malaysian Masters (Since 2024)

The Malaysian Open and Malaysian Masters are two of the most highly anticipated tournaments on the badminton calendar. These events bring together some of the world's top players, creating an atmosphere of **fierce competition and inspiring athleticism**. Haier's sponsorship of these tournaments highlights our dedication to the growth and excellence of badminton in Malaysia and beyond. The Malaysian Open, as one of the oldest and most prestigious events, offers a platform for players to showcase their skills at the highest level. Meanwhile, the Malaysian Masters serves as a crucial event for players to fine-tune their performances before major global tournaments. By supporting these competitions, Haier aligns itself with the spirit of **determination** and **precision** that badminton represents, fostering a deeper connection with fans and athletes alike.



Thai Open and Thai Masters (Since 2024)

Haier's partnership with the Thai Open and Thai Masters further solidifies our commitment to fostering badminton's growth in Southeast Asia. Thailand is a nation with a rich cultural heritage, and badminton is a sport that resonates deeply within the community. The Thai Open is an exciting platform that attracts players from around the world to compete in high-stakes matches, while the Thai Masters provides a space for emerging talents to showcase their skills. Haier's support of these tournaments helps enhance the sport's visibility and growth in Thailand, encouraging both youth participation and community spirit. With Thailand's growing interest in badminton, our involvement in these tournaments underscores our dedication to **promoting a healthy lifestyle and uniting communities through sports**.

Haier Cup: A Unique Homegrown Initiative

In addition to these prestigious international tournaments, Haier is proud to launch the Haier Cup—a one-of-a-kind, homegrown badminton competition that goes beyond traditional sports sponsorship. Unlike the major global events, the Haier Cup is designed to bring together badminton enthusiasts from all walks of life, fostering community engagement and promoting healthy living at a more personal level. This tournament is a celebration of not just competition, but also the joy of the game, where technology and smart living meet sports. Participants have the opportunity to experience the thrill of competition in a dynamic, interactive setting where Haier's innovative products **enhance performance and connectivity**.



The Haier Cup serves as a platform for both seasoned athletes and newcomers to engage in the sport, **promoting inclusivity and a deeper connection with the badminton community**.

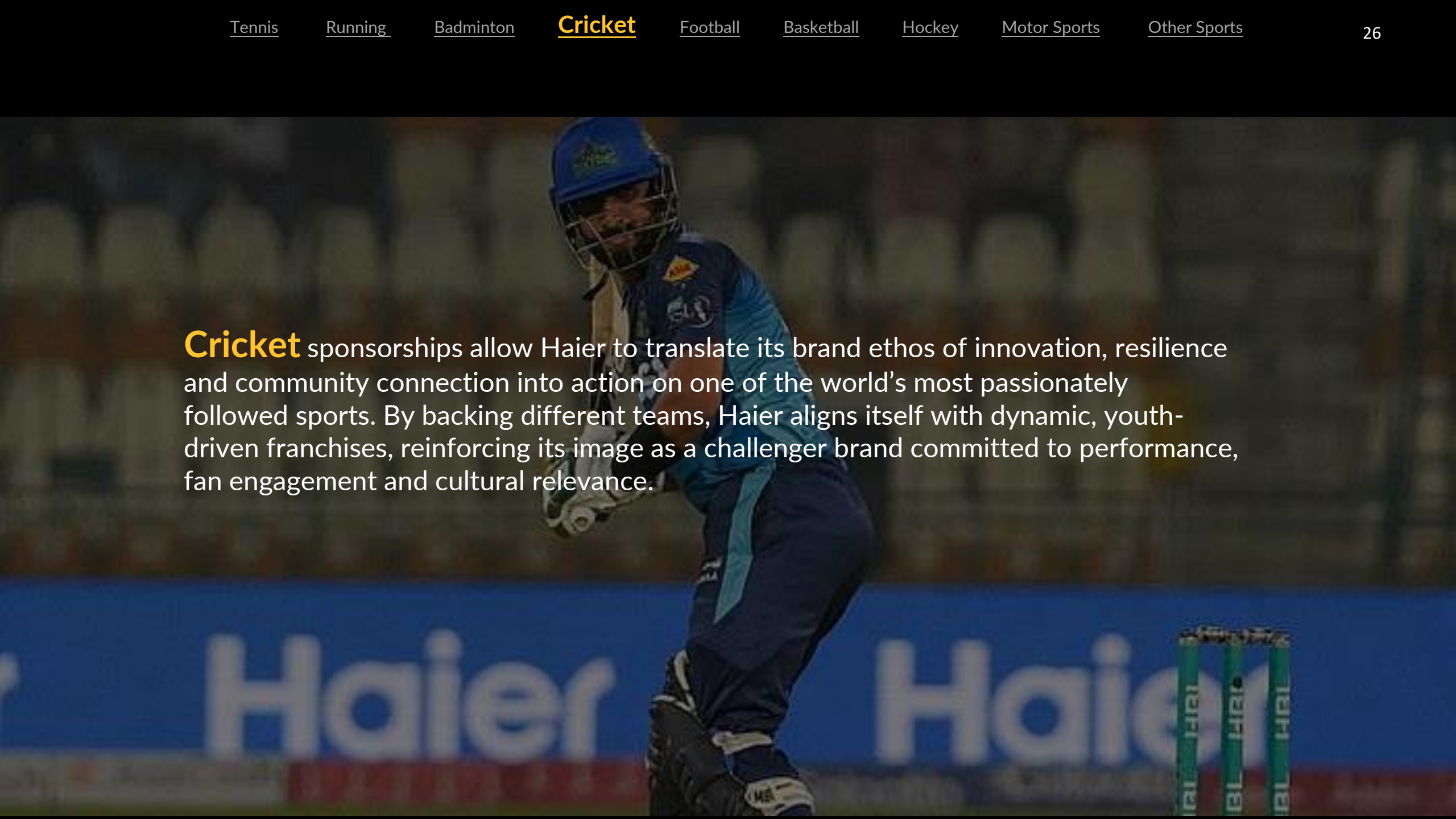


Through all of these partnerships, Haier integrates cutting-edge technology with its steadfast commitment to quality and smart living, aligning our brand with the pursuit of excellence on and off the court. By supporting these prestigious badminton tournaments and creating unique initiatives like the Haier Cup, we aim to inspire respect, encourage healthy lifestyles, and unite communities through the shared joy of competition. Haier is dedicated to **co-creating a better life** with our users, where sports drive progress and foster positive change.



Owen Leed, BWF Commercial & Communications Director, emphasized the global impact of badminton, noting that the sport has over 700 million fans worldwide. He believes that partnerships with leading global brands like Haier are key to further developing and popularizing badminton. **“These partnerships help cultivate shared values such as hard work and perseverance, bring more excitement to fans, and support the growth of the sport by enabling broader access to families everywhere,”** Leed remarked.

Through these sponsorships and initiatives, Haier continues to support badminton in Southeast Asia, leveraging the sport’s universal appeal to **encourage healthier lifestyles, foster community engagement, and inspire future generations** of athletes.



Cricket sponsorships allow Haier to translate its brand ethos of innovation, resilience and community connection into action on one of the world's most passionately followed sports. By backing different teams, Haier aligns itself with dynamic, youth-driven franchises, reinforcing its image as a challenger brand committed to performance, fan engagement and cultural relevance.

ICC Men's Champions Trophy 2025



The ICC Champions Trophy is a premier ODI (One Day International) cricket tournament contested by the world's top-ranked national teams. It offers high-intensity cricket action in a condensed, competitive format. Held every four years, the Champions Trophy delivers global visibility and passionate fan engagement. It's known for featuring elite-level cricket and has become a prestigious event in the international cricket calendar.

This partnership not only amplifies our brand presence but also reinforces Haier as an **innovative, challenger brand, seamlessly integrating technology** with the passion of cricket."

Indian Premier League Cricket Tournament (IPL) 2025

The Indian Premier League is the world's most popular professional Twenty20 (T20) cricket league, held annually in India. It features franchise teams representing major cities, with top international and Indian players. Known for its thrilling format, huge fan base, and entertainment value, IPL blends cricket with glitz and glamour. It is among the most-watched sporting events globally, making it a powerful platform for brand engagement.

2023: Partnered with JioCinema as Digital Streaming Sponsor.

2024: Renewed collaboration with JioCinema, emphasizing immersive fan experiences.

2025: Continued association with JioHotstar for TATA IPL 2025—third consecutive year.

Strategy: Leverage IPL's popularity to connect with young, sports-loving consumers.



ICC MEN'S CRICKET T20 WORLD CUP 2024

The ICC Men's T20 World Cup is an international championship organized by the International Cricket Council, featuring the world's top cricketing nations. Played in the fast-paced T20 format (20 overs per side), it captivates global audiences with short, explosive matches. Held every two years, the tournament attracts millions of viewers worldwide. It is a major sporting spectacle known for exciting finishes and showcasing cricket's **global appeal**.



Peshawar Zalmi (Since 2018)

Haier Pakistan is the principal sponsor of Peshawar Zalmi in the Pakistan Super League (PSL), aligning with the nation's passion for cricket. This partnership enhances Haier's brand visibility and reinforces its commitment to **supporting sports and youth development** in Pakistan.

Haier's association with Peshawar Zalmi, one of the most popular PSL teams, ensures prominent exposure during matches and related events. Through campaigns like **#DoWhatYouLove**, Haier connects with **younger audiences, promoting sports participation and healthy lifestyles**. The sponsorship reflects Haier's dedication to uplifting local communities by fostering talent and providing platforms for aspiring athletes.

By sponsoring Peshawar Zalmi, Haier not only strengthens its brand presence but also contributes to the growth and popularity of cricket in Pakistan.



Football partnerships let Haier tap into the sport's universal passion, projecting youthful energy, innovation, and community commitment to strengthen emotional bonds and boost brand recall.





Royal Moroccan Football Federation (Since 2025)

Football, the nation's most cherished sport, offers Haier an unparalleled platform to engage with a diverse audience across all consumer segments. As a Premium Sponsor, Haier will receive prominent exposure during national and international competitions, media events, and promotional activities associated with the national teams. Under the slogan **"Play with number ones,"** Haier is partnering with the top-ranked team in Africa, delivering an exceptional experience where **excellence and performance** are paramount.

By supporting Moroccan football, Haier deepens its relationship with local consumers, establishing an enduring emotional connection through the shared love of the game. The brand's focus on **quality** and **accessibility** ensures that all consumer segments in Morocco can benefit from its products, thereby fostering inclusivity and enhancing the quality of life for many households.

PLAY WITH
THE
NUMBER ONES

LALIGA (Since 2024)

Haier | LALIGA

Patrocinador Oficial

LED 4K



QD-MiniLED



OLED



QLED - FULL ARRAY



QLED 4K



Haier Spain has become an official Local Partner of LaLiga, Spain's premier football league. This partnership grants Haier significant branding opportunities, including visibility on stadium "U televisiva" screens and in LaLiga's broadcast advertising. These rights enable Haier to showcase its **smart home solutions** to a broad audience, aligning with LaLiga's values of excellence and performance. Through this collaboration, Haier aims to strengthen its brand presence in Spain and connect with football enthusiasts nationwide.

LALIGA 

Young Africans Sports Club (2023 Season)

Haier has partnered with Tanzania's Young Africans Sports Club (Yanga SC) to sponsor their CAF Confederation Cup campaign. This collaboration underscores Haier's commitment to supporting football development in Africa and enhancing its brand presence in the region.

The sponsorship agreement, valued at 1.5 billion Tanzanian Shillings, is specifically designated for Yanga SC's participation in the CAF Confederation Cup. This strategic move ensures that Haier's branding is prominently displayed on the team's jerseys during these high-profile matches, aligning the brand with top-tier African football. This partnership not only provides financial support to the club but also enhances Haier's visibility among football fans across the continent.

By associating with a prominent club like Yanga SC, Haier strengthens its brand presence in East Africa, a region with a growing passion for football. This sponsorship aligns with Haier's global strategy of engaging with local communities and supporting sports initiatives that **promote teamwork, discipline, and healthy lifestyles.**

Haier's sponsorship of Yanga SC's CAF Confederation Cup campaign exemplifies the company's dedication to fostering sports development in Africa. Through this partnership, Haier not only supports the growth of football in the region but also enhances its brand visibility and reputation among African consumers.





Kickstart FC's women's football team (2022-2024 Season)

Haier's sponsorship of Kickstart FC's women's football team in India exemplifies its commitment to empowering women in sports, aligning with its 'Silent Performers' campaign. This initiative recognizes and **supports female athletes** who excel with **determination** and **resilience**, often away from the media spotlight.

Through this partnership, Haier provides essential resources and training facilities, enabling players from underprivileged backgrounds to pursue their passion for football. This support has contributed to Kickstart FC's remarkable achievements, including multiple Karnataka Women's League titles and a runner-up finish in the Indian Women's League.

Moyne Villa Soccer Club- Under-15 team (2023 Season)

Haier Ireland has partnered with Moyne Villa Football Club, a prominent grassroots soccer club in Galway, to sponsor their Under-15 team for the 2023 season. This collaboration underscores Haier's commitment to community engagement and youth development in Ireland.

As part of the sponsorship, Haier's branding is prominently displayed on the team's jerseys, match reports, and the club's official website. This visibility enhances Haier's presence in the local community and aligns the brand with values of **teamwork, dedication, and local support**.

Through this sponsorship, Haier Ireland not only enhances its brand visibility but also demonstrates a strong commitment to **community engagement and youth development**. The partnership with Moyne Villa FC exemplifies Haier's dedication to supporting local initiatives and fostering a sense of community through sports.





Basketball is a sport defined by passion, teamwork, and youthfulness—values that align closely with Haier’s global brand image of premium quality, innovation, and connection with younger generations. Over the years, Haier has built a diverse and meaningful basketball sponsorship portfolio, using the sport as a powerful platform to deepen its global presence and local relevance.



PBA (Since 2019)

In the Philippines, basketball is more than a sport—it's a national passion. The PBA is Asia's first professional basketball league and enjoys wide-reaching popularity.

Haier's partnership with the PBA enabled the brand to gain strong visibility through game-day activations; Connect with everyday Filipino households and sports fans; Promote its smart appliances, including air conditioners, refrigerators, and washing machines.

By aligning with the PBA, Haier not only increased brand awareness but also cemented its **commitment** to the Southeast Asian market through culturally resonant partnerships.



Melbourne Tigers (2004-2006)

Haier's journey in global sports sponsorship began in 2004 with a landmark deal: becoming the title sponsor of the Melbourne Tigers, one of Australia's top professional basketball teams. The team was renamed the Haier Melbourne Tigers, marking the first time a Chinese company had named an overseas sports team.

This partnership was built on shared values—both Haier and the Tigers emphasize **hard work**, **performance**, and **innovation** as the path to international recognition. It also signaled Haier's confidence in using sports marketing as a strategic lever in its **global branding journey**.

NBA (2006-2012)

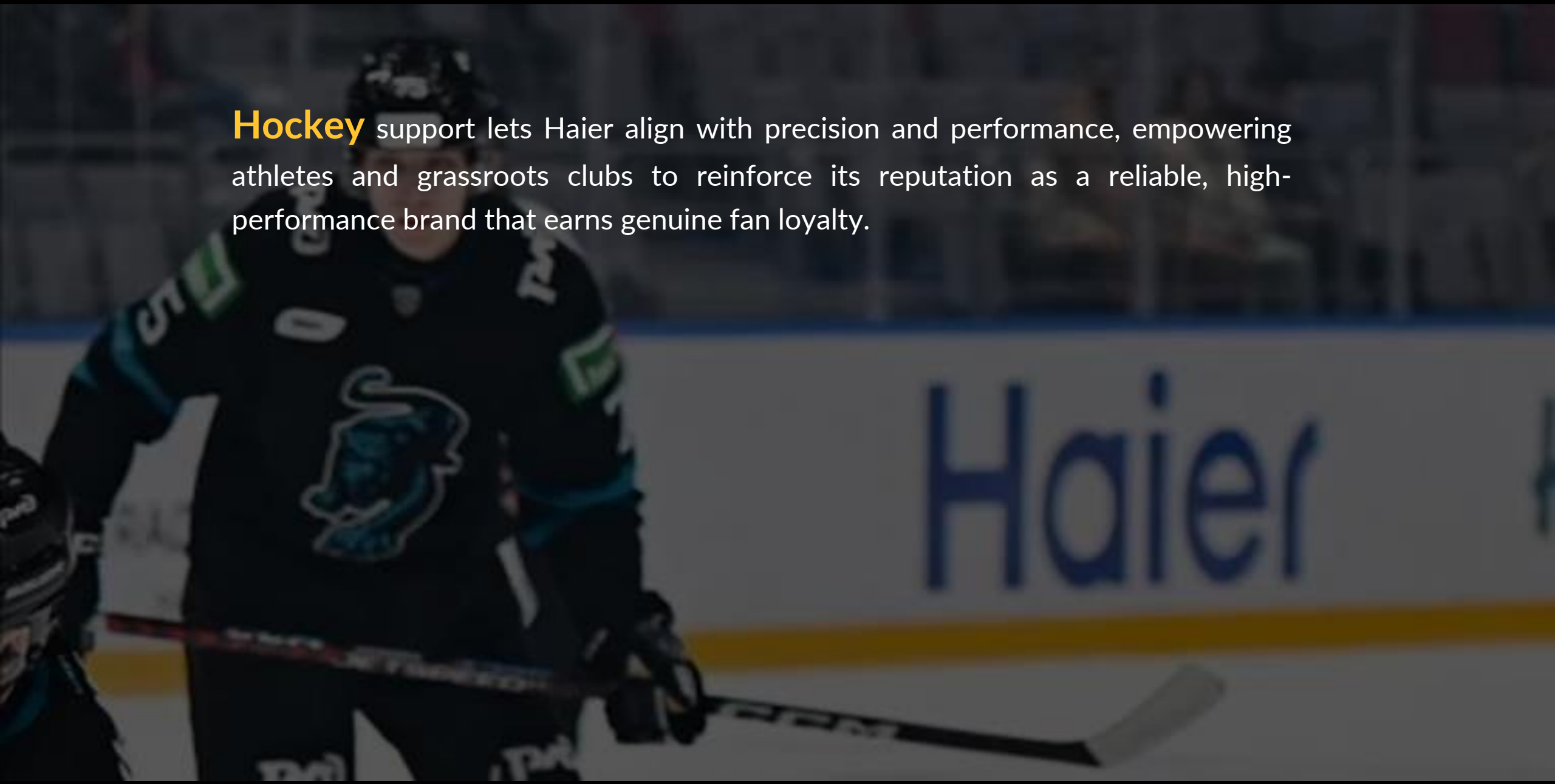
In 2006, Haier achieved a major milestone by signing a global strategic partnership with the NBA, becoming the league's exclusive global home appliances partner. This groundbreaking collaboration helped Haier accelerate its brand-building in the United States while also targeting younger, tech-savvy audiences.

As Zhou Yunjie, then Vice President of Haier Group, stated: "Haier and the NBA are both leading brands in their respective fields. The NBA represents fashion, youth, and energy. This partnership not only helps us establish our brand in the U.S. but also connects us with **younger generations**—the future of the Haier brand."

Through this deal, Haier launched new high-definition televisions and elevated its brand awareness in North America, laying the foundation for long-term growth in the region.



Hockey support lets Haier align with precision and performance, empowering athletes and grassroots clubs to reinforce its reputation as a reliable, high-performance brand that earns genuine fan loyalty.



Oxted Hockey Club (Since 2023)

Haier HVAC has been a proud sponsor of Oxted Hockey Club, a field hockey team based in Surrey, UK, for the past three years. This partnership has significantly contributed to the club's recent achievements, including reaching the Final Four playoffs in the English Premier Division and the promotion of their indoor team to the Premier Division for the upcoming season.



Oxted HC President Simon Dobson emphasized the importance of this support, noting that it has been invaluable for a volunteer-run club competing at a national level.

Bob Cowlard, CEO of Haier HVAC, expressed pride in the club's accomplishments and highlighted the alignment between sports sponsorship and Haier's commitment to **smart, healthy, and professional climate solutions**. He stated, "We support a multitude of sports both amateur and professional as well as individual athletes to enable them to **compete to the best of their ability**."

This collaboration underscores Haier's dedication to community engagement and the promotion of excellence in sports.

Zach Wallace (Since 2021)



Haier HVAC sponsored Zach Wallace, a talented Great Britain Olympic hockey player.

Haier's sponsorship not only supports Zach's individual growth but also aligns with his team's spirit and their pursuit of Olympic success against strong teams like Belgium, Germany, and the Netherlands.

The sponsorship reflects Haier's **commitment to promoting a healthy lifestyle**, a core value of the brand, and supporting young athletes on the international stage as they **strive for success**.

Pakistan National Hockey Team (2018)

Haier's sponsorship of the Pakistan Hockey Team is deeply aligned with the brand's values of **commitment**, **unity**, and **perseverance**. Through its partnership with the Pakistan Hockey Federation (PHF), Haier not only provided crucial financial support during a challenging time for the team but also echoed the spirit of sportsmanship and national pride that hockey represents in Pakistan.

By stepping in to support the team's participation in the 2018 Hockey World Cup, Haier demonstrated a shared belief in the power of sport to unite communities and inspire individuals to achieve their best. The sponsorship resonates with Haier's broader philosophy of empowering athletes and fostering a **healthy, resilient mindset**, which mirrors the dedication and determination that the Pakistan Hockey Team embodies.

Haier's involvement is not just about financial backing; it is a reflection of the brand's commitment to supporting national heroes and nurturing the growth of sports in Pakistan. The partnership represents a shared vision of **excellence, resilience**, and the drive to **overcome obstacles in pursuit of success**—values that resonate both in sports and in Haier's approach to **innovation** and **customer commitment**.



Motorsport sponsorships reflect Haier brand's core values of resilience, precision and relentless innovation. From the rugged endurance of off-road racing to the speed and spectacle of track, Haier aligns itself with competitions that demand peak performance and unwavering determination.



Dakar Rally (2021, 2023)

Haier Smart Home appeared as the only Chinese home appliance brand at the 2023 Dakar Rally in Saudi Arabia, marking its second participation in the event following 2021.

Its logo featured prominently on Saudi rider Mishal Al-Ghuneim's racing kit and motorcycle, driving over 19 million social-media impressions and high engagement rates on platforms such as Facebook and Instagram. The extreme endurance and "**never-give-up**" ethos of the Dakar Rally mirror Haier's own brand spirit of resilience, innovation, and pursuit of excellence.

By aligning with one of motorsport's toughest challenges, Haier reinforced its image as a bold, forward-thinking company ready to overcome obstacles and push boundaries in both sports marketing and product innovation.

The sponsorship boosted Haier's global visibility and underpinned its rapid growth strategy—especially in Saudi Arabia, where the brand achieved sales growth at three times the industry average following the event. This partnership embodies Haier's "**Brave the Uncharted**" ethos, inspiring consumers to **embrace challenges** and **strive for excellence** in all aspects of life.



Lachlan Mineeff (2021)

Haier sponsored Lachlan Mineeff in the TCR Australia Series (2021). By supporting a young and determined driver like Mineeff, Haier underscores its commitment to **nurturing talent** and **fostering growth in competitive environments**. This partnership not only enhances Haier's brand visibility but also resonates with audiences who value **dedication** and **resilience** in sports.



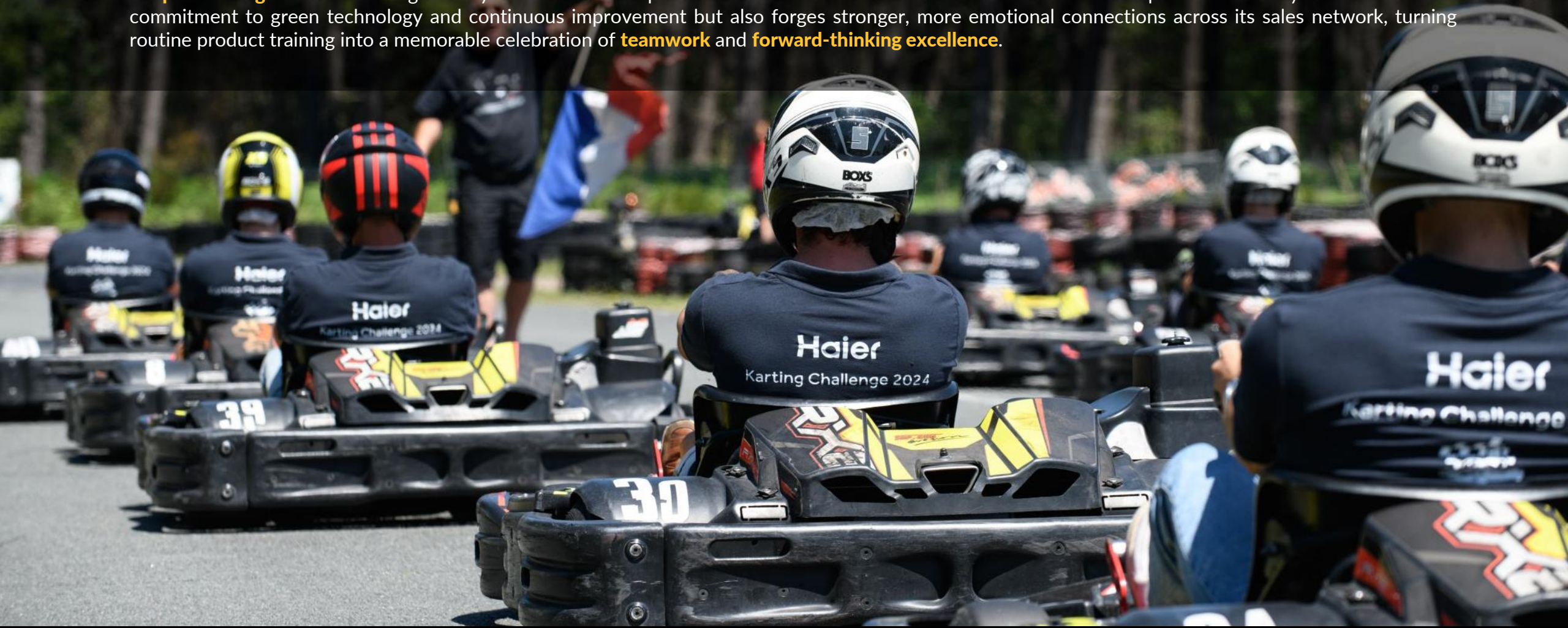
Australia Off Road Championship (2022)

Haier's sponsorship of the BFGoodrich Motorsport Australia Off Road Championship (AORC) in 2022 underscores the brand's alignment with values of innovation, resilience, and community engagement. By extending its support from the KINCROME SXS Motorsport Australia Championship to the AORC, Haier demonstrates a commitment to **fostering dynamic and challenging** sports that resonate with its brand ethos. This partnership not only enhances Haier's visibility in the Australian market but also reinforces its dedication to **promoting active lifestyles and technological advancement**.



Haier Karting Challenge (2025)

By investing in the Haier Karting Challenge, Haier underscores its belief that innovation and collaboration go hand in hand: by pairing in-depth briefings on its eco-friendly R290 A2W heat pumps with the high-energy thrill of electric karting, Haier brings its core values—**speed**, **precision**, **sustainability**, and “**Inspired Living**”—to life in a tangible way for its distributor partners. This blend of technical immersion and shared experience not only reinforces Haier’s commitment to green technology and continuous improvement but also forges stronger, more emotional connections across its sales network, turning routine product training into a memorable celebration of **teamwork** and **forward-thinking excellence**.





Formula Haier Project (2019)

In May 2019, Craft-Bamboo Racing and Haier Washing Machine unveiled the Formula Haier, a formula car powered by a single Haier direct-drive washing machine motor. Now, Craft-Bamboo Racing has increased **performance** of the formula car through the integration of five Haier FPA 28-36 electromagnetic direct-drive motors.

Aquatic Sports

Haier HVAC Solutions is proudly sponsoring the 19th FINA World Championships Budapest 2022, covering a wide range of aquatic sports, including swimming, artistic swimming, open water swimming, diving, and water polo. This sponsorship aligns with Haier's commitment to promoting healthy living, a core value of the brand. The FINA World Championships serve as a perfect platform to highlight Haier's dedication to **smart, professional, and healthy lifestyles**, mirroring the relentless dedication of top athletes **striving for success**.

Haier's involvement allows the brand to connect with a global audience through extensive branding across the event, including on pool flags, video walls, and co-branded items in the fan zone.

The sponsorship also offers Haier a strong presence at all six venues of the championships, reinforcing the brand's commitment to supporting Olympic sports and athletic performance. By sponsoring such a prestigious event, Haier strengthens its reputation as a **leader in technology-driven solutions** that contribute to a healthier, more sustainable lifestyle. Haier Air Conditioning branding will be seen extensively around the event, including on the pool flags, video wall, where two videos will be shown between events, and in co-branded items in the free-to-view fan zone in the city.



TRYathlon

As of 2023, Haier had been a Sponsor of Weetbix Kids TRYathlon in New Zealand for eight consecutive years, and a Platinum Partner throughout 2019-2023. The Weetbix Kids TRYathlon is the largest children's sporting event in New Zealand, with a large number of children aged 6-15 years old signing up every year since it was established in 1992. The main purpose of the event is to help New Zealand children grow up happier and healthier. As a Sponsor and the Platinum Partner, in addition to seeing Brand logo everywhere in the events across the country, Haier has also set up play centers with integrated products on the sites for children and families to interact. Meanwhile, Haier is also actively involved in TV broadcasts, social media engagements and joint charity projects with local schools, aiming to fulfill Haier's commitment to **bringing better life experiences to children, families, as well as communities**. The partnership greatly expresses Haier brand's vision of **supporting healthy lives and family future** by attaching sport events in the younger generation's category.



Dart



Haier HVAC, a global leader in climate solutions, has been named an Official Partner of the 2025 World Cup of Darts, organized by the Professional Darts Corporation (PDC). The partnership will see Haier's branding displayed on player sleeves and the main stage at Frankfurt's Eissporthalle.

This event, broadcast in 135 countries to over 4 million viewers, highlights darts' growing global appeal. Star players like England's Luke Humphries and Luke Littler, alongside icons such as Gerwyn Price and Peter Wright, will draw massive attention. Haier plans to engage fans through social media campaigns and on-site activations for 20,000+ attendees.

PDC's Adam Perfect praised Haier's alignment with the sport's **international reach**, while Haier CEO Bob Cowlard emphasized the sponsorship's role in boosting brand visibility across Europe and key trade audiences. This collaboration reinforces both Haier's sports marketing strategy and darts' rise as a worldwide phenomenon.

Horse Racing

Haier has joined the sponsor lineup for the 2024 Punchestown Festival, reinforcing its commitment to expanding brand visibility and fostering deeper relationships with Irish audiences. Taking place from April 30th to May 4th, the festival will feature the €15,000 Haier Flat Race on its opening day, providing a prestigious conclusion to the first day of the event. This sponsorship marks a significant moment in Haier's efforts to engage with both the sporting **community** and **consumers** in Ireland.



By sponsoring Punchestown, Haier aligns itself with the festival's **high standards** of customer **service**, **quality**, and **reliability**—values that are core to the Haier brand. The event gives Haier the opportunity to showcase its broad range of stylish, energy-efficient products, from cooling to cooking and laundry solutions. It also allows the brand to further connect with Irish retailers and consumers, increasing its visibility and reinforcing its reputation as a provider of top-tier appliances.

The Punchestown Festival, with over €3.4 million in prize money and an expected attendance of more than 100,000 people, offers Haier a prime platform to highlight its commitment to **high-quality**, **reliable products**. This sponsorship not only strengthens Haier's presence in the Irish market but also deepens its engagement with key audiences, boosting both brand awareness and consumer loyalty.

Volleyball

Haier's sponsorship of the China Women's National Volleyball Team (2021) reflects a deep alignment with values of resilience, unity, and excellence. This partnership underscores Haier's commitment to supporting sports that inspire national pride and embody the spirit of **perseverance**.

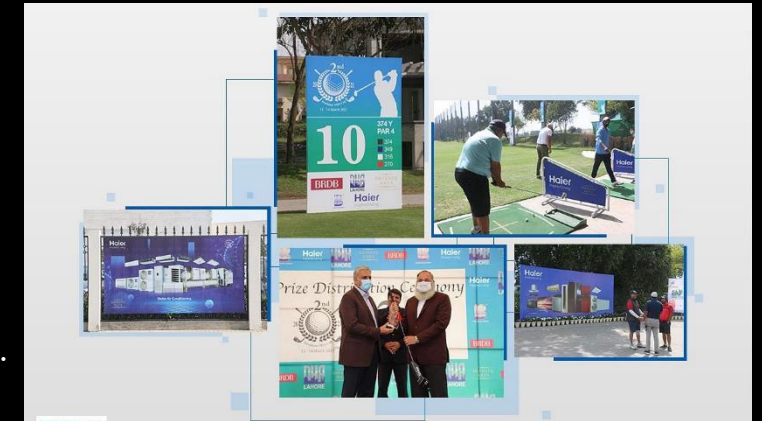
By associating with a team renowned for its discipline and determination, Haier not only enhances its brand image but also connects with consumers on an emotional level, reinforcing shared ideals of striving for **greatness** and **overcoming challenges**.

This collaboration exemplifies how Haier leverages sports sponsorships to promote a culture of **excellence** and **inspire individuals to pursue their goals** with unwavering dedication.



Golf

Haier has demonstrated its commitment to promoting health and wellness through sports by sponsoring golf tournaments in Pakistan.



In March 2021, Haier Pakistan proudly sponsored the 2nd President DHA Golf Tournament held at the Defence Raya Golf and Country Club. This prestigious event brought together seasoned golf players, showcasing their skills and techniques. The tournament not only provided entertainment for the onlookers but also increased awareness of Haier's products, including home appliances and commercial air conditioning solutions. The sponsorship reflects Haier's dedication to **supporting various sporting events**, **encouraging healthy activities**, and **enhancing the brand's visibility** in the country.

Through such initiatives, Haier aligns itself with the values of excellence, precision, and discipline inherent in golf, reinforcing its brand image as a **promoter of quality and healthy living**.

Part 2: Champion Sponsorship



Ana Ivanovic (Since 2024)

Champions share stories of **passion, victories, performance**, and the inspiring challenges that fuel their success. That's why Ana Ivanovic and Haier are teaming up.

On and off the court, being number one is more than a title—it's an attitude. It means having clear goals and an unwavering attention to detail. **Extraordinary performance** is the result of a blend of resources, rigorous research, and relentless passion—an achievement born from years of total dedication. This journey is reflected not only in Ana's illustrious career on the tennis court but also in her everyday life.

Haier embraces this very philosophy. The brand continually innovates, designs smart solutions, and builds a unique connected ecosystem that keeps it in close touch with consumers. When the partnership with Ana was announced in 2024, Haier commented:

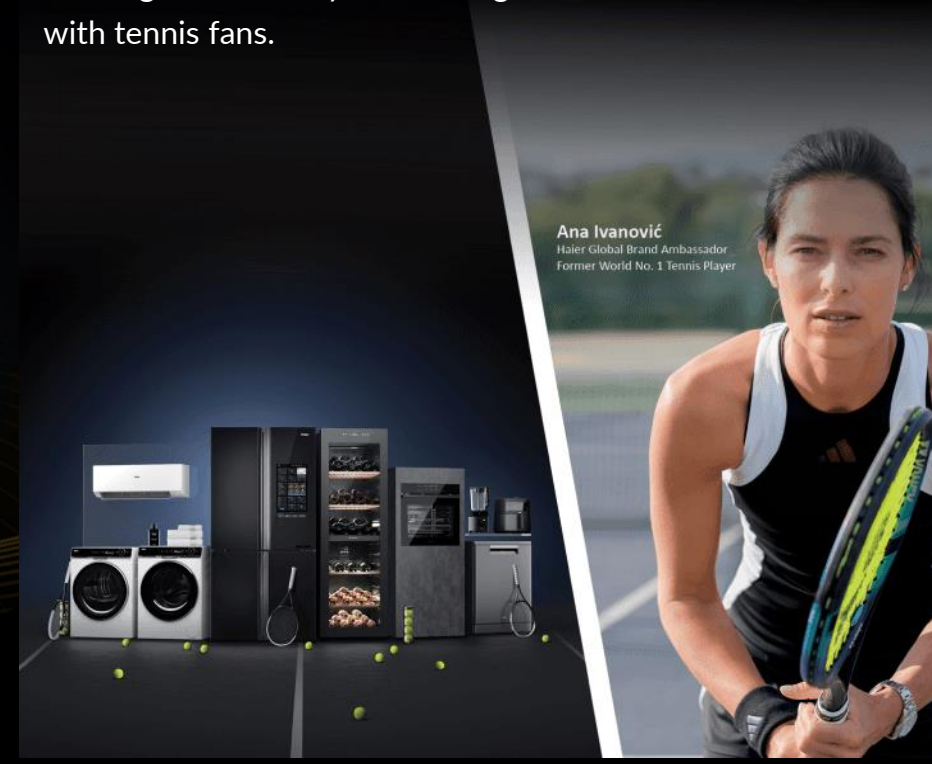
"Choosing an athlete represents a strategic choice for us: with her **winning attitude** she embodies the brand values and makes Haier even more relevant in the world of tennis. Ana is now a real number one on social networks too, and this will allow us to speak to her huge community and strengthen the connection with tennis fans."



Ana Ivanović
Haier Global Brand Ambassador
Former World No. 1 Tennis Player

Haier |  ATP TOUR | Haier
OFFICIAL PARTNER GOLD PARTNER

PLAY WITH **THE NUMBER ONES**



Ana Ivanović
Haier Global Brand Ambassador
Former World No. 1 Tennis Player

**Haier has been ranked
No.1 Global Major Appliances Brand
for 16 consecutive years.**
A Champion of Innovation & Excellence!



Haier's journey as a pioneer in home solutions parallels Arshad Nadeem's rise to the pinnacle of global sports. Just as Arshad's focus on **discipline**, **determination**, and **peak performance** has earned him numerous accolades, Haier continues to raise the bar in **technological innovation**, offering **cutting-edge products** designed to improve everyday living. Together, they form a partnership that exemplifies the **gold standard in sports and innovation**.

With this partnership, Haier and Arshad Nadeem are joining forces to inspire millions across Pakistan and beyond. Arshad's achievements on the field mirror Haier's success in homes worldwide, symbolizing how powering every victory translates into powering every home. Just as Arshad reaches new heights with every throw, Haier leads the way in household innovation, providing solutions that enhance comfort, convenience, and sustainability.

Whether it's breaking records or revolutionizing

Arshad Nadeem(Since 2024)

home living, Haier and Arshad are dedicated to motivating individuals to achieve greatness in their own lives. This partnership aims to go beyond product endorsements, building a narrative of perseverance, strength, and the pursuit of victory.

As Haier continues to lead the market with state-of-the-art technology, this partnership with Arshad Nadeem solidifies its position as a brand synonymous with **leadership** and **victory**. Both represent the gold standard in their respective fields—Arshad with his record-breaking throws, and Haier with its groundbreaking innovations in home appliances.

Haier is excited to support Arshad in his future endeavors, empowering him to chase new milestones as he represents Pakistan on the world stage. As the official brand ambassador, Arshad will embody Haier's core values of **strength**, **performance**, and **excellence**, **inspiring countless individuals and households** across the nation.



Yuzuru Hanyu (Since 2024)

Haier Japan is not resting on its laurels and always aim for the next peak, the company is dedicated to continuously pushing boundaries. This passion for challenge resonates perfectly with Yuzuru Hanyu, whose storied career in figure skating is a testament to relentless perseverance and a continual pursuit of excellence. Hanyu's achievements, from shattering records as a young skater to winning multiple world and Olympic titles, embody the same drive that Haier Japan aspires to foster in its innovative products.

Under the dual umbrella of Haier and AQUA, the partnership is set to transform everyday living through **unparalleled smart home innovations and design excellence**:

Haier: With the key visual rallying cry “**Surpass Yourself**,” Haier boldly declares that standing at the top is only the beginning. Leveraging global resources and advanced technology, Haier continues to innovate beyond its leading position in large appliances. AQUA: Focused on “**Innovation**” (創 新), AQUA marries multifunctionality with **high-end design** to craft home appliances that not only perform but also add a refined aesthetic to contemporary lifestyles. AQUA's commitment is clear—create new value that enriches both today and the future.

Together, the two brands are determined to bring fresh and inspiring experiences to Japanese consumers, transforming daily living into a series of ever-evolving discoveries and challenges. The collaboration with Hanyu goes beyond just a name on a billboard. Haier Japan has outlined an aggressive engagement plan that includes: These initiatives are designed to powerfully communicate the brands' message of breaking limits and embracing new challenges, much like Hanyu's on-ice performances have inspired millions.

This partnership is not just a marketing move; it's a declaration of ambition and a commitment to innovation, setting the stage for a future where technology and human aspiration drive each other forward into ever greater heights.

Gujarat Titans (Since 2025)

Haier Appliances India has partnered with the Gujarat Titans as their Official Electronics Partner for the Indian T20 League 2025 season. This collaboration is part of Haier's "Sport-o-Tainment" strategy, aimed at connecting with India's cricket audience and reinforcing its brand presence in the country.

The Gujarat Titans were chosen for their alignment with Haier's values of innovation, performance, and customer focus, as well as their growing popularity and appeal to younger audiences. The partnership reflects Haier's "**challenger spirit**" and is designed to engage the **younger demographic** influencing **modern Indian homes**.

Haier's approach emphasizes agility, bold thinking, and a "**startup mindset**," which aligns with the energy of the Indian T20 League. The collaboration aims to boost brand visibility, enhance engagement, and connect with digitally active consumers in India. It also supports Haier's goal of expanding its presence in India while staying culturally relevant.



NS Satish, President of Haier Appliances India, expressed confidence that the partnership with the Gujarat Titans and the sponsorship of digital streaming on JioHotstar will strengthen Haier's connection with **next-generation** Indian consumers. The collaboration is seen as a strategic move to **integrate technology, entertainment, and sport** to build a forward-looking brand.

Aimee Gibson (Since 2025)



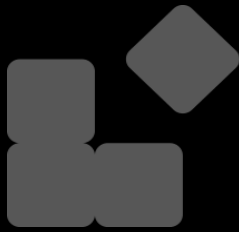
Haier HVAC Europe is broadening its sports sponsorship efforts by teaming up with Britain's No. 1 and World No. 95 padel player, Aimee Gibson. Since switching from tennis to padel in 2022, Gibson has rapidly claimed national titles and risen through the World Padel Tour rankings, embodying the **dedication**, **precision** and **high-performance** values that mirror Haier's forward-thinking identity. With over 30,000 courts and millions of active players across Europe, this partnership not only builds on Haier HVAC's existing padel events and installer tournaments but also positions the brand alongside a true pioneer in one of the continent's fastest-growing sports.

Sapsiree Taerattanachai (Since 2024)



Haier Thailand has proudly extended its partnership with mixed-doubles world champion **Sapsiree Taerattanachai**, who will continue to represent the Haier brand by conveying its values of **innovation** and **dedication**, and by injecting **inspiration into modern living**. Renowned for her tactical brilliance on the court and unwavering commitment to excellence, Sapsiree embodies Haier's forward-looking mindset and passion for elevating everyday performance, making her the ideal ambassador for a brand devoted to smart, reliable solutions.

Casarte CANDY

Haier  Leader

Part 3: Haier Group other brand Sponsorship

FISHER & PAYKEL

AQUA



GE APPLIANCES

Casarte

Casarte, as Haier Group's international high-end home appliance brand, demonstrates extensive involvement in sports sponsorships, aiming to **integrate sports, technology, and quality living**.

Ice and Snow Carnival Series – Ice and Snow Carnival

Casarte sponsors the "Ice and Snow Carnival" series, which features a variety of ice and snow sports to spark winter sports enthusiasm. This series provides enthusiasts with a **dynamic platform to experience the excitement and charm of winter activities**.



Casarte

Running Events

Casarte has sponsored the "Family Marathon" for 11 consecutive years, offering runners of all ages an opportunity to showcase their talents and enjoy the spirit of running. Through the Family Marathon's theme, "Run Together, Love Slowly," the brand emphasizes a **lifestyle** centered on sports, **health**, **love**, and **companionship**. This theme encapsulates Casarte's commitment to creating quality life experiences and promoting a healthy lifestyle. This approach not only expands the high-end home appliance market share but also broadens the boundaries of the entire industry."



Also, Casarte continued its sponsorship of the 2024 Hangzhou Marathon and the 2025 Jining Marathon. By leveraging innovative technology products and attentive services, the brand aims to deliver a distinctive experience for participants and spectators, helping to create a city event that fuses **sports**, **technology**, and a **quality lifestyle**.



Kentucky Derby Festival Marathon and Minimarathon

This is the signature events of the annual Kentucky Derby celebration in United States, which crowns with the world-famous Kentucky Derby horse race, also known as the most exciting 2 minutes in world's sport. GE Appliances became the Marathon and Minimarathon title sponsor in 2000, confirming its commitment to the Louisville **community**. Hundreds of employees participate every year as runners or as volunteers.





Louisville FC

GE Appliances, a Haier company is the exclusive front jersey sponsor for Soccer Holdings, LLC, which includes Louisville City FC and Racing Louisville FC, along with their youth academies. This partnership strengthens GE Appliances' connection to the **community**, aligning with a **local, iconic brand**.

The sponsorship provides significant benefits, including increased visibility through jersey branding and community engagement. GE Appliances will also support the local soccer scene by investing in youth programs, such as backing camps and clinics, offering scholarships, and creating opportunities for underserved youth. Additionally, the company will sponsor a training facility and work on future charitable events with Soccer Holdings.

This partnership is a strategic move for GE Appliances to solidify its **community presence**, especially in its hometown, while promoting equal opportunities in sports and supporting **local youth development**.

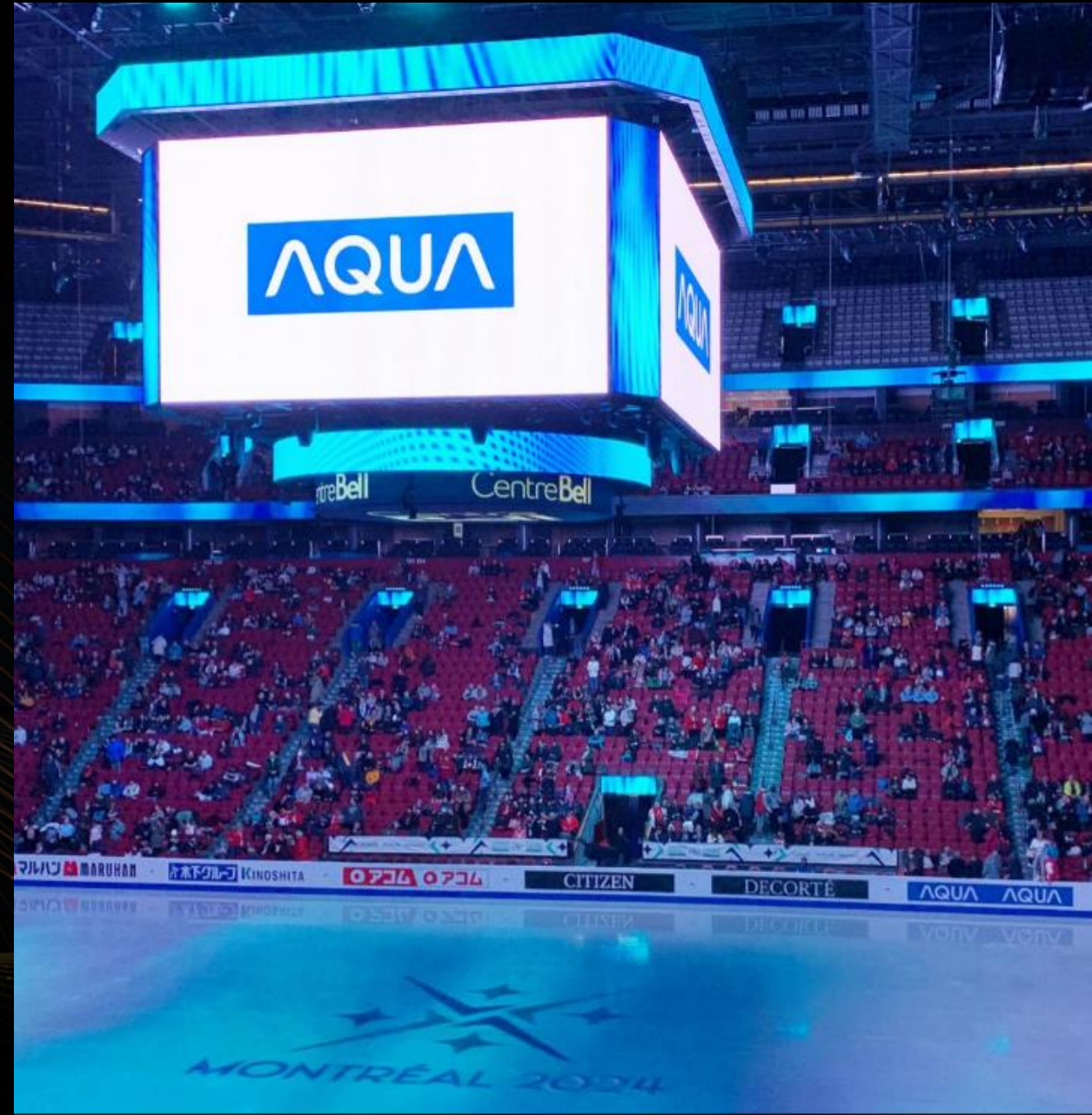


ISU World Figure Skating Championships

The ISU World Figure Skating Championships, organized by the International Skating Union (ISU), is one of the four premier global events in the sport of figure skating.

AQUA's partnership with this prestigious event stems from the brand's leading market strength. As the **premium brand** under Haier Smart Home, AQUA has achieved remarkable success across multiple countries with its innovative products tailored to diverse user needs, earning a strong and loyal customer base.

The strategic collaboration between AQUA and the ISU World Figure Skating Championships brings together two influential forces. It not only enhances mutual access to broader audiences and creates a win-win partnership, but also elevates AQUA's global brand presence and recognition. At the same time, it draws greater public attention to the sport of figure skating, supporting its growth and continued popularity worldwide.





AQUA

Indonesian Open and Indonesian Masters

In Indonesia, Haier's sponsorship of the Indonesian Open and Indonesian Masters reflects our commitment to engaging with one of the most passionate badminton communities in the world. These tournaments are not only about top-tier sportsmanship but also about uniting the country's enthusiastic fans behind their favorite players. The Indonesian Open is a thrilling competition that draws attention from both local and international audiences, showcasing Indonesia's rich badminton culture. The Indonesian Masters, a key event for badminton players looking to sharpen their skills, reinforces our support for the development of the sport. Haier's involvement helps inspire both the professional and amateur badminton scenes in Indonesia, encouraging active participation in the sport while promoting the values of healthy living and teamwork.

CANDY

In the 1970s, as part of its international expansion, Candy made a daring move by stepping into the high-octane world of **Formula One**. Midway through the 1979 season, Candy became the marquee sponsor for the Tyrrell team, backing drivers Jean-Pierre Jarier and Didier Pironi. That season, Tyrrell managed to finish 5th in the Constructor's Championship—a solid showing that helped Candy boost its global profile. Not stopping there, Candy stayed on as the team's sponsor for the entire 1980 season. Then in 1981, the company shifted its focus to sponsor the Toleman team, and it even had a stint with Ligier.



Candy's ambition wasn't confined to the racetrack. In the world of football, Candy donned a different role as the **shirt sponsor** for **Liverpool F.C.** from 1988 to 1992. Their sponsorship kicked off with a memorable debut at the 1988 FA Charity Shield—a match Liverpool won 2–1 against Wimbledon. Candy was there during some of the club's defining moments, including the league triumph in 1990.





Warrington Wolves



Hoover is currently the principal sponsor for Warrington Wolves. Since 2020, Hoover has been the main front-of-shirt sponsor for the Men's and Women's Teams, and the new agreement expands this sponsorship to include the Wheelchair, PDRL (Physical Disability Rugby League), and LDSL (Learning Disability Super League) teams. This expansion reflects Hoover's dedication to **diversity, accessibility, and the unifying power of sport**.

In addition to sponsorship, Hoover will enhance fan engagement through matchday experiences and digital activations. The company will continue supporting the Offload mental health programme and the Through the Wire podcast, both of which focus on improving mental health awareness and inclusion.

Hoover's partnership with Warrington Wolves goes beyond the pitch, with a strong emphasis on **community and inclusivity**. The extended collaboration is seen as a celebration of both the Women's Team's promotion to Super League 1 and Hoover's ongoing role in supporting the local community and promoting wellbeing.



Bolton Wanderers

Hoover was proud to support our local team, Bolton Wanderers Football Club, through sponsorship of three end-of-season games—against Bristol Rovers, Rotherham and Stevenage—which showcased Care+Protect and Hoover branding on the big screens and LED walls before, during and after each match. Partnering with the club nearest our UK office reflected our commitment to giving back to the community that has shaped us, and Bolton Wanderers enhanced the experience by offering pitchside photographs pre-match, an appearance by club legend John McGinlay for our colleagues, and a signed framed shirt prominently featuring our branding. Aligned with Bolton Wanderers in the **Community's ongoing education, wellbeing and social programs**, this collaboration enabled us to enrich matchday experiences for fans through special promotions, giveaways and exclusive content—**fostering community cohesion and positive change in Bolton.**

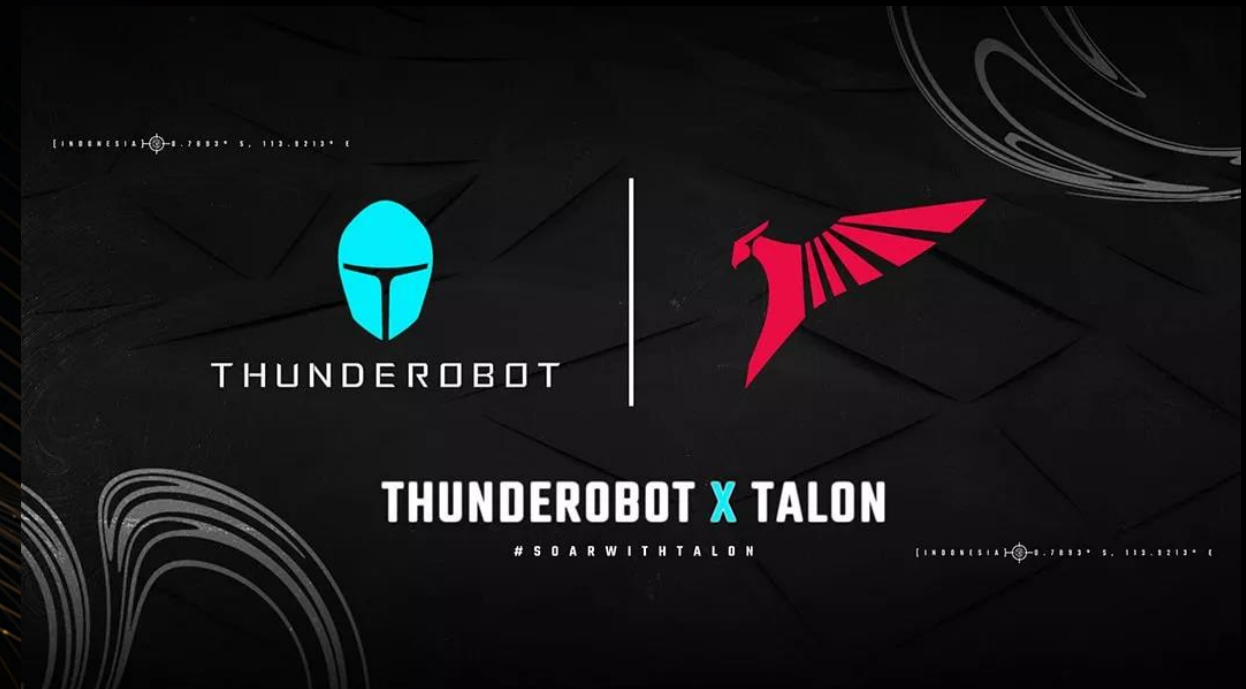




As a hardware brand deeply rooted in the **esports ecosystem**, Thunderobot has consistently reinforced its influence in the gaming world through strategic sponsorships of esports tournaments, teams, and events. By aligning itself with the pulse of the industry, Thunderobot has not only enhanced its brand visibility but also contributed meaningfully to the growth of competitive gaming.

PUBG Mobile: Talon Esports

In 2024, Thunderobot became the official gaming hardware sponsor for Talon Esports' PUBG Mobile team in Indonesia. This partnership aligns with Thunderobot's brand values of **high-quality performance, innovation, and support for the gaming community**. By sponsoring Talon Esports, Thunderobot associates itself with a top-tier esports team recognized for its achievements and strong presence in competitive gaming. This collaboration underscores Thunderobot's dedication to empowering gamers with **cutting-edge** technology, enhancing their gaming experience, and contributing to the growth of esports.





Suning Esports Club (League of Legends) & SSS Esports Team (PUBG)

In 2019, Thunderobot was an official sponsor of Suning Esports Club, a prominent team in League of Legends. Thunderobot provided high-performance gaming laptops and gear to support the team's training and competitive **performance**. Also in 2019, Thunderobot sponsored the SSS Esports Team in PUBG, further establishing its position as a key supporter of the club. The brand actively participated in signing ceremonies and fan engagement events, helping elevate the team's profile and **player experience**.



Naraka: Bladepoint World Championship (J Cup)

In 2024, Thunderobot served as an official partner for the J Cup, the global championship for Naraka: Bladepoint. Thunderobot provided elite gaming equipment such as the Black Warrior 5-SHARK desktop and Silverwing monitors, ensuring top-tier performance for competitors. The brand also released limited-edition co-branded peripherals inspired by the game's aesthetics, deepening immersion for players and fans. On-site fan activations further strengthened the emotional bond between Thunderobot and the **gaming community**.



Football- Beşiktaş

Starting in January 2025, Haier Group's Thunderobot Technology brand, Machenike, has forged a partnership with Turkish football powerhouse Beşiktaş. This strategic alliance not only reflects Thunderobot Technology's keen insight into its target demographic but also vividly underscores its **global ambitions**.



World Electronic Sports Games



MINI Asia Challenge



Machenike partnership with the MINI Asia Challenge International Circuit brought the brand's core values of **performance** and **boundary-pushing innovation vividly to life**. By staging a full-throttle product launch right on the grid—complete with interactive fan challenges—the activation reinforced Machenike image as a brand that thrives at the **intersection of speed, technology, and unforgettable experiences**.

AFTERWORD

Unlike the one-size-fits-all approach to sports sponsorship, Haier is pioneering a new narrative in sports marketing, one that is **deeply localized**. In different regions, we engage with users through the most popular local sports, creating a direct connection and immersing ourselves in the local sports culture, users, and communities. This diverse and widespread sports marketing approach reflects Haier's global strategy: **the essence of globalization is localization**. We build emotional connections with users around the world in a more subtle, almost imperceptible way.



Horsforth St. Margaret's FC



Haier Europe supports the non-profit organization "WeWorld" at Milano Marathon 2025

Haier's sports marketing philosophy is a cultural resonance experiment that disrupts traditional business narratives. We have moved away from the assembly-line sponsorship templates of the industrial era and instead developed a deeply rooted, **"capillary marketing ecosystem."** On community football fields, our brand logo dances alongside the arc of a young player's soaring shot; When an Indian cricket star hits a game-winning six, we cheer alongside the fans. **This ultimate practice of Glocalization is like transforming the world map into a dynamic mosaic, where each piece reflects a unique sports and cultural spectrum.**

We prefer to nurture the genetic roots of community sports: on the tracks of Haier Run Thailand, in the playgrounds of elementary schools in China, and at the French Junior Tennis Haier Cup. This silent infiltration strategy has allowed our brand to transcend mere commercial symbolism and become a natural participant in everyday life. It validates the deeper logic behind **Haier's globalization strategy: a truly world-class brand doesn't conquer the globe with a single face but integrates into every neighborhood, in a thousand different forms, breathing alongside the community.**



Southern Velo Sunflower Ride

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