



Haier and FOXXUM to form international Smart TV cooperation

Haier, the world's number one Major Appliances brand for the last six consecutive years*, and one of the world's biggest electronics enterprises that manufacture TV, Tablets PC and Mobile Phones, and FOXXUM, global leader in Smart TV solutions headquartered in Germany, have signed an agreement to bring together state-of-the-art Smart TV technology, a wide range of international content offers and modern design high quality end user devices.

Within only three months time to market FOXXUM has set up a fast and highly intuitive Smart TV solution, which through Haier will now be available in additional countries, such as Central and Eastern Europe, Latin America, Russia and Mid-East. With this extended reach the FOXXUM platform becomes even more attractive to content providers that are seeking powerful distribution channels.

"We know FOXXUM as a partner who reacts quickly and flexibly to meet our demands. FOXXUM is also very competent in finding the best possible solution. The Haier Smart TV solution is therefore a reflection of dynamic and successful cooperation – a great foundation for us to further develop our Smart TV strategy", says Christophe Chancenest, European Marketing and Sales Director for TV/IT/Mobile at Haier.

"Thanks to the highly successful brand Haier and FOXXUM Smart TV technology, this cooperation leaves us with more markets, more end user devices and more potential customers for our content partners. This is the path we need to take to defend our position as global leader in Smart TV solutions", explains Ronny Lutzi, CEO at Foxxum.

3 Series of Haier Smart TVs will be available this year from Q1 2015:

The B7000U 4k series includes 42", 50", 55" and 65" models; the K5000 series includes 32", 40", 50", 55" and 65" models, the H6660 series includes 48", 50", 55" and 65" models.

Pricing and availability vary by market.



About Haier

The Haier Group is the world's No. 1 Major Appliances brand with a 9.7% retail volume share in 2013 (Source: Euromonitor International Limited; retail volume sales in units based on 2013 data). With its commitment to quality and innovation, Haier brings the inspired living experience to consumers in over 100 countries worldwide. With global headquarters based in the Chinese city of Qingdao and regional headquarters in both Paris and New York to serve its clients in Europe and America, Haier has 66 trading companies, 143,330 sales outlets and 24 industrial parks with 70,000 employees worldwide. Haier both pursues excellence in innovation through its five R&D centres and ensures its products are adapted to the tastes and needs of its consumers in its various local markets. Haier specialises in technology-driven research, manufacturing and trading a large range of durable products. In Europe, these include: televisions, refrigerators, dishwashers, washing machines, consumer electronics and energy saving home solutions. Haier's global revenue in 2013 was US\$29.5 billion and profit of US \$1.76 billion in 2013. Haier Electronics Group Co., Ltd. (HKG: 1169), a subsidiary of the Haier Group, is listed on the Main Board of the Stock Exchange of Hong Kong. Qingdao Haier Co. (SHA: 600690), also a Haier subsidiary, is listed on the Shanghai Stock Exchange. For more information: www.haier.com/uk

About FOXXUM - Smart TV excellence

FOXXUM is a global leader in the development, operation and commercial marketing for innovative Smart TV solutions. As an established pioneer in the sector, FOXXUM works closely with leading companies at all stages of the global consumer electronics value chain to develop Smart TV solutions – from silicon vendors to device manufacturers and network operators. Worldwide partnerships with premium broadcasters, the most important video producers and distributors allow FOXXUM to provide a best in class content portfolio containing the most important global content brands as well as country specific local content providers. FOXXUM's development and platform expertise offer viewers the best Smart TV user experience possible, with innovative Smart TV technology, a global entertaining content portfolio and an outstanding design. FOXXUM provides its clients with highly tailored, personal collaboration, which includes the possibility of jointly tapping into profitable revenue streams in a technology sector with enormous growth potential. Further information can be found at www.foxxum.com



company contact FOXXUM:

FOXXUM
GmbH

Ronny Lutzi

Wall 55
24103 Kiel

E: info@foxxum.com
M: +49 431 2604 105 0
F: +49 431 2604 105 99

www.foxxum.com

press contact FOXXUM:

Morgentreu-Harbinger
Gesellschaft für Kommunikation und Werbung mbH

Frank Scheibe

Chausseestraße 28
10115 Berlin

E: presse@morgentreu.de
T: +49 30 9225 9781
F: +49 30 9225 9782

www.morgentreu.de

press contact Haier

Open2Europe

Joseph Chance
j.chance@open2europe.com
+ 33 1 55 02 15 17

Orlaith Finnegan
o.finnegan@open2europe.com
+ 33 1 55 02 27 97

www.open2europe.com

