



## Press release

### Haier Europe focuses on innovation in partnership with AI-powered market intelligence platform, gfknewron

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- **Always-on access to the latest market and consumer data across four markets**
- **Ensuring Haier Europe's products are intelligent and smart home-ready**
- **Provides focus for innovation to meet needs of retailers and consumers**
- **Delivering intelligence across four key categories: Cooling, Cooking, Washing Machines and Vacuums**

**Nuremberg, July 1, 2021 – Home appliances and Consumer Electronics manufacturer Haier Europe and GfK, a global leader in data and analytics for the consumer products industry today announce their strategic partnership with gfknewron, a groundbreaking intelligence platform provides always-on access to the latest market and consumer data to help make real-time business decisions.**

Haier Europe operates in extremely competitive marketplaces, and the coronavirus pandemic has added another level of complexity, making consumer and market behavior much harder to predict. Having access to the very latest market data is essential for the company, which has continued to invest throughout the crisis, putting innovation at the center of its business growth strategy. With a clear focus on making appliances more intelligent, the manufacturer uses gfknewron in four key categories: Cooling, Cooking, Washing Machines and Vacuum Cleaners across four markets: Italy, France, Germany and Russia.

gfknewron, a new service launched by GfK provides market intelligence that can be used both tactically and strategically.

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Management:  
Peter Feld (CEO)  
Lars Nordmark (CFO)

Chairman  
of the supervisory board:  
Thomas Ebeling

Commercial register:  
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Real-time access to the latest information allows the manufacturer to respond rapidly to changes in market share, product prices and demand, channel performance, promotions and marketing activity to drive sustainable growth across its product suite and business.

Having access to GfK's sector expertise provides the insight needed to identify, analyze, and predict emerging consumer trends to inform Haier Europe's continuous product innovation. With gfknewron at its foundation, Haier Europe is able to develop the products that retailers can sell, and that consumers really want, ensuring its NPD strategy delivers true return on investment. A core component of this approach is to ensure that the process of innovation is always customer centric, and up-to-date, actionable consumer intelligence from gfknewron is essential to meet that goal.

**Gonzalo Garcia Villanueva, Chief Marketing Officer at GfK stated:** "Haier Europe is a pioneer and innovator in developing intelligent electronic goods and home appliances, and we're delighted that they have chosen to use gfknewron as their source of market and consumer intelligence and insight to support their business. We look forward to a long and successful partnership."

**Gianpiero Morbello, Head of Brand&IoT of Haier Europe said:** "As an innovator ourselves, we appreciate the foresight and thought that has gone into the development of gfknewron, a tool we believe will revolutionize the delivery of market intelligence. It's essential for us that all our partnerships add value to our end consumers, and this is a prime example such a relationship. Not only does it give us real-time access to the latest data to help us continually improve our performance in-market, but it has become our go-to source to inform our approach to innovation, which is an important market differentiator for us."

Ends

**GfK. Growth from Knowledge.**

For over 85 years, we have earned the trust of our clients around the world by solving critical business questions in their decision-making process around consumers, markets, brands and media. Our reliable data and insights, together with advanced AI capabilities, have revolutionized access to real-time actionable recommendations that drive marketing, sales and organizational effectiveness of our clients and partners. That's how we promise and deliver "Growth from Knowledge".