

SERVICE

HOME

MANAGEMENT

DISTRIBUTION

# SmartHQ™

SOLUTIONS



GE APPLIANCES  
*a Haier company*



# THE FUTURE IS SMART

Smart Technology Is Everywhere —  
Transforming Our Industry  
& The Lives Of Our Owners.



**27 BILLION**  
active connected devices in 2019  
- Statista



**28%** is the current Smart Home  
Penetration and is projected to  
grow to **47%** in the next four years  
- Statista



**60%** of homebuyers and **57%** of  
renters will pay more for a house or  
unit advertised as a  
**"SMART HOME"**  
- Redfin

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# THE LEADER IN SMART TECHNOLOGY



Back-to-Back IOT Breakthrough Award Winner  
for Smart Appliance Company of the Year

**Our Innovations Come From Our  
Culture Of Understanding Our Owners  
And Purposefully Pairing Technology  
To Real-Life Solutions.**



**450+** CONNECTED  
APPLIANCES AVAILABLE

Open platform offers more partners and more  
options for consumers



SONOS



Stable of brands allows us to create a unique  
experience tailored to every consumer



Profile

Haier

**We're Taking Smart Technology  
To The Next Level ...**

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# INTRODUCING

**The first end-to-end  
smart solution that  
combines our full  
suite of services  
and appliances —  
making us easier  
to do business with,  
manage, use,  
and service.**

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# SmartHQ<sup>TM</sup>

SOLUTIONS



Unifies smart technology to give our owners and partners total control of their headquarters, whether it's their home, office or jobsite.



World-class smart distribution to efficiently serve any channel, any customer, on time and damage free.



The simplest fleet management solution that allows our partners to save time & money, increase productivity, plus enhance their guests' experiences.



The most advanced smart appliances and service company designed to make our owners' lives easier, provide peace of mind and enhance performance.



Breakthrough service and diagnostic technology, providing the most efficient solution to diagnose, confidently repair and create a better owner experience.

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*“ We’re investing in SmartHQ™ to create smart, real-life digital solutions for distribution, management, service and the home. We are always striving to better serve our customers and owners. SmartHQ will assure that we continue to lead in an ever more digital world. ”*

— Kevin Nolan  
President & CEO  
of GE Appliances,  
a Haier Company



**World-Class Smart Distribution To  
Efficiently Serve Any Channel, Any  
Customer, On Time And Damage Free.**



# INDUSTRY-LEADING INFRASTRUCTURE



1-day delivery  
capabilities for  
**90% OF THE U.S.**



Intelligent building design  
lessens damage by reducing  
handling **UP TO 50%**



Investing in scalable  
networks to support  
**BUSINESS GROWTH**



**INNOVATIVE SYSTEMS**  
Create digital threads to track  
products, maximizing  
transparency and flexibility,  
and provide analytics that  
improve performance



## SMART TRANSPORTATION SYSTEM

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- Integrates upstream and downstream data for improved line of sight to know exactly where products are at any given time
- 360 Mission Control providing end-to-end visibility of our shipments
- Dynamic systems enable predictive analytics and smarter routing

## DEDICATED APPLIANCE DELIVERY NETWORK

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- Enables best-in-class performance
- Next-generation delivery systems provide the customer and consumer transparency on their delivery
- Big data analytics used to drive improved performance and best-in-class quality of service





**The Simplest Fleet Management Solution That Allows Our Partners To Save Time & Money, Increase Productivity, Plus Enhance Their Guests' Experiences.**

## Smart Technology Is Ushering In A New Era For Property Managers, Communities, And Residential Experiences



Property management software market is set to grow to \$13B by 2025  
- Magnacasa



1/3 of property managers cite unexpected maintenance, time management, and costs as top concerns  
- Magnacasa



Most businesses are held back because of complexity and lack of time & resources

# EASY. ACCESSIBLE. FLEXIBLE.

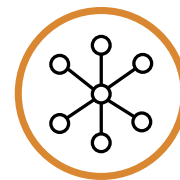
SmartHQ Management provides the easiest and most comprehensive end-to-end asset solution to efficiently manage your business from hotels, assisted living facilities, multi-family dwellings, or even entire communities.



**ALLOWS ANY PROPERTY** to quickly & efficiently get into the **SMART CONTROL GAME**

Sets up quickly, without the need for professional services or contractors

Can be managed without a central hub or room gateway – just add WiFi



**ALLOWS FOR SEAMLESS INTEGRATION WITH EXISTING NETWORKS** or a custom setup based on property needs

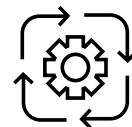
Our Open Platform allows integration with other 3rd party smart devices like thermostats, security systems and more



Works across our entire HOB's fleet of **450+ CONNECTED APPLIANCES** in AC, Water Heaters, Laundry, Kitchen, and more

# BETTER FOR YOU

**Saves Time, Energy, And Money  
With The Potential To Pay For Itself  
In A Matter Of Months**



## ENHANCED PRODUCTIVITY

### ○ Remote Management

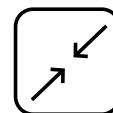
Control your entire fleet of connected appliances from one place

Spend less time troubleshooting with immediate control and service notifications

### ○ Fast Diagnostics

Reduce service time with instructional videos, and the ability to order parts

Less reliance on professional service calls



## MINIMIZE DOWNTIME

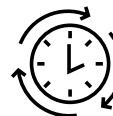
### ○ Cloud-Based System

### ○ Over-The-Air Updates

Troubleshoot functions, add features, and update software without new equipment, field visits, trips to rooms, or disrupting guests/tenants

### ○ Customizable Maintenance Reminders

Help you keep your fleet in peak condition



## INCREASED EFFICIENCY

### ○ Industry-Leading Energy, Usage Profile, And Analytics Management Tools

### ○ Customizable Temperature Setbacks Based On Occupancy Setting

For maximum energy savings

### ○ Self-Contained Solution

No additional expense of external hardware



# BETTER FOR **TENANTS**

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## Provide A Better Guest Or Tenant Experience For The Life Of The Product

**1**

### FEWER DISTURBANCES AND INCONVENIENCES

- Identify and solve service issues before guests arrive
- Give tenants peace of mind with notifications like leak detection
- Remotely repair and update appliances without disrupting guests or tenants

**2**

### PERSONALIZATION AND COMFORT

- Set appliance settings or temperatures to match tenant preference

**3**

### ENHANCED EXPERIENCES

- Allow guests to control appliances remotely or with their voice
- Integrate with other IoT platforms and user experiences

# THE FUTURE IS SMART



**63 MILLION**

American homes  
will be considered  
"smart" by 2022  
– *Berg Insights/Time*



of current  
smart-home device  
owners say they would  
be more willing to buy a  
home with connected  
tech in place  
– *CNET*



**The Most Advanced Smart Appliances And Service  
Company Designed To Make Our Owners' Lives Easier,  
Provide Peace Of Mind and Enhance Performance.**

## OUR GUIDING PRINCIPLES

Through hundreds of hours of research and talking to owners and customers, GE Appliances has identified the universal needs that guide our solutions:

- **CONVENIENCE**  
We make life easier, simplifying everyday activities and chores — whether you're preheating your oven on the way home from soccer practice or using your voice to start your dishwasher on the way out the door.
- **PEACE OF MIND**  
Our features keep you in control, no matter where you are — no more wondering if you left the oven on.
- **PERFORMANCE**  
Our appliances evolve with your changing needs — accepting over-the-air (OTA) updates that can improve performance, add new features, or fix potential issues.



# LEADING THE INDUSTRY

1

## THE MOST ROBUST STABLE OF SMART APPLIANCES IN THE INDUSTRY

- More than **450 CONNECTED APPLIANCES**
- We have **MORE CONNECTED PRODUCTS THAN OUR NEXT 3 COMPETITORS** combined

2

## MORE CHOICES FOR CONSUMERS

Our open platform gives us more partnerships and optimized content from brands consumers love.



3

## OUR BRANDS ARE DESIGNED FOR EVERY CONSUMER

Beyond universal needs, our brands are designed to exceed expectations for their specific owners.



Enabling a more innovative kitchen for faster and better results



Creating an elevated sense of luxury for your kitchen experience far and beyond



Allowing everyone to personalize their kitchen experience and entertaining potential



Helping your home and day-to-day routines run more smoothly



Enabling your on-the-go life with easy and seamless integration







## SUPERIOR SMART APPLIANCES TO GET BACK TO WHAT REALLY MATTERS

Experience a more innovative kitchen that fully integrates into  
your home, providing you with faster, better results.



### REMOTE ACCESS

Stay in control with WiFi-enabled appliances. Know exactly when your ice maker is full or your oven is preheated, all from our app, with status notifications.



### COOK LIKE A PRO

Enhance your cooking skills with Gourmet Guided Cooking technology that walks you through step-by-step recipes, or sync up the Flavory App to perfect any meal. No need to oven-hover anymore. With our in-oven live streaming camera, you see what's cooking, all from our app.



### GET MORE DONE

Now you can extend tumble dry while grabbing a hamper with our voice-enabled appliances. We'll even run your errands with the auto-replenish feature designed to reorder detergent via Amazon. And gain full control of your smart home by integrating with other connected devices like smart speakers.



### ALWAYS AT PEAK PERFORMANCE

Stay ahead of the latest technology with automatic feature updates that allow your appliances to evolve and improve over time. Have peace of mind knowing your appliances are always in peak condition, receiving alerts when the oven is left on or the refrigerator door is left open.







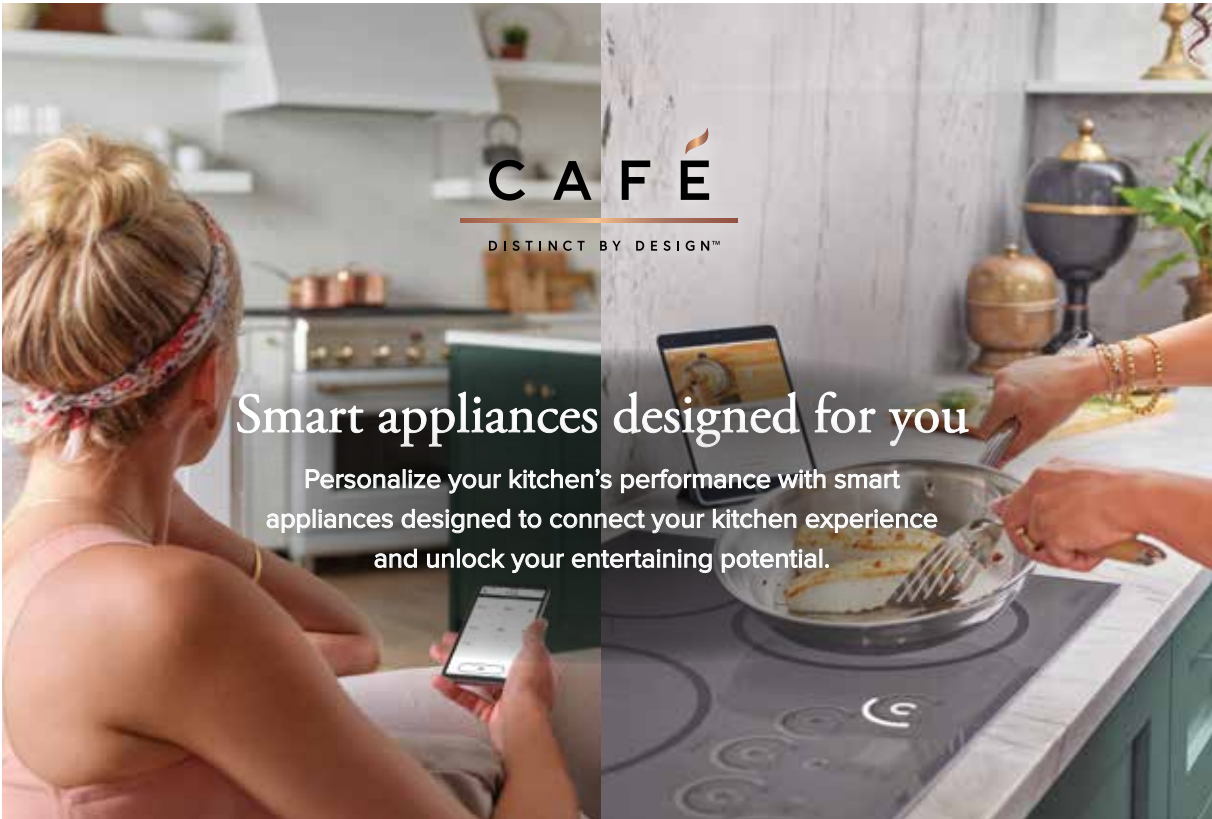
INTELLIGENT LUXURY, AT YOUR SERVICE

*Intelligent appliances built to enhance your kitchen, cuisine and beyond. Revel in an elevated sense of luxury.*



CONVENIENCE STARTS WITH CONNECTIVITY

GE smart appliances are there to help your day-to-day routine run smoothly. Whether it's preheating the oven with your voice or being notified when dinner is ready on our app.





# DESIGNING FOR TOMORROW

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## Staying Ahead Of The Competition Means Looking Ahead To What's Next.

We're never content to rest on our achievements. That's why we combine research and development with our 100+ years of industry knowledge to find the thoughtful innovations that push the limits of what an appliance can be.

### OVER-THE-AIR UPDATES

Improve appliance performance, add new features or resolve customer issues without a service call

### VR SIMULATORS

Help us design better products

### COMPUTER VISION

Enhances our ability to help owners with everyday tasks

### MACHINE LEARNING

Improves predictive maintenance and product quality





**Breakthrough Service And Appliance Diagnostic Technology, Providing The Most Efficient Solution To Diagnose, Confidently Repair And Provide A Better Owner Experience.**



## THE SERVICE INDUSTRY IS MORE CHALLENGING THAN EVER.



The average service rep can interact with **THOUSANDS OF DIFFERENT APPLIANCE MODELS PER YEAR**



The average trade experience in the industry is declining

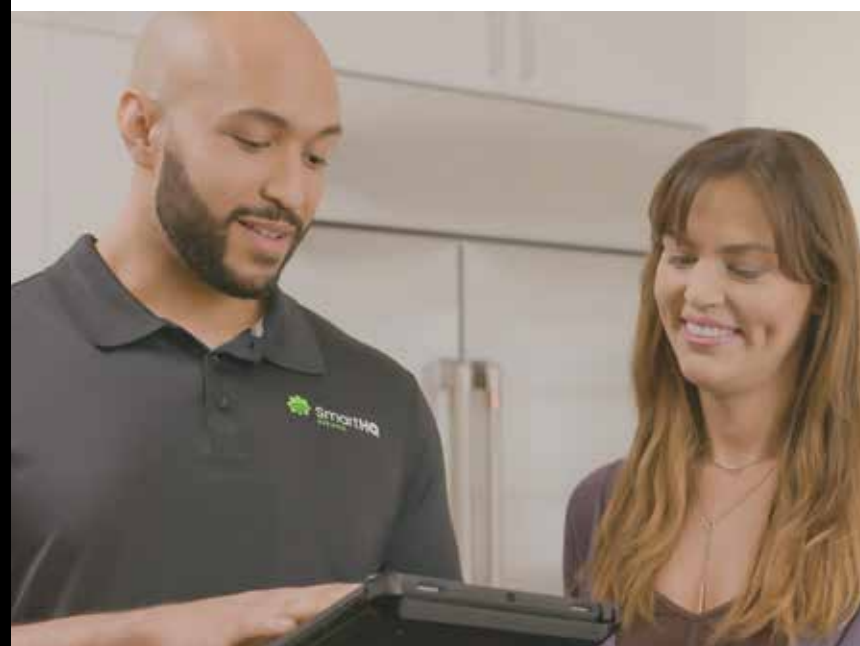
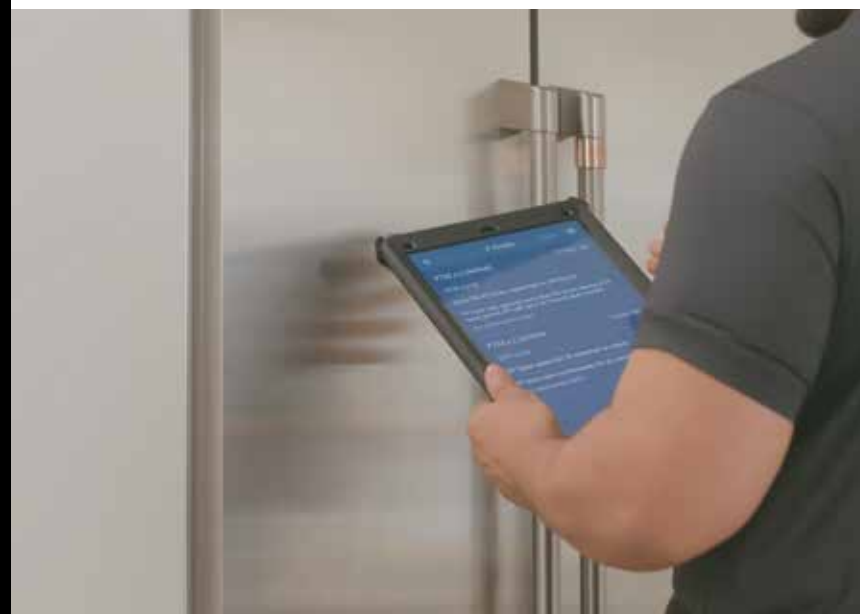


**THE VAST MAJORITY** of property managers are not certified appliance repair specialists

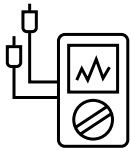


Electronic controls have complicated identifying issues

**We're the only appliance manufacturer with a nationwide, dedicated factory service team over the last 25 years. We're bringing that expertise to all of our partners with SmartHQ Service.**



*“It’s impossible to keep up with all the appliances I see on a daily basis, but SmartHQ Service gives me advanced readouts that tell me exactly what’s wrong. I can find a faster fix and create a better experience for the owner.”*



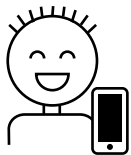
### FAST, ACCURATE DIAGNOSTICS ON THOUSANDS OF APPLIANCES

- Communicate directly with appliances for real-time diagnostics
- Isolate and test functions like fans, pumps and more
- More accurate diagnostics
- Compatible with millions of appliances



### KNOWLEDGE ON HAND & MORE ONE-TIME REPAIRS

- Access to historical repairs & diagnostic sessions
- Appliance software & firmware updates in the field
- Relevant service bulletins and documentation on appliances
- Part ordering from your smart phone



### CONFIDENT REPAIRS AND BETTER OWNER EXPERIENCES

- Advanced reporting and data lets you know the job is done right
- Let owners know the right problem is being addressed
- Faster repair experiences

**OVER 90% OF CURRENT USERS REPORT FASTER AND MORE ACCURATE DIAGNOSTICS.**



**SmartHQ™**  
**SOLUTIONS** ●—●—●—●