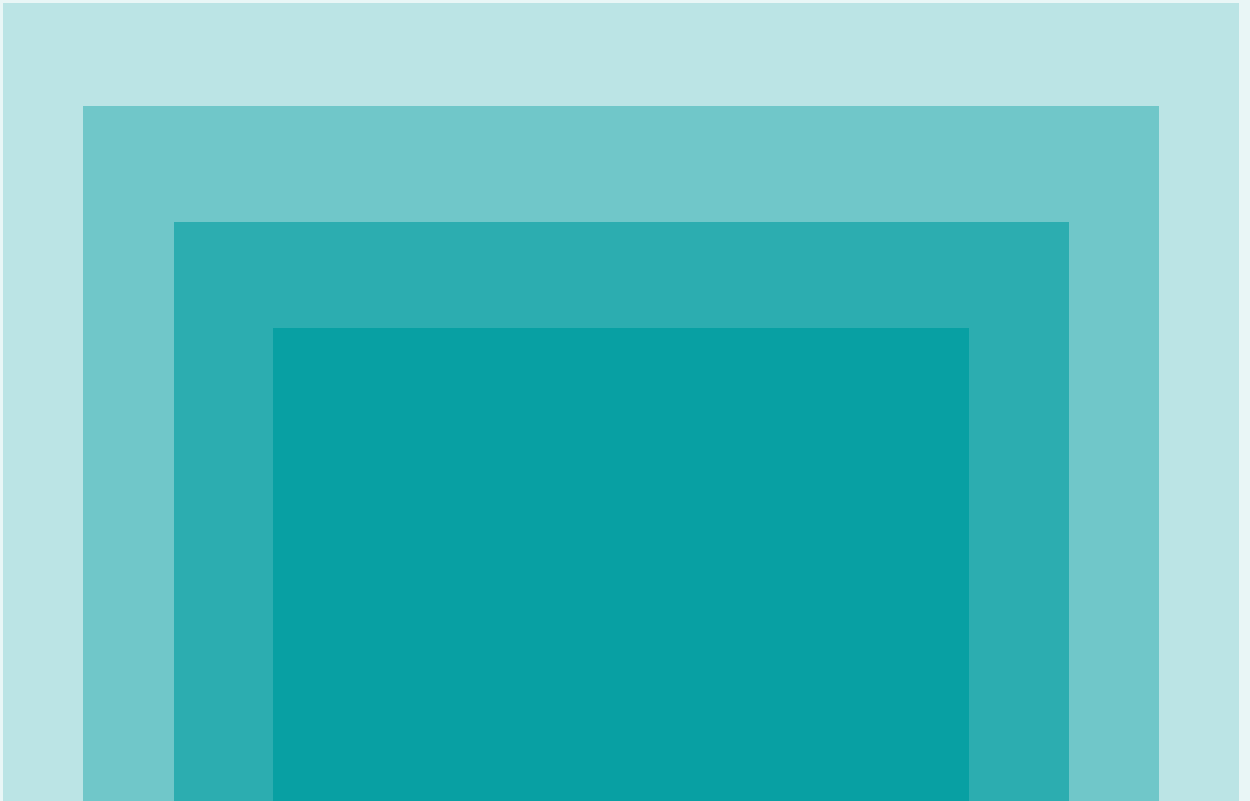


# ***Hisense***

## **Hisense Brand Version 2.0**



# Hisense Brand Version 2.0

(2024年第一版)

Hisense Group Holdings Co., Ltd.

# | Introduction |

With the development of science and technology and the continuous upgrading of users' needs, users are paying more and more attention to the quality of products and services and pursuing brands as well. The concept of brand as asset has been deeply rooted in the hearts of the people. As one of the most important assets of the enterprise, brand has become more prominent in the strategic value of the enterprise. The competition between enterprises is also the competition of brands.

With 55 years of development, Hisense Group owns four companies listed in Shanghai, Shenzhen, Hong Kong and Tokyo, namely Hisense Visual Technology, Hisense Home Appliances, Sanden Holdings and Changelight, with multiple brands under its umbrella, including Hisense, Toshiba TV, Ronshen, gorenje, ASKO and other brands. According to the Top 50 Kantar BrandZ™ Chinese Global Brand Builders Report jointly released by Google and Kantar, Hisense has been one of the "top ten most recognized Chinese brands to overseas consumers" for 7 consecutive years.

Under the current fast-changing internal and external environment, Hisense has responded quickly with promoting its own innovation and development, adhering to scientific and technological innovation as the core, meeting users' needs as the guidance and committed to building the world's leading technology brand. The previous brand value system was unable to meet the development of enterprise so Hisense has upgraded it. We hope that through the upgrading of the brand value system, it will help the sustainable development of Hisense, highlight the value created by Hisense Technology, reflect the leadership of the development of the industry, and achieve the expansion of the Hisense target group.

The revised version of "Hisense Brand Book" illustrates the value of the brand value system for brand management, analyzes the background and research method of the upgrade, and the detailed contents of Hisense brand value system. This brand book will help all Hisense people better understand the brand, love the brand, and build the brand.

We believe that only by constantly upgrading can we make continuous progress. We look forward to starting a new era of technological life together with everyone at a new starting point, building a century-old company, and to become the most reliable brand in the world.

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# 1

## | Chapter 1 |

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# Definition and significance

## 1、 Definition and significance

The brand value system refers to the systematic framework of a series of elements such as the core concept, mission, vision, value proposition, brand identity, slogan and personality developed by an enterprise. It is not only a tool for enterprises to convey brand image externally, but also a guiding principle for the internal organization, management and operation.

The establishment of the brand value system helps to establish the uniqueness and consistency of the corporate brand, enhance the brand recognition, reputation and loyalty, thereby creating sustainable business value for the enterprise. The construction of the brand value system needs to consider various factors comprehensively such as consumer needs, market segmentation, competitors, corporate strength and strategic goals to ensure that the brand maintains a continuous leading advantage in the market competition.

# 2

## The necessity of upgrading

### 2.1 Background

#### 2.1.1 The external environment

**The external environment in the future is under a great uncertainty, and the Matthew effect is becoming more and more obvious.**

Changes in the global economic environment have a huge impact on the future of businesses. The rapid development of technology has promoted the continuous emergence of new technologies and products, and the needs and preferences of users are also constantly changing. Hisense needs to invest in research and development constantly, keep up with the development of technology and meet the needs of consumers. However, it is uncertain in the speed and direction of technology iteration, which also brings challenges to Hisense R&D investment and product strategy formulation. The intensification of market

competition has also added uncertainty to the future development of enterprises. Hisense is facing pressure from domestic and overseas competitors. They are posing a threat to Hisense market status through continuous innovation and development.

Under the Matthew effect of "the strong get stronger, the weak get weaker", it is easier for leading enterprises to obtain more resources and opportunities, so as to further expand their market share and make the survival space of competitors even more limited. This could lead to intensified market competition and even create a monopoly situation. At the same time, non-leading enterprises are also facing challenges in accessing resources in emerging fields, which increases the barriers to entry in the industry. For Hisense, it either strives to become the leader, or to be marginalized. Therefore, for all sectors of Hisense, there absolutely cannot be a mentality of "contentment with little wealth". We must strive for the first place and become the leader of the industry.

## 2.1.2 Self-development status

**Hisense has maintained rapid growth and industry leadership for many years, but it faces pressure for future development.**

Hisense Group has stood firm for 55 years with the core values of "Integrity, Innovation, Consumer Focus and Sustainability" and the development strategy of "Sound Technological Foundation and Robust Operation". It has been at the forefront of the global B2C market for displays, while taking the lead in China's even the world's B2B market for intelligent transportation, optical communication, automotive electronics, integrated circuits and other new momentum industries.

The growth rate of Hisense is in a leading place in the industry, but due to the increase in the external environmental uncertainties, Hisense is facing pressure to achieve high-speed development in the future.

## 2.2 The significance of upgrading

Brand is the reflection of strategy, and brand upgrading can bring market competitiveness, corporate image enhancement and brand value appreciation. Based on the internal and external environment, the upgrade of the brand value system enables Hisense to take the lead in diversified business development, globalization process, future layout, etc.

The upgrade of the brand value system will help Hisense establish a second development curve in the future with diversified businesses and extend to cover more B2B business. The focus of the brand will tend to be more macro, shaping towards the direction of philosophy and value, and laying out for the future.

Under the unified development goal, the upgrade of the brand value system will break cultural boundaries from a global perspective and achieve localization. Starting from the internationally common thinking and based on brand performance, the new brand value will be transformed from a conceptual theory to a specific common standards at various touchpoints.

The upgrade of the brand value system is beneficial for Hisense to conduct a comprehensive exploration combining its advantages in quality and technology. Based on future trends, Hisense can clarify its main competence compared to competitors, solidify its brand moat and prepare for the upgrade towards a younger, scenario-based and high-end brand.



# 3

## | Chapter 3 |

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# The upgrade of Hisense brand value system

## 3.1 Research on Hisense brand value system

### 3.1.1 Goal of the upgrade

With the development of the times, the internal and external environment of the enterprise has changed, and the lifestyle of the target consumers has also changed accordingly. Therefore, the development strategy of enterprise has also been adjusted according to the change of the environment. Hisense will undertake the adjustment of corporate strategy in response to future development through the upgrade of the brand value system. It is hoped that the upgrade will solve three core problems:

First, exploring the growth-driven target consumers that matches Hisense brand and boost business growth.

Second, focusing on the differentiated entry points between Hisense and competitors to build differentiated brand awareness and drive user choice.

Third, sorting out the business capabilities and development direction of B2C and B2B, and leveraging the upgraded brand value system to radiate B2B business and feeding back the B2C business.

### 3.1.2 Hisense target consumers

The analysis of the target consumers of Hisense used a general population segmentation model. Based on the summary of the demands in the home appliance industry in each quadrant of the model, four quadrants are derived: Pragmatism, Technology hobbyist, Enjoy exploring and Life progress. Through cluster analysis, it is found that Hisense users are currently mainly concentrated in the Pragmatism quadrant, which is the basic plate for future extension. The high-value groups falling in the Technology hobbyist and Life progress quadrants are willing to pay for brand premium. Their characteristics of being willing to express themselves and share make them stronger in terms of communication, which can further drive the diffusion of brand awareness.

Based on Hisense current and future capabilities, a suitable development path for Hisense has been identified. At present, technology and quality are the key words of Hisense capabilities. In terms of technology, Hisense has own research and development technology accumulation and understands users' needs through technological innovation. In terms of quality, Hisense quality is higher than the industry standards with all-round quality improvement.

Through the exploration of Hisense capabilities, the development path of Hisense target consumers has been identified. In the medium to short term (3-5years), Hisense will extend to technology explorers. In the long term, Hisense will continue to achieve qualitative breakthroughs in technological foresight and aesthetic design, which means to reach the Technology Enthusiasts who have demands and interests in emerging technology, as well as the Established Elite who have higher requirements for lifestyle.

# 4

## Hisense brand value system

Hisense brand value system includes several core elements such as brand vision, mission, value proposition, brand attributes, brand slogan, brand TA, brand personality and tonality.

The brand vision and mission are used for external communication, especially for strategic and macro-level information communicated to the public and the government. Brand slogans can also be used for external communication, mainly for users.

Brand value proposition, brand attributes, brand TA, brand personality, and tonality are used to guide business implementation.

<b>Brand Vision</b> The reason why our brand exists and its ultimate goal	To be a century-old company, and to become the most reliable brand in the world.
<b>Brand Mission</b> Our approach to achieving the ultimate goal	To pursue scientific and technological innovation, take the lead in the advanced manufacturing with intelligence as the core, and bring happiness to millions of families with high-quality products and services.
<b>Value Proposition</b> To define what our brand stands for and what core values we bring to the audience	Helping everyone enjoy every moment of life with user-centric technology
<b>Brand Attributes</b> What our brand brings to the market that defines its competitive profile to drive choice and differentiate it from others	User-Centric Technology Ultimate Quality
<b>Brand TA</b> The specific group of people that our brand aims to reach, connect with and influence	<b>Technology Explorers</b> <p>Instead of mindlessly following trends or going along with the crowd, they make deliberate choices based on careful consideration and reasoning, aiming for steady progress within their means.</p> <p>They appreciate home appliances for the tangible improvements they bring to daily life, rather than superficial additions. Moreover, they view these appliances not just as tools, but as essential elements in creating a cozy and welcoming home environment.</p> <p>They look for technologies that provide an extraordinary life experience that surpasses their expectations while remaining unobtrusive.</p> <p>Their expectations for quality go beyond durability, including enhancements in texture and aesthetics.</p>
<b>Brand Personality&amp;Tonality</b> A limited number of human characteristics that personify our brand and drive its attitude and tone of voice	<b>Personality:</b> Insightful and human-centric; Striving for innovation; Deliver with Sincerity <b>Tonality:</b> Intelligent; Dynamic; Professional
<b>Brand Slogan</b> Vivid expression of the brand essence	In Love, With Technology

## 4.1 Brand vision

Vision is the brand's expectations and prospects for the future, and it is a description of the brand's development direction and goals. Vision is a future-oriented extension of the core values and a strategic plan for the development direction of the brand.

The vision of Hisense is “to be a century-old company and to become the most reliable brand in the world”. As the common ideal of Hisense employees, it always leads the development direction of Hisense. Each generation of Hisense

employees have established the pursuit of long-term excellence, laying a solid foundation for the development of the enterprise and ensuring the enduring vitality.

"To be a century-old company" is Hisense firm commitment which demonstrates its determination to robust operation and sustainable development. The path of century's development gathers all companions and it requires generations of Hisense employees to achieve together. Hisense always assists on technological innovation as its core competitiveness, and constantly introduces high-quality products and services to meet the users' needs and win market recognition.

"To become the most reliable brand in the world" means that Hisense hope to establish a good reputation globally in the future, which reflects its deep layout of the global market and high regard for brand value. Hisense is committed to providing high-quality products and services, winning the trust and recognition of users, becoming the most reliable partner of global users and the upstream and downstream ecosystems, and creating a community of destiny.

## 4.2 Brand mission

**Mission is the brand's approach to the future which describes how the brand will achieve its ultimate goal.** Typically, the brand mission includes the main products or services to be provided in the future and the main direction of the efforts, as well as the impact it will have.

Hisense mission is "to pursue scientific and technological innovation, take the lead in the advanced manufacturing with intelligence as the core, and bring happiness to millions of families with high-quality products and services".

The "scientific and technological innovation" of Hisense includes not only the innovation of product technology but also manufacturing technology ,which are the methods to create good experience and services for users. Hisense regards scientific and technological innovation as the core driving force for enterprise development, and maintain the leading advantage in the market through continuous research and development of new technologies and products.

" Take the lead in the advanced manufacturing with intelligence as the core "means that Hisense adherence to high-end, intelligent and green development under the guidance of sustainable strategic principles. Hisense continuously increase R&D investment in core technologies, expands the manufacturing capabilities of advanced equipment, accelerates the intelligent upgrade and digital transformation, creates a series of industry-leading and market-recognized products, and achieves high-quality development.

"Bring happiness to millions of families with high-quality products and services ", means that Hisense exists to improve the quality of life for all mankind and for the happiness of millions of families. "Bring happiness to millions of families" is based on the consideration of "reliable", which includes not only users, but also employees, and upstream and downstream partners. Behind everyone, there is a family.

## 4.3 Value proposition

**Value proposition refers to the core commitments and values that a brand conveys to target consumers, and the expression of the traits and strengths that the brand represents.**The value proposition helps the brand establish a

unique position in the market and attract the target consumers externally; internally, it unifies the thoughts and actions of employees and guides product and service innovation.

The value proposition of Hisense is "Helping everyone enjoy every moment of life with user-centric technology". It represents the user's yearning for a happy life.

The pursuit of a happier life is the common goal of everyone, and the key to achieve this goal is to continuously improve the standards of technology and quality. People have a growing demand for technology experience, and expect that technology can provide deeper insight and meet the needs of life, so as to drive the overall improvement of life quality.

Hisense has always been persistent in seeking truth, integrates the human-oriented technology concept into products and solutions, and is committed to thinking ahead of users, providing a life experience beyond expectations. Hisense technological innovation is not only limited to technology, but also aims to comprehensively improve the quality of life. It integrates the ultimate pursuit of quality, texture and design into every scene of life, allowing more people around the world enjoy the happy life brought by Hisense, and bring users higher standards of products, services and solutions.

## 4.4 Brand slogan

**Hisense brand slogan is "In love, with technology".**The brand slogan is closely linked to the brand connotation and is a vivid transformation of its external expression.



"In Love" is the deep care for users, the in-depth understanding and satisfaction of user needs, and the continuous pursuit of improving the quality of life of users. Only by truly caring about users can we win the trust of users and become the most reliable brand.

"With Technology", is Hisense's way of innovating through technology, making technology warm and more humane, and closer to users' life. Hisense not only pursues the advancement of technology, but also injects more human care into product design and services to meet the emotional needs of users. This is the affectionate investment in science and technology, the continuous drive for innovation, and the in-depth exploration of intelligent manufacturing. Hisense can provide users with a more convenient and comfortable life experience through technology, and let users feel the warm of science and technology.

"In love, with technology" reflects the deep understanding of Hisense to the relationship between technology and human nature. It also reveals Hisense's human-oriented philosophy of using technology to create a better life.

## 4.5 Brand attributes

**Brand attributes are the key elements that distinguish a brand from its competitors on the market.** These elements include product differences, service differences, image differences and other aspects, which constitute the uniqueness and competitive advantage of the brand.

**Hisense's brand attributes is" User-Centric Technology, Ultimate Quality".**

User-centric technology is human-oriented. By driving deeply to understand and anticipate human needs, Hisense leverages technological innovation to

create exceptional life experiences that exceed expectations. This reflects the profound technological accumulation of Hisense in diverse fields. In the future, Hisense will further lead the industry to explore the frontier of digital intelligence layout, aiming to make technology useful for users and bring optimization in life scenario experiences.

Ultimate quality is that by placing human needs at the center of our development process, Hisense continuously strives for higher quality standards, thoroughly refining excellence in durability, designs, textures and all kinds of aspects. This is based on Hisense higher-than-standard pursuit for quality and the products with genuine quality. In the future, Hisense will continuously elevate quality standards centered around consumer expectations and improve design and aesthetics with ultimate pursuit for delicacy and texture.

## 4.6 Brand TA

**Brand TA mainly describes the target consumers of the brand. It refers to the specific group of people or customers that the brand is targeting, which is also the people the brand is trying to attract, influence, or serve.** Brand TA determines the brand's marketing strategy and product development direction. By understanding and defining brand TA, the brands can communicate more effectively with its target consumers and deliver the products, services, and experiences they need, thereby enhancing its competitiveness and impact.

Hisense's brand TA is a rational technology explorer They have the following characteristics:

Instead of mindlessly following trends or going along with the crowd, they

make deliberate choices based on careful consideration and reasoning, aiming for steady progress within their means. They appreciate home appliances for the tangible improvements they bring to daily life, rather than superficial additions. Moreover, they view these appliances not just as tools, but as essential elements in creating a cozy and welcoming home environment. They look for technologies that provide an extraordinary life experience that surpasses their expectations while remaining unobtrusive. Their expectations for quality go beyond durability, including enhancements in texture and aesthetics.

## 4.7 Brand personality and tonality

### 4.7.1 Brand personality

**Brand personality refers to some personality traits displayed by the brand in the process of user interaction.** These traits give the brand a unique image and appeal in the market, which influences users' perception, decision-making and loyalty to the brand. Hisense brand personality is insightful and human-centric, striving for innovation and deliver with sincerity .

Insightful and human-centric means that by getting to know the customers, understanding the customers and anticipating customers' needs, Hisense aim to develop products and solutions that center around customers' life. Striving for innovation means that Hisense continuously explore new horizons and proactively lead technological advancement, combining cutting edge innovation with practical actions as Hisense move towards the future. Deliver with sincerity means that Hisense is truly reliable, as its quality products and solutions are always delivered with sincerity and proven data.

Hisense also consistently uphold the promise in all other aspects .

## 4.7.2 Brand tonality

**Brand tonality refers to the temperament, style and emotional characteristics of the brand in the communication process.** It includes the tone, attitude, and emotion of the brand in all aspects of marketing, advertising, product design, customer service, and more. Brand tonality needs to be consistent to ensure that users feel a unified brand image across different touchpoints.

Hisense brand tonality is intelligent, dynamic and professional.

“Intelligent” means that whether it’s cutting-edge industry trends or profound human insights, Hisense possess both the instinct and the dedication to identify them with precision. “Dynamic” means that looking ahead, Hisense is filled with great optimism about the future, particularly in the realms of technology and innovation. Hisense always looks at the positive side, maintaining an active approach with dynamic thinking. “Professional” means that Hisense excels in delving into the core of professional knowledge, keeping it profound yet approachable. Hisense also understands that it is critical to deliver practical solutions based on real-life scenarios.

# Conclusion

The brand is the embodiment of the product, and the product is the carrier of the brand. As the soul and image of an enterprise, the brand affects the relationship between the enterprise and users, customers and the whole society. The upgrade of the brand value system is not only the upgrade of the external image, it is also a systematic combing of the internal strength and value of the enterprise, which conveys Hisense value commitment to the world.

In the increasingly fierce competitive environment, the upgrade of the brand value system has given new impetus and vitality to the sustainable development of the enterprise, enhanced the market competitiveness, and laid a solid foundation for future development.

All companies must pay attention to the upgrade of the brand value system and take it as the core part of the enterprise strategy. Through the innovation and practice, the brand value system is upgraded and implemented in the entire process of research and development, product, marketing, sales, service, etc., to achieve a clear and unified brand image globally, increase brand assets, and promote efficient development of the enterprise.

Every individual's effort carries the value of the brand and is an important part of Hisense image. We call on every employee to actively participate in the upgrading of the brand value system. This brand book serves as a guide for the behavior of every Hisense employee, ensuring that the behavior and attitude reflect the brand's value concept. All Hisense employees continuously explore innovation, working together to create better value for users. Let everyone contribute to building a century-old Hisense and becoming the most reliable brand in the world!

***Hisense***