

Note:  
GREE is committed to continuously improving its products to ensure the highest quality and reliability standards, and to meet local regulations and market requirements.

All features and specifications are subject to change without prior notice.

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C O M P A N Y   P R O F I L E



# COMPANY PROFILE

MADE IN CHINA, LOVED BY THE WORLD

**TOSOT**  **Hot**  
**WORLD**  **Cool**

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· Develop Industrial Spirit  
· Pursue Perfect Quality

· Provide Professional Service  
· Create Comfortable Environment

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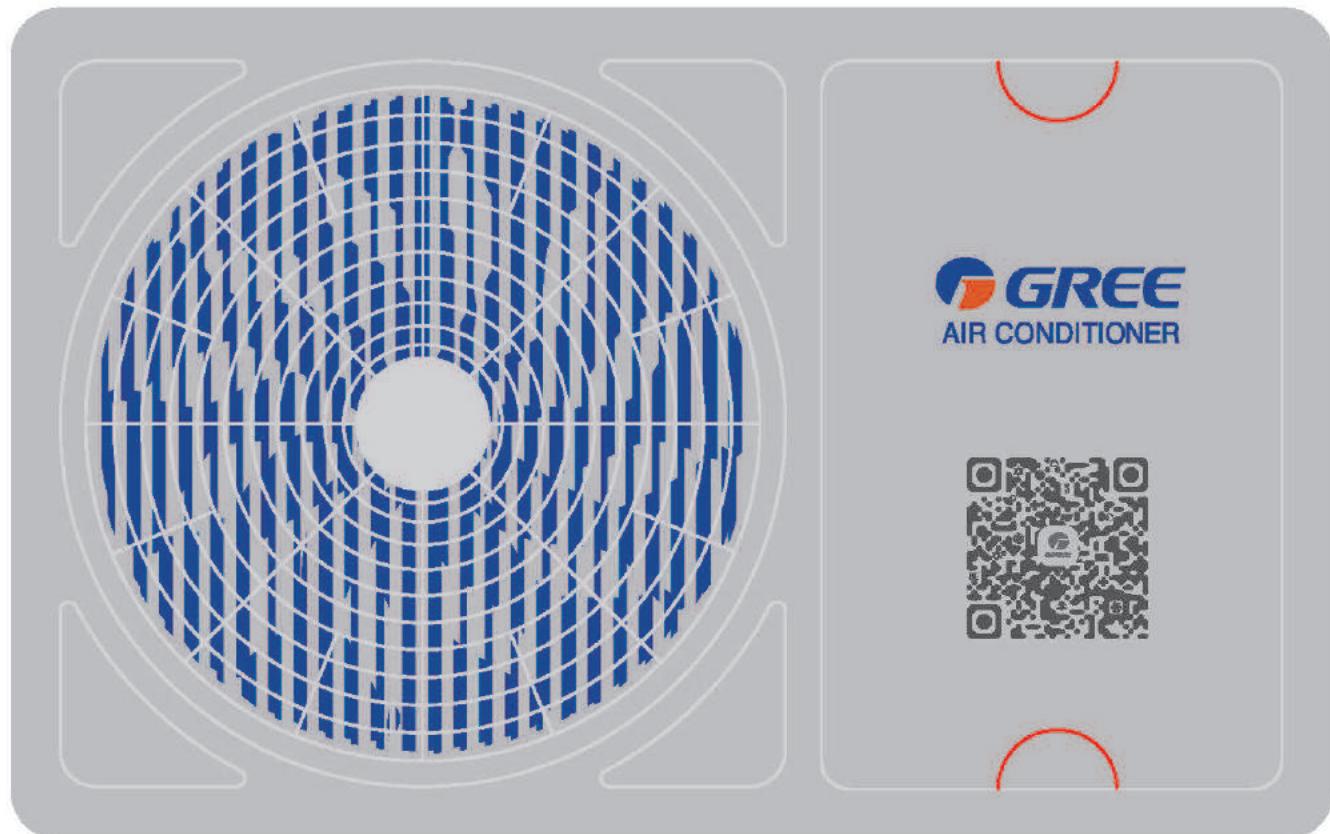
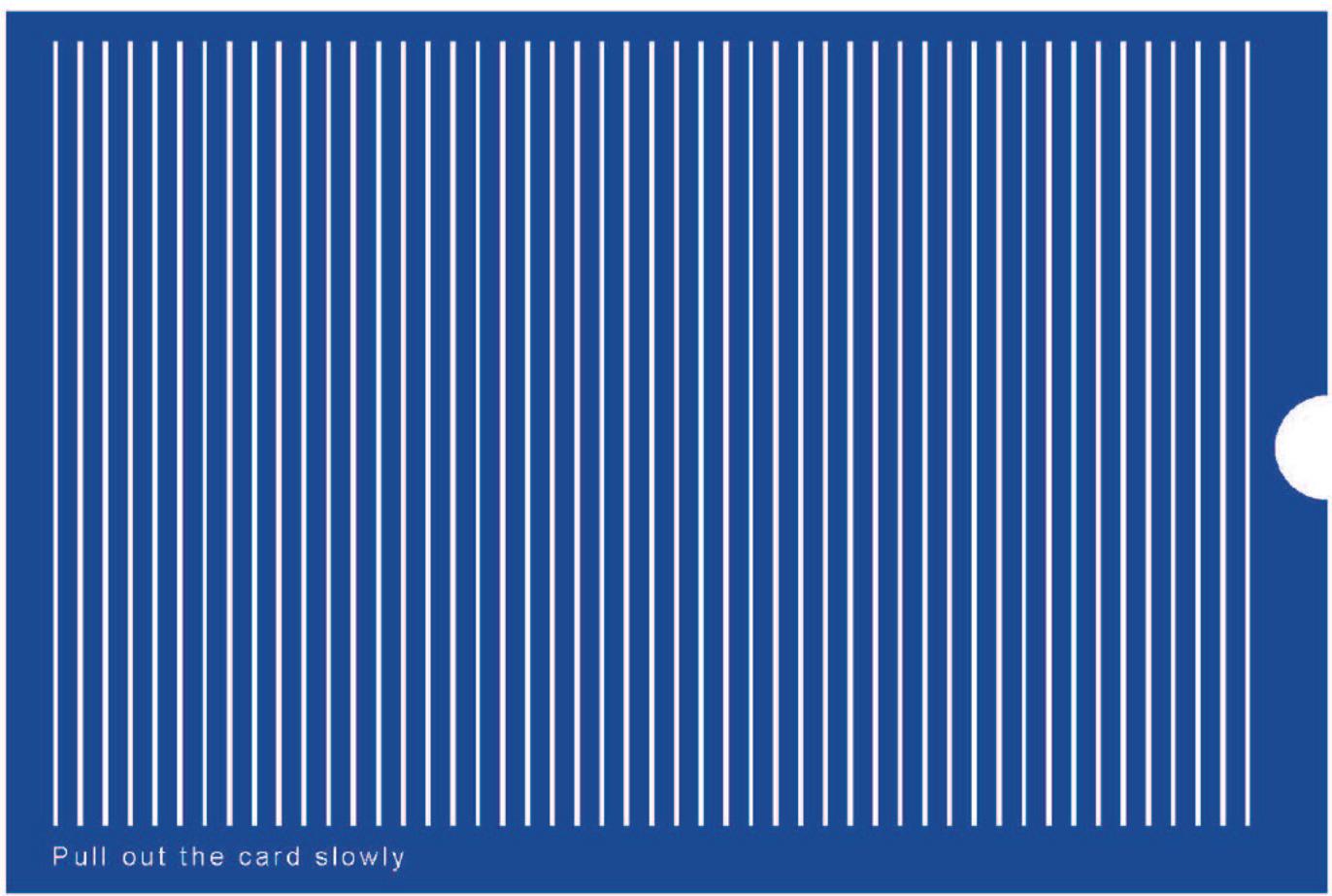
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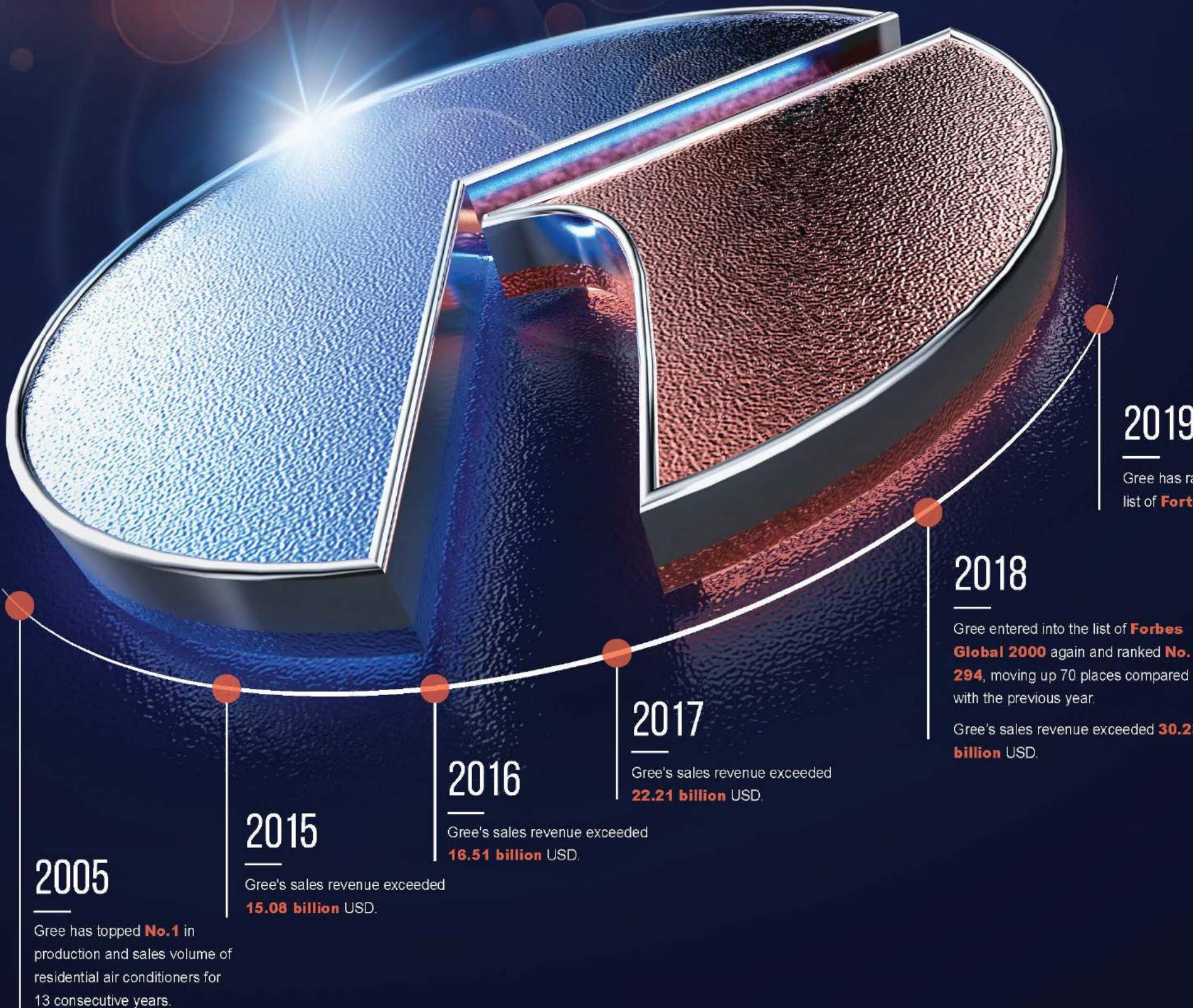
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# ABOUT GREE



Gree Electric Appliances, Inc. of Zhuhai was founded in 1991 and it was listed on the Shenzhen Stock Exchange in November 1996. At the beginning, Gree was only a company that assembled residential air conditioners. Now it has grown into a diversified technological global industrial group, whose brands including GREE, KINGHOME and TOSOT that has expanded its business to air conditioners, home appliances, high-end equipment and communication equipment. Gree products are sold widely to more than 200 countries and regions.

# BRAND STRATEGY



## 1991

BRAND 1.0

## 1998

BRAND 2.0

## 2010

BRAND 3.0

## 2012

BRAND 4.0

## 2017

BRAND 5.0

### Turbo Cooling

"GREE Creates Much Sales Chance"

At the beginning of foundation, Gree particularly focused on continuous upgrading of product quality and put forward a slogan of "GREE Creates Much Sales Chance". With superior product quality and turbo cooling characteristic, Gree was favored by consumers, standing out from domestic air conditioning market.

### Quality Takes Priority

"Making Better Air Conditioners"

In the middle of 1990s, at the preliminary stage of brand building, Gree was committed to building an image of high quality and reliability. As a large number of products with exceptional quality were launched into the market, under the slogan of "Making Better Air Conditioners" and "Gree for High Quality", Gree gained the unanimous recognition of consumers, and successfully built a high-quality brand image of "Better Air Conditioners".

### Leading in Science and Technology

"GREE, the Master of Core Technologies"

Based on independent technological innovation, Gree overcame core technologies of kinds of products continually, with product function, shape and performance improved comprehensively. Under the slogan of "Gree, Master of Core Technologies", its superior products took the leap in domestic home appliances industry, thus Gree started to go global.

### Undertake Responsibility

"For the Clearer Sky and Greener Earth"

Having established specific brand foundation, Gree focused on strengthening social responsibility, further expanded quality connotation and sublimated enterprise responsibility towards country, society and human. With a grand vision of "promoting national industrial image, protecting global environment and creating comfortable living space", Gree proposed a band slogan of "For the Clearer Sky and Greener Earth", which is quite impressive to global consumers.

### Serve the World

"Made in China, Loved by the World"

It has long been Gree's lofty ambition to represent "Made in China", rebuild the image of "Made in China" and promote Chinese self-developed brands go global genuinely. Gree's target is never limited to the expansion of overseas market, but more importantly lies in leading "Made in China" going out with superior product quality and high-end technology. Finally, it achieves the target of going out and enable Gree technology and product to serve the world.

# HONORS

**2009-2011**

"Top 50 Global Business Women with Most Powerful Influence" by Financial Times, UK.

**2013**

"Top 100 Best-Performing CEOs in the World" by Harvard Business Review, USA.

**2014**

Messenger of Sustainable Urban Development by UN.

**2004-2016**

"World's 50 Most Powerful Business Women" by Fortune, USA for 10 times.

**International Honors**

**2015**

"National Labor Model" awarded by the State Council.

**2014-2017**

Listed in "Chinese Top Business Women" in Forbes (Chinese Version) for 3 times.

**2008-2017**

Honored as "Business Leader with Most Powerful Influence in China" for 10 consecutive years, by Fortune (Chinese Version);

**2010-2016**

Listed in "Top 25 Female Business Leaders with Most Powerful Influence in China" for 7 consecutive years, by Fortune (Chinese Version);

**Domestic Honors**

# GREE



A handwritten signature in black ink, appearing to read "董明珠".

**Dong Mingzhu**

Chairperson of the Board and President

# FORTUNE

GLOBAL

# 500

FORTUNE

GREE HAS RANKED THE **414TH** ON THE LIST OF  
**FORTUNE GLOBAL 500.**

# Forbes

GLOBAL

# 2000

FORBES

GREE ENTERED INTO THE LIST OF  
**FORBES GLOBAL 2000**  
AGAIN AND RANKED **NO. 294**

## OVERALL PLAN OF GREE ELECTRIC APPLIANCES



RAC  
Annual Capacity

**60,000,000** sets



CAC  
Annual Capacity

**6,000,000** sets



Total  
Employees

**90,000+**



Engineers

**14,000+**



Labs

**929**



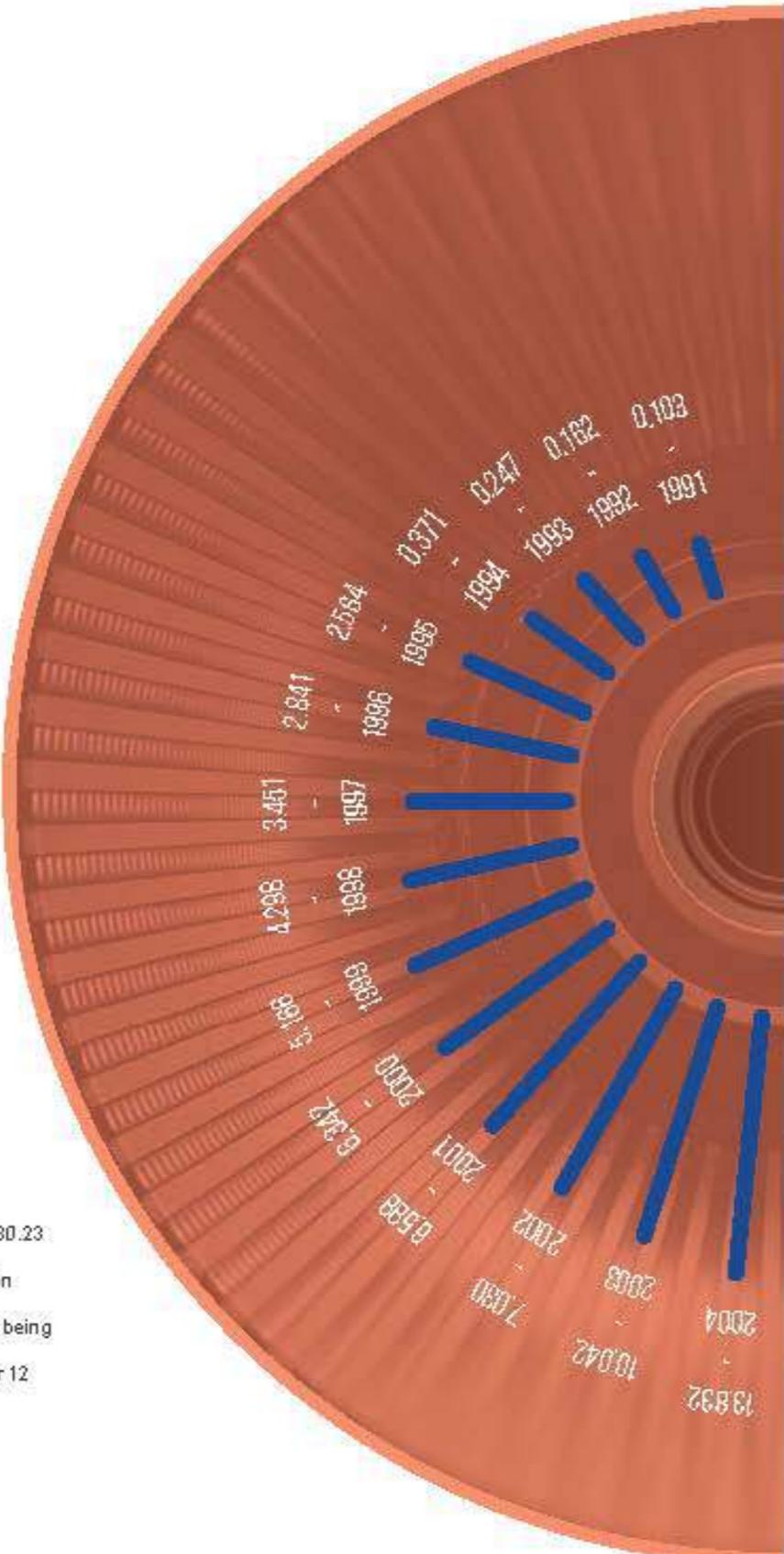
Countries/Regions

**200+**



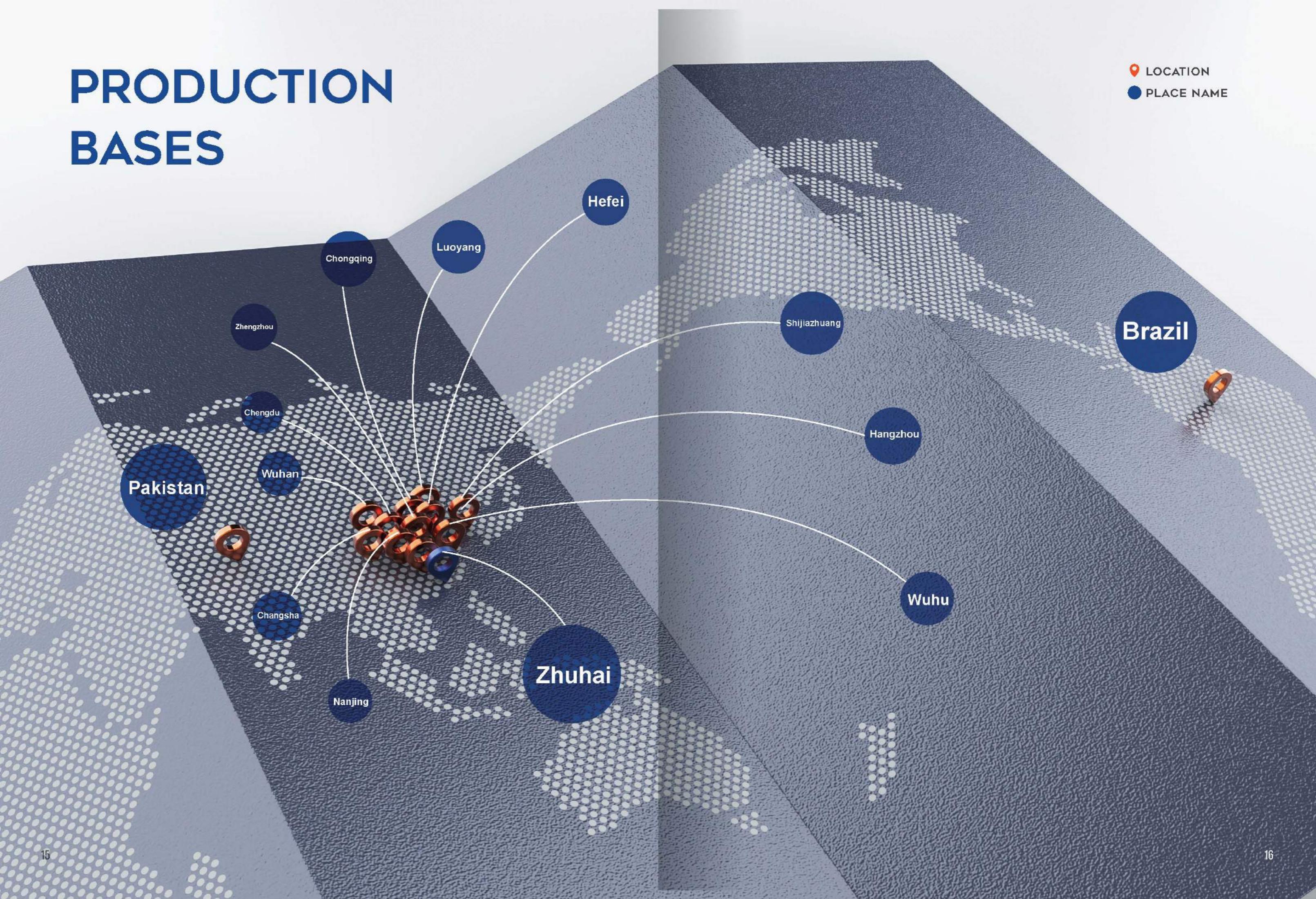
# GREE SALES REVENUE

Gree has achieved sales revenue of 200.024 billion yuan (approx. 30.23 billion USD) with net profit of 26.203 billion yuan (approx. 3.96 billion USD) in 2018. Gree has paid tax up to 112.376 billion yuan in total, being No.1 in terms of tax payment in China home appliances industry for 12 consecutive years.



# PRODUCTION BASES

LOCATION  
PLACE NAME



# CHINA MARKET

27

Regional Sales  
Companies

30,000

Showrooms



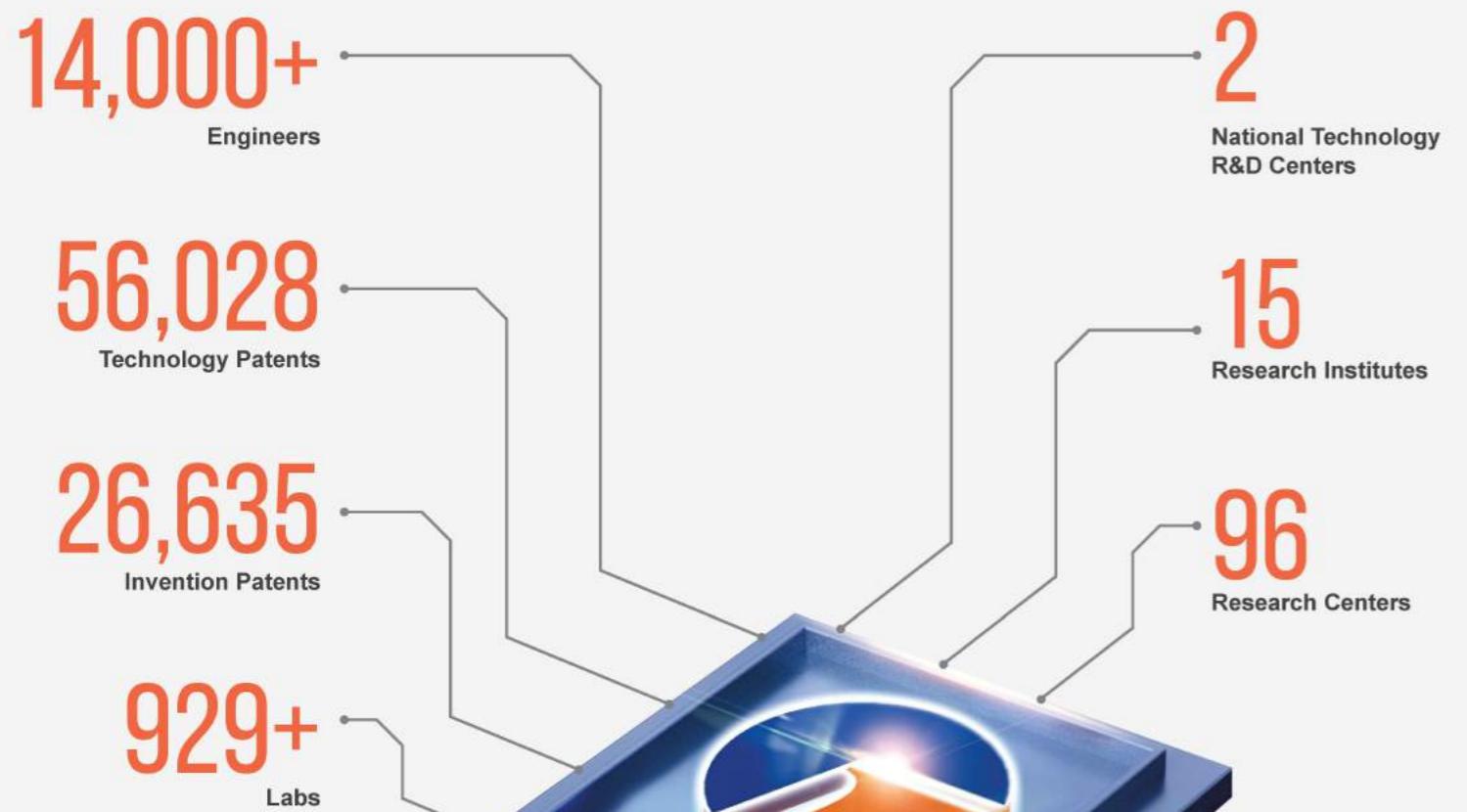
# GLOBAL GREE



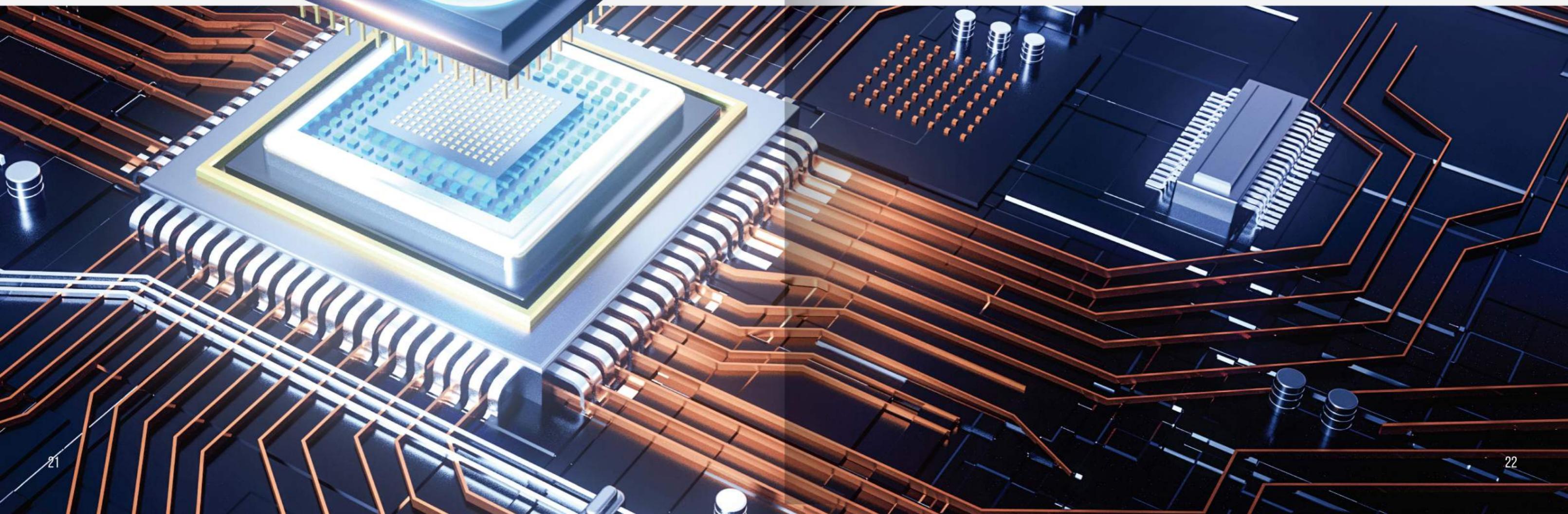
"Thanks to 300 million users, Gree products are sold widely in more than 200 countries and regions."  
Since 2005, Gree has topped No.1 in production and sales volume of residential air conditioners for 13 consecutive years.

Gree brands (GREE, KINGHOME, TOSOT) in 160+ overseas markets.





# GREE RESEARCH & DEVELOPMENT



# GREE RESEARCH & DEVELOPMENT



1,000,000 m<sup>2</sup>  
Zhuhai Headquarters



19+  
Factories in Headquarters



100,000 m<sup>2</sup>  
Zhuhai R&D Center

## GROWTH OF TECHNOLOGY PATENTS

Gree has accumulatively applied for over 56,028 technology patents, including about 26,635 invention patents.

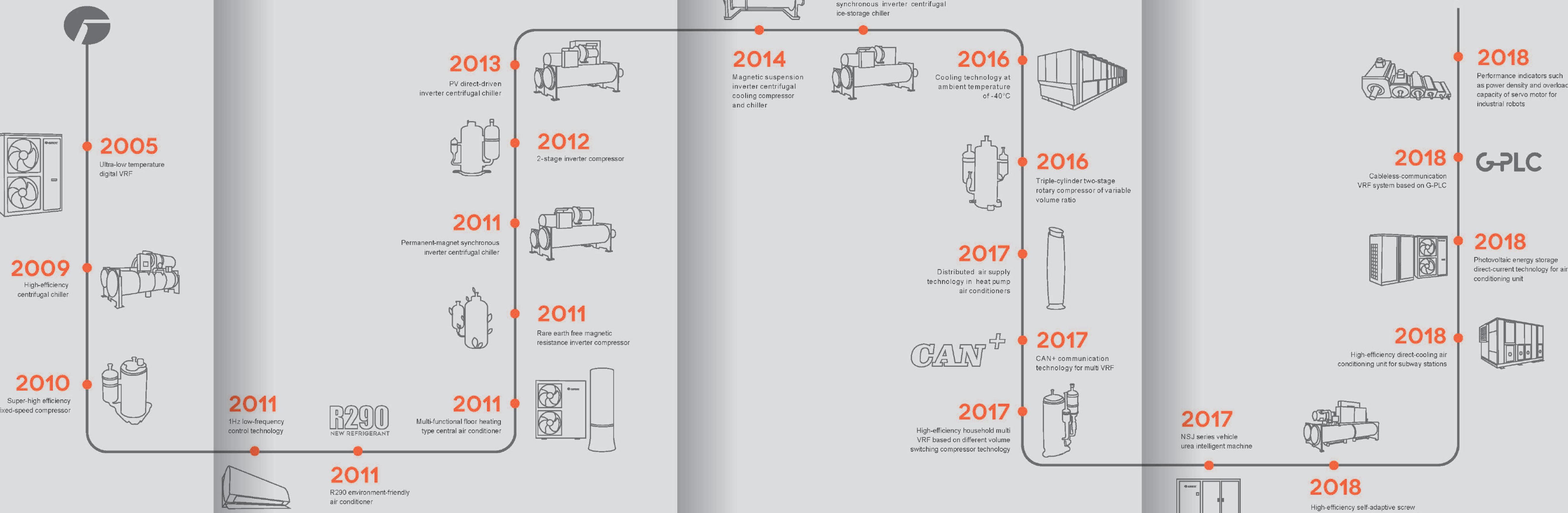
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LOVED BY THE WORLD  
MADE IN  
**CHINA**

**GROWTH  
FOR  
TECHNOLOGY**

# 24 LEADING TECHNOLOGIES



# STAR PRODUCTS

## RESIDENTIAL AIR CONDITIONER



# STAR PRODUCTS

## HOME APPLIANCES



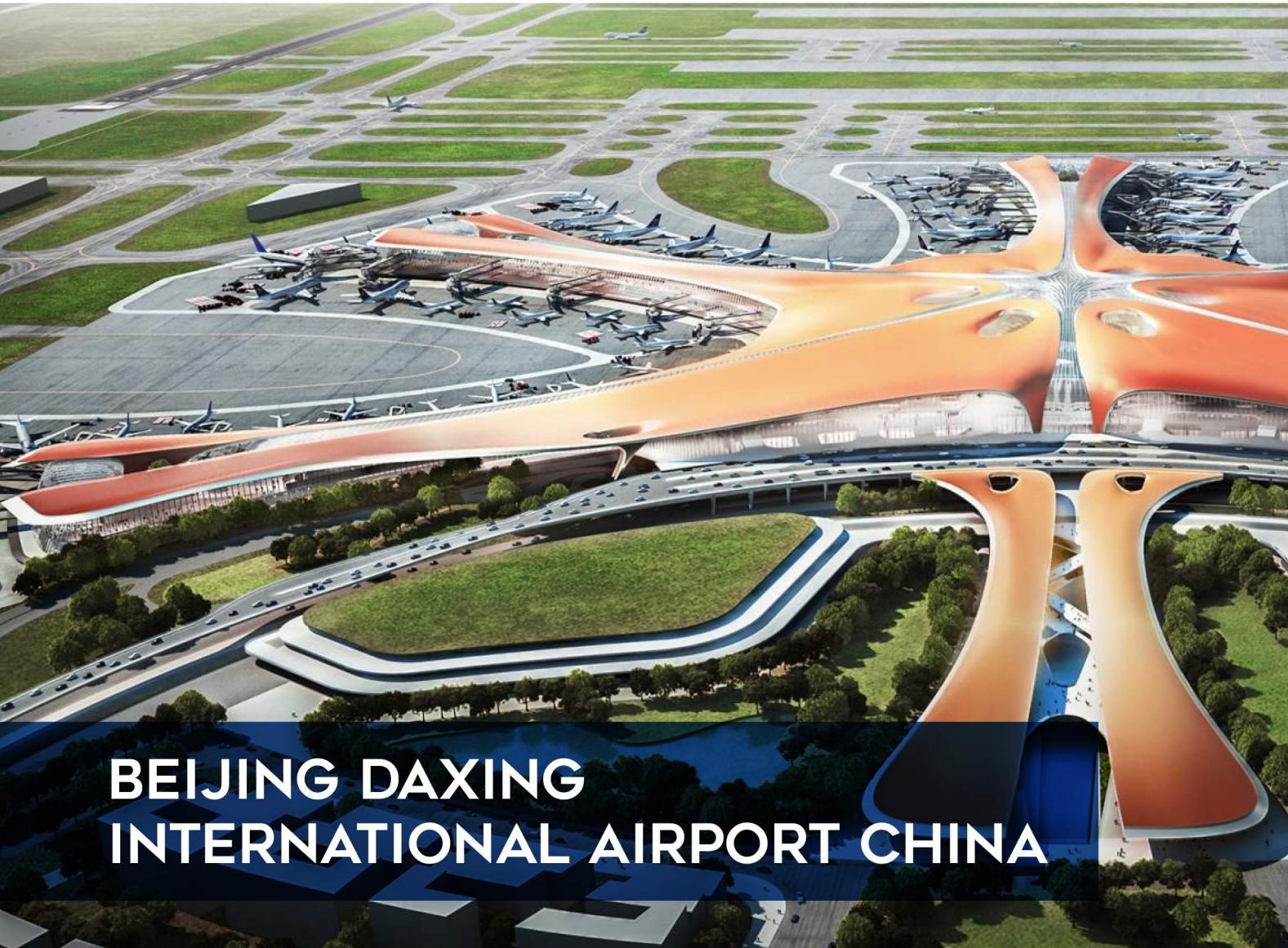
# STAR PRODUCTS

## COMMERCIAL AIR CONDITIONER



# REFERENCE PROJECTS

Thanks to the efforts of thousands of Gree's engineers and hundreds of Gree's distributors, Gree's commercial air conditioners have been installed in many countries.





## GREE MANAGEMENT POLICY

BE FAIR BE OPEN BE DEDICATED

## CODE OF CONDUCT

BE TRUTHFUL WORK FOR REAL  
BE PRINCIPLED WORK FOR GOOD  
BE DEVOTED WORK FOR SUCCESS

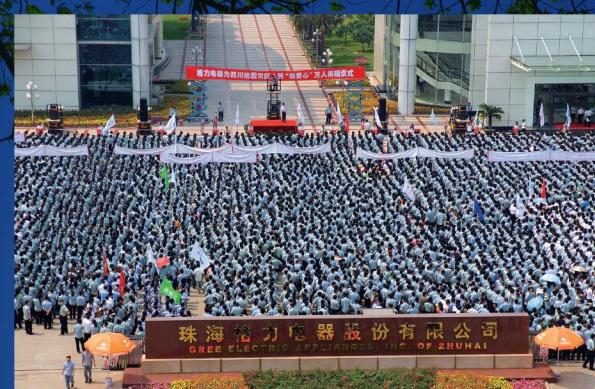
# GREE SOCIAL RESPONSIBILITY

The accumulated  
donation

100+  
million yuan

Donated

10+  
Hope Schools



Set scholarship and grants in many universities  
Donations for disaster relief  
Support national defense  
Assistance to the sick and weak people  
Social and ecological environmental protection

