



Haier

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LEGA CALCIO SERIE A AND HAIER ANNOUNCE A NEW PARTNERSHIP

A collaboration that puts people at the centre and technology at the service of sporting passion, with Refcam footage playing a starring role

Lega Calcio Serie A and **Haier**, the world's number one brand in the large household appliance sector, announce a new and innovative partnership, creating a strategic alliance that consolidates their commitment to millions of football fans and the values that this sport embodies: closeness, passion and innovation.

The brand, dedicated to those who aspire to premium experiences, will become an **Official Partner** of Serie A and will be closely linked to Refcam, which will now be known as **Haier-Cam**. On every Serie A matchday, several games will feature the innovative camera, and exclusive live images of the game, allowing fans to feel even more **involved in the match**, will be branded Haier.

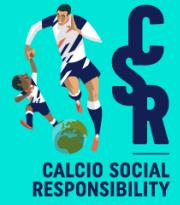
Lega Calcio Serie A was the first football league to adopt this innovation and broadcast these exciting shots during its matches. Thanks to this partnership, even more league matches will be enhanced with the impressive Haier-Cam.

However, the technological growth resulting from this collaboration does not stop at the shots on the pitch: all monitors within the iliad International Broadcast Centre in Lissone will be supplied by Haier, with the aim of further raising the quality standard for the activities carried out, thanks to monitors with the latest generation of MiniLED technology.

The agreement is in line with Haier's ambition to consolidate its position as a leading brand in the home appliance market, offering fans innovative solutions based on advanced technologies, connectivity and user experience. This strategy reflects the brand's history, which for over 20 years has invested in sport as a driver of innovation, inclusion and connection with people.



FRECCIA ROSSA





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During the partnership, dedicated initiatives will be developed to enrich the public's experience, enhancing the Haier display areas in its partners' retail stores and including activities that will bring the spirit of collaboration ever closer to fans.

*"Haier joining our partners allows us to realise the full potential of a major innovation such as the Refcam, which, we would like to point out, we were the first to adopt among the various football leagues - said **Luigi De Siervo**, CEO of Lega Calcio Serie A -. Thanks to this collaboration, we will be able to guarantee an increasing number of matches in which we can bring our fans "inside the game", giving all viewers the privilege of witnessing all the decisive moments of the matches first-hand. The "Haier-Cam" is our way of speaking the language of young people. We want the fans of the future, the young people of the Gen Alpha and Gen Z, to feel like an integral part of the game, no longer just spectators. With this camera, every decision becomes digital content, ready to be shared, commented on and discussed".*

*"We are proud to associate our name with Lega Calcio Serie A. As a leading brand in home appliances and the smart-home ecosystem, we are opening a new chapter that began with our exclusive collaboration with DAZN as technology partner for the development of Fuoriclasse powered by Haier, and which now takes shape directly on the pitch thanks to Serie A with the introduction of the innovative Haier-Cam. For Haier, this partnership is a natural step following the launch of our Smart TVs: we share the goal of enhancing the fan experience in increasingly meaningful ways. For us, innovation means listening – listening to understand needs before they become demands, and creating solutions that bring people closer to genuine emotion. Our Smart TVs, for example, designed to deliver outstanding smoothness and top-tier visual quality, allow viewers to fully enjoy the exclusive Haier-Cam footage, offering a unique perspective from the very heart of the game. We are not just talking about products, but about value: quality, personalisation and authenticity. This is what our presence in sport and Italian football represents – making every moment more engaging and closer to the passions of those who live the game," said **Emiliano Garofalo**, Country Manager Haier Group Italy.*



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Haier is the appliance brand dedicated to consumers who want premium experiences. Advanced technology, superior design, and tailor-made experiences are the three souls of Haier, which offers a wide range of connected products and solutions in the sectors of washing, cooling, cooking, and conditioning appliances. The Haier brand is part of the Haier Smart Home Group and ranks number one in the global home major appliances (*Source: Euromonitor International Limited; Consumer Appliances 2025, % unit share, 2024 volume sales data) www.haier-europe.com.



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