



NEWS RELEASE

14 March 2024

ATP TOUR SCORES EXTENSION OF GLOBAL PARTNERSHIP WITH HAIER

LONDON: ATP is proud to announce the extension of its global partnership with Haier, the world's leading brand in major home appliances. Haier will continue as the Official Home Appliances Partner and Gold Partner of the ATP Tour through 2025.

The renewal will see Haier continue to activate a global portfolio of partner tournaments via premium hospitality experiences, brand exposure and fan engagement. The brand's event portfolio includes the prestigious Nitto ATP Finals, Rolex Paris Masters, Mutua Madrid Open, Hamburg Open, Plava Laguna Croatia Open Umag and the European Open (Antwerp) in 2024 and 2025. Haier will also leverage the ATP Tour's fast-growing digital platforms to promote its innovative product suite to tennis fans, a community numbering more than one billion globally.



In parallel, Haier has extended its support of Roland-Garros through partnership with the French Tennis Federation (FFT).

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"We're proud to extend our global partnership with Haier until 2025," said Massimo Calvelli, ATP CEO. "Our partnership has brought the best out of our brands, with a shared commitment to excellence, innovation and storytelling across the ATP Tour. We're excited to continue this journey together."

In 2023, Haier launched a successful marketing campaign titled 'Play with the Number Ones', emphasizing the brand's connection with tennis. The campaign featured TV commercials aired on major broadcasters and digital platforms, as well as out-of-home displays globally.

"We are thrilled to join the most prominent institutions in the world of tennis," commented **Gianpiero Morbello, Head of Brand Strategy & IoT Haier Europe**. "The renewal and development of these agreements represent another step towards consolidating the brand, not only as a global leader but also as a constant pioneer in the realms of connectivity and innovation. Taking to the court and playing as true number ones means continuing to pursue excellence, setting ever more competitive standards to provide consumers with exceptional products and IoT solutions that help every family improve their lives."

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About The ATP

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Haier

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 2024, % share of units, 2023 volume sales data) www.haier-europe.com.

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