

# Hisense Signs As the 10th Global Partner for UEFA 2016

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BEIJING, Jan. 14, 2016 /PRNewswire/ -- UEFA and Hisense Group are proud to announce that Chinese electronic giant Hisense has filled the last position to become a Global Partner of the UEFA European Championship 2016, the first-ever sponsorship deal with a Chinese company in the championship's 56 year history.

Hisense will also sponsor other UEFA organised national team football competitions until the end of 2017, including the European Qualifiers for the 2018 FIFA World Cup, the UEFA Futsal EURO 2016, the UEFA European Under-21 Championship 2017, and the UEFA Women's EURO 2017.

Commenting on the deal, Guy-Laurent Epstein, Marketing Director of UEFA Events SA, said: "We are excited to welcome Hisense, one of the fastest growing Chinese brands in Europe and America, as part of our UEFA EURO 2016 partners' family. The tournament will offer Hisense a platform second to none to continue their international growth thanks to its established global appeal and brand values. We look forward to working closely together with them in a mutually beneficial partnership that will also further promote the best of European football to millions of fans in China."

With the sponsorship rights, Hisense will organise a series of public viewing events alongside UEFA EURO 2016 from June to July across Europe, and plans to invite 100 Chinese football fans to celebrate the Championship in France as part of the campaign.

## About Hisense

Founded in 1969 as a small radio factory in China, Hisense has grown into a multibillion-dollar global conglomerate with a workforce of over 69,000 worldwide. The company is a world leader of flat-panel TVs, household appliances, and mobile communication devices. In 2015, Hisense ranked No.3 in global TV market; Hisense is a household name in China and has been the country's market leader in flat-panel TVs for twelve consecutive years since 2004.

Hisense's many subsidiaries are in the consumer electronics, home appliance, mobile communications, information technology and real estate industries. With 13 production facilities and 13 R&D centers around the globe, its overseas companies are

located in North America, Europe, Australia, Africa, Middle East and Asia. Hisense's products are sold in more than 130 countries with sales revenue reaching USD 16 billion in 2014. In addition, Hisense has strategic partners with trusted global corporations, such as IBM, Hitachi, and Whirlpool for the development and marketing of various products and services.