

Weingarten, October 27<sup>th</sup> 2020

## Press release

### **Venta Air Technologies celebrates successful market entry in China**

**As German market leader for humidifiers and air cleaners, Venta continues its international expansion and is now also active on the Chinese market. Two flagship brand stores went online in September. The smog-ridden country with its 1.4 billion inhabitants offers great potential for high-quality products Made in Germany.**

Anyone who has ever been to Beijing knows the milky veil over the city. In almost all of China, the air is so bad that in many places a mist of exhaust fumes and other pollutants forms. This not only affects visibility: Every year, an estimated 1 million Chinese die from the consequences of air pollution. Many people therefore want to ensure good indoor air at least in their homes.

With its market entry, Venta is bringing its hygienic method of air humidification to China. "We see enormous potential for our product range on the Chinese market," says CEO Andreas Wahlich. For many of the 1.4 billion inhabitants, their own home is particularly important. "With our products, they now have the opportunity to increase their sense of well-being within their own four walls and simply get good indoor air into their homes.

In September, the German market leader for humidifiers and air cleaners opened its own flagship brand stores on the two largest Chinese online platforms TMall Global and JD Worldwide. Venta CEO Wahlich: "We are proud to have two attractive e-commerce partners on our side and look forward to a successful cooperation".

Initially, Venta will offer the Comfort Plus air washer models. The first 100 units have already been sold. Next year, the new AeroStyle series will follow, as well as a further model series. In addition, Venta plans to establish its own subsidiary in China in the near future.

#### **Single's Day brings online trade a huge turnover**

The launch takes place at the ideal time: On November 11<sup>th</sup> – a date with four Ones in a row - the Single's Day takes place in Asia every year. Singles give presents to each other on this day and caused on-line dealer Alibaba alone sales of 32.1 billion euro within 24 hours in the past year. For comparison: On US Cyber Monday 2019, all online retailers combined generated a turnover of around 7.8 billion euros. Venta expects a strong start of its China business and will go online on Single's Day with its own Chinese website and store in addition to the stores on TMall Global and JD Worldwide.

As a further push to enter the market, Venta has started a cooperation with the influencer Xiaohu. Xiaohu is actually called Stefan Humml and comes from Austria. With more than 3.5 million followers, the German native speaker and pollen allergy sufferer is an authentic brand ambassador to make the air washers and air cleaners "Made in Germany" known in China.

**Venta Air Technologies**, based in Weingarten, Baden-Württemberg, Germany, has been developing and selling humidification and air cleaning equipment for indoor use in Germany for almost 40 years. The group employs 120 people including subsidiaries in the USA, Switzerland, Austria and the Netherlands.

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