

Haitian International continues its success

Turnover, exports, profit: Haitian sets new records in all areas for fiscal year 2013 + + + Sale of 100,000th Mars machine + + + Success guaranteed through innovation, high cost efficiency, and product development with a consistent focus on the customer

Haitian International, one of the world's largest manufacturers of plastic injection molding machines, has announced its financial results for fiscal year 2013. As expected, 2013 presented a major challenge for the engineering industry, but for Haitian it was a year of successes. In 2013, the Haitian Group was able to increase its turnover and profit significantly again, setting more new records as was the case in 2012.

Turnover for 2013 was 7.2 billion RMB (approx. EUR 858 million), a 13.7% increase compared to the previous year. Net profit after taxes increased by 22.3% to 1.206 billion RMB. The export business grew by 3.6% and also set a new peak of 2.061 million RMB. The decisive factor here were higher sales in Southeast Asian, Middle Eastern, African, and North American.

Overall the Haitian Group delivered around 27,000 machines in 2013, far exceeding the previous year's figure of 22,000 units. With this quota, the magic mark of 100,000 Mars machines was surpassed.

These results are all the more impressive, given the stagnant sales or even the trend of declines suffered by many competitors in the Chinese engineering industry. "On the one hand, we see the main reasons for this success in our product and market strategy, which we actively communicate and clearly align with the needs of our customers. On the other hand, we are working very hard to optimize costs," commented Mr. Zhang Jianming, Chairman of Haitian International, regarding the

completed financial year. He also mentioned increased resources in the areas of research & development, production, and sales.

The Haitian brand's best seller continues to be the Mars Series, whose energy-efficient drive technology has made it a great success and is now a standard feature on other series. "And without extra charge" emphasized Zhang Jianming. With last year's increase of 18%, more than 22,000 machines have been delivered with "Mars technology," thus generating more than 80% of the total volume.

The Jupiter Series with two-platen technology also posted enormous growth rates — nearly 40% compared to 2012. Its Generation 2 has undergone a major revamp that met with great success during its presentation at Chinaplas in May 2013. Just how much Haitian considers the needs of the plastics industry is also evident in its offer to its customers to customize the Jupiter Series on request with up to 88,000 kN clamping force. A Jupiter with 66,000 kN clamping force is the world's largest injection molding machine to date.

In the all-electric machines sector, the Haitian subsidiary Zhafir continues its forward strategy with their top-selling Venus Series. The Venus is also setting records year after year: In 2013, more than 1,000 Venus machines were sold, which resulted in a 22% increase in turnover. Following the introduction of Venus Generation 2 at Chinaplas, demand even increased by 40% for the second half of 2013.

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