

Press Release

For Immediate Release

2 June 2025, Hong Kong



KEF, Gold Peak's premium acoustic brand, announced global partnership to co-engineer Immersive Audio Systems for Haier TVs

Gold Peak Technology Group Limited (stock code: 40) ("Gold Peak") is pleased to announce a strategic global partnership between its premium acoustic brand, KEF, and Haier Smart Home Co., Ltd (stock code: 6690). This collaboration integrates KEF's industry-leading audio engineering into all future high-end Haier television models, targeting the fast-growing premium home entertainment segment and delivering unparalleled audio experiences to consumers worldwide.

The global smart television market is projected to reach USD451,26 billion by 2030, registering a CAGR of 12.8% from 2025 to 2030, with premium audio-integrated televisions gaining marketing share as consumers increasingly demand immersive experiences. Moreover, China accounted for a significant market share in 2024 as a result of increasing disposable income and rising standard of living.

As part of this partnership, KEF and Haier this year are co-designing the audio systems for several flagship Mini LED TV models including the M96 and M80 series, with meticulous tuning by KEF's engineering team which is renowned for their work on flagship products such as Blade and The Reference. Both KEF, which has over 60 years of acoustic engineering expertise, and Haier are committed to providing immersive audio experience that enhances visual enjoyment at home.

With KEF's expert tuning, the Haier M96 series of 4K QD-Mini LED TVs deliver a true high-fidelity audio-visual experience for users around the globe, boasting a 6.2.2-channel system for the 100-inch model. Additionally, KEF enhances the audio performance of the Haier M80 series of 4K Mini LED TVs, featuring a 2.1-channel speaker system that presents clear highs, rich mids, and deep, elastic bass, catering to diverse home entertainment needs.

Gold Peak Technology Group Limited

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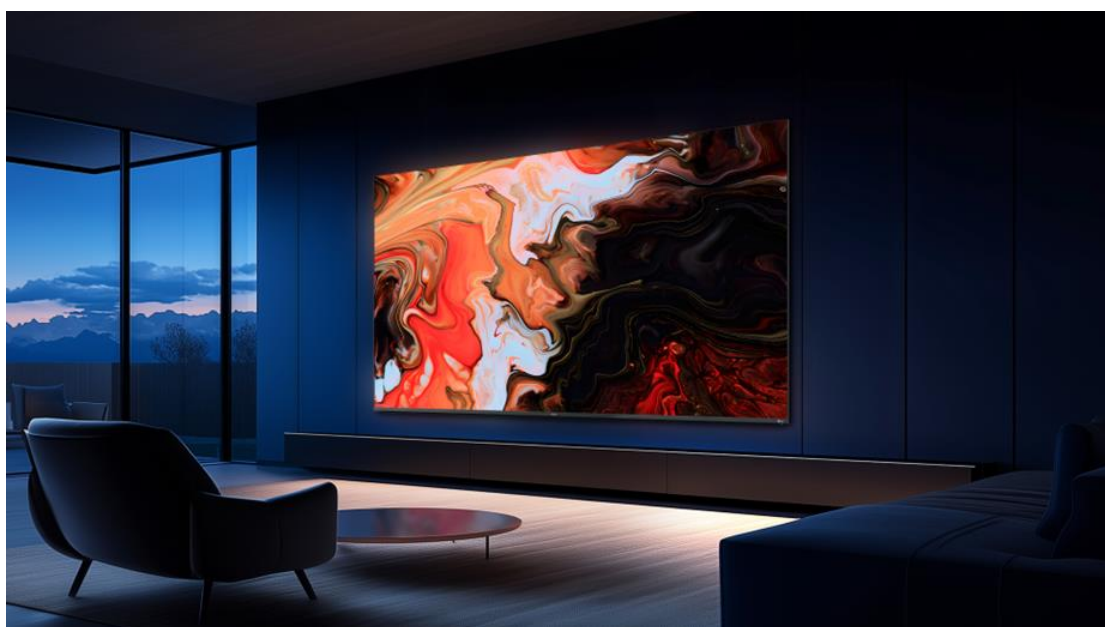
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"We are honored to partner with KEF on a global scale," said Junguang Liu, Vice President of Haier Smart Home, General Manager of Audio-Visual BU. "This collaboration seamlessly merges our TV expertise with KEF's renowned audio technology, delivering an immersive and high-quality sound experience. Together, we are bringing next-level home entertainment to our consumers worldwide."

Grace Lo, President of KEF Audio Group, stated, "We are delighted with our partnership with Haier TV. By combining KEF's acoustic technology with Haier TV's innovative capabilities in the field of home appliances, we are poised to provide users with a new immersive audio-visual experience with their latest TVs. We look forward to collaborating on more breakthrough audio-visual products together in the near future."

KEF is dedicated to audio excellence, delivering immersive listening experiences for its customers. With this mission, it provides superior quality audio speakers and, driven by the same passion, elevates the audio experience for its strategic partners.

KEF's collaboration with Haier first started in September 2024. Under the label "*SOUND BY KEF*", KEF introduces its exceptional audio technology to Haier's Casarte high-end TV series, including the M30, M60 and M70. The balanced output across high, mid and low frequencies offers users an immersive top-notch audio experience.



KEF's acoustic engineering creates next level immersive audio experience for Haier TV.

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