



BRAND POSITIONING STATEMENT

From: GD Midea Heating &
Ventilating Equipment Co., Ltd.

To: MDV Global Partners

MDV is the brand created by Midea Building Technologies Division and specialized in climate control equipment only. MDV brand is owned to Midea Group corporation.

MDV was created in 1999 as a brand of professional climate control equipment, based on:

- advanced developments in the field of industrial air conditioning systems, primarily in the high-tech segment of VRF-systems,
- expert approach to the use of this equipment in residential and commercial real estate, industrial enterprises, etc.

The Midea Group develops various business areas and their corresponding product categories, including various household appliances, HVAC systems, elevator equipment, production of industrial robots, automated systems, etc.

Midea Building Technologies (MBT) represented by GD Midea Heating & Ventilating Equipment Co., Ltd is one of the largest divisions of the group, specializing in the development, production and sale of commercial segment of climate control equipment, modern elevator equipment, creation of building management systems, etc. It was MBT division that initiated the creation of MDV brand as a professional brand of climate control equipment, for special promotion both in the domestic market of China and in international markets.

Nowadays MDV products include a full range of modern climate equipment: chillers, fan coil units, compressor-condensing units (CCU), high-tech Variable Refrigerant Flow (VRF) systems, split systems, commercial air conditioning and multi split systems. These products are designed to create a microclimate in various types of buildings and to use for different applications, and are the epitome of the most advanced technologies available in the industry today.

MDV is a professional approach to air conditioning solutions, expressed in the use of high-quality, reliable and energy-efficient equipment, which is adapted to the specific requirements of each project. MDV pays great attention to research and development, constantly introducing new technologies and innovations to improve the efficiency and functionality of the equipment

In addition to high requirements for the product supplied under the MDV trademark, the manufacturer traditionally places high demands on the level of professional competence of partner companies represented in various sales channels and engaged in the promotion, supply and maintenance of equipment. Strictly controls compliance with these requirements at each stage: selection, design, pre-sales technical consultations, installation, maintenance and after-sales support.

The brand value is expressed in the impeccable combination of advanced technologies and a high level of support and service. Consumers of the MDV professional climate control equipment brand are confident that the brand is supplied to the markets of the countries of presence through the most professional sales channel, which participants have the necessary expertise and capabilities for high-quality product support.





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The commitment of MDV to excellence and customer satisfaction has made the brand a trusted name in the HVAC industry. The brand dedication to providing professional solutions has helped it gain a strong position in the global HVAC market and earn recognition from customers and partners.

MDV is actively developing and annually increasing its market share both in China - the world's largest air conditioning systems market, where by the end of 2024 MDV holds a top-tier ranking within the industry in terms of sales volume, and in other regions of Europe, the Middle East, Asia, Africa and Latin America.

MDV is a professional HVAC solution provider that combines advanced technology, innovative design and superior customer service to deliver premium climate control solutions.

Sincerely yours,
Kidd Yang,

YANG DE-MING

General Manager EMEA Midea Building Technologies
GD Midea Heating & Ventilating Equipment Co., Ltd.

20 January 2025

