



Xiaomi Corporation

Q3 2022 Results Announcement



Disclaimer

By attending the meeting where this presentation is made, or by reading the presentation materials, you agree to be bound by the following limitations:

The information in this presentation has been prepared by representatives of Xiaomi Corporation (the “Company”, and together with its subsidiaries, the “Group”) for use in presentations by the Group and does not constitute a recommendation regarding the securities of the Group. No part of this presentation should form the basis of, or be relied on in connection with, any contract or commitment or investment decision whatsoever.

No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information, or opinions contained herein. Neither the Company nor any of the Company’s subsidiaries, affiliates, advisors or representatives shall have any responsibility or liability whatsoever (for negligence or otherwise) for any loss howsoever arising from any use of this presentation or its contents or otherwise arising in connection with this presentation. The information set out herein may be subject to updating, completion, revision, verification and amendment and such information may change materially.

This presentation is based on the economic, regulatory, market and other conditions in effect on the date hereof. It should be understood that subsequent developments may affect the information contained in this presentation, which neither the Company nor its subsidiaries, affiliates, advisors or representatives are under an obligation to update, revise or affirm.

The information communicated in this presentation may contain certain statements that are or may be forward looking. These statements typically contain words such as “will”, “may”, “expects”, “forecasts”, “plans” and “anticipates” and words of similar import. By their nature forward looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There may be additional material risks that are currently not considered to be material or of which the Company and its advisors or representatives are unaware. Against the background of these uncertainties, readers should not rely on these forward-looking statements. Neither the Company nor its subsidiaries, affiliates, advisors or representatives assume any responsibility to update forward-looking statements or to adapt them to future events or developments.

This presentation and the information contained herein does not constitute or form part of any offer for sale or subscription of or solicitation or invitation of any offer to buy or subscribe for any securities of the Company or any of its subsidiaries or affiliates in any jurisdiction. The securities of the Company have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”), and may not be offered, sold or delivered within the United States or to U.S. persons absent from registration under or an applicable exemption from the registration requirements of the United States securities laws.

In addition, certain information related to other companies and market in general presented in this presentation has been obtained from publicly available information. The accuracy and appropriateness of that information has not been verified by the Company and cannot be guaranteed.

No invitation is made by this presentation or the information contained herein to enter into, or offer to enter into, any agreement to purchase, acquire, dispose of, subscribe for or underwrite any securities or structured products, and no offer is made of any shares in or debentures of a company for purchase or subscription except as permitted under relevant laws.



Q3 2022 Overall Performance

Solid Financial Performance

Revenue
RMB

70.5 billion

Adjusted Net Profit¹
RMB

2.1 billion

Including expenses related to
smart EV and other new initiatives
RMB829 million

Leading Smartphone Market Position

#3

Global
Market Share Ranking²

13.6%

Global
Market Share²

Record High User Base

563.9 million

Global MIUI MAU³
16.1% YoY

141.4 million

Mainland China MIUI MAU³
11.1% YoY

Leading AIoT Platform

558.3 million

AIoT Connected Devices⁴
39.5% YoY

10.9 million

Users with 5 or More
Connected Devices⁴
35.4% YoY

¹ Defined as profit for the period, as adjusted by adding back (i) share-based compensation, (ii) net fair value changes on investments, (iii) amortization of intangible assets resulting from acquisitions, (iv) changes of value of financial liabilities to fund investors, and (v) income tax effects of non-IFRS adjustments

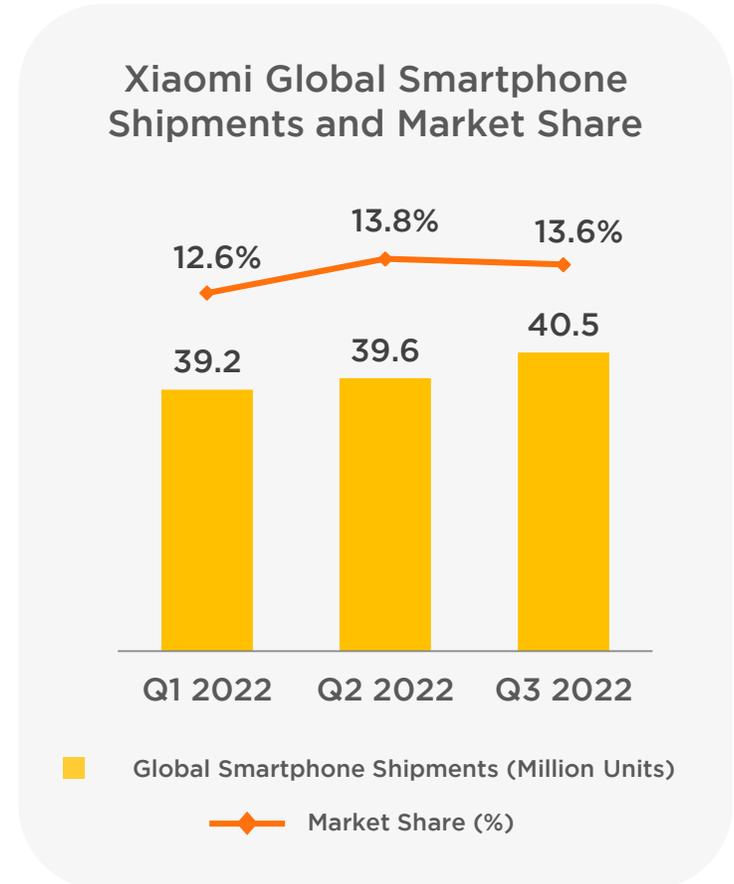
² According to Canalys, by shipments in Q3 2022

³ In September 2022

⁴ As of September 30, 2022, excluding smartphones, tablets and laptops

Global Smartphone Shipments Enjoyed QoQ Growth for 2 Consecutive Quarters

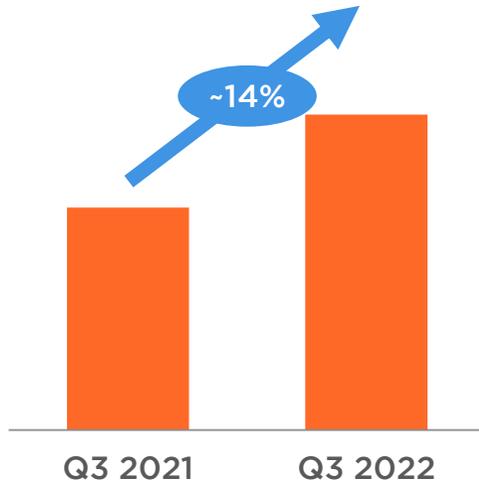
Vendor	Q3 2022 Shipments (Million Units)	Q3 2022 Market Share	Shipments YoY Growth
Samsung	64.1	21.5%	-7.6%
Apple	53.0	17.8%	7.6%
Xiaomi	40.5	13.6%	-7.8%
OPPO	28.5	9.6%	-22.2%
vivo	27.4	9.2%	-19.9%
Others	84.3	28.3%	-8.5%
Total	297.8	100.0%	-8.5%



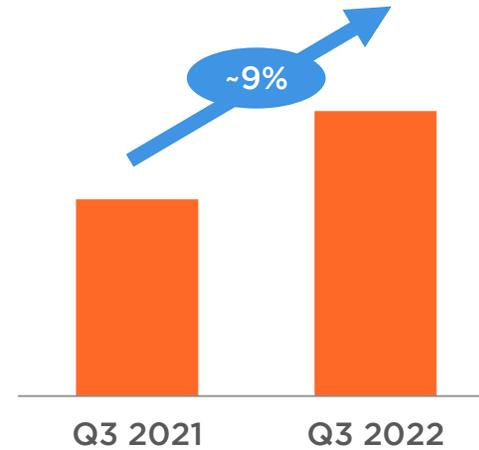
Continued to Execute Our Smartphone Premiumization Strategy



Mainland China Premium Smartphone Shipments¹ (Million Units)



Mainland China Smartphone ASP (RMB)



Positive Review Rate on JD.com²



Xiaomi MIX Fold 2

99.58%



Xiaomi 12S Ultra

98.51%



Xiaomi 12S Pro

98.19%



Xiaomi 12S

98.20%

¹ Premium smartphones are smartphones with retail prices at or above RMB3,000 in mainland China

² As of October 19, 2022, based on ratings from Xiaomi JD self-operated flagship store

Outstanding Results During Double 11 Shopping Festival



小米双11 全渠道累计支付金额突破

1701亿

Cumulative Paid GMV
RMB17.0 billion¹

手机品类

包揽天猫/京东/拼多多/抖音 四大平台
安卓手机品牌 销量/销额

全第一

No.1 Android Smartphone Brand
by Sales Volume and Sales Value²

小米AIoT包揽天猫/京东

147项第一

147 No.1 Rankings
by Sales Volume or Sales Value
across AIoT Categories³

小米新零售体系

小米之家 新零售GMV整体提升

12%

智能生活产品销量 同比提升31%
数据对比于2021.10.31 20:00:00-2021.11.11 23:59:59

线上线下融合* 业务累计GMV

1.9亿

*线上线下融合包括：京东到家，美团，饿了么，企微云店

Offline Retail Store GMV
up 12% YoY

Integrated Online-to-offline
GMV reached RMB190 million⁴

Note: From 20:00:00 October 31, 2022 to 23:59:59 November 11, 2022

¹ Across all channels and platforms

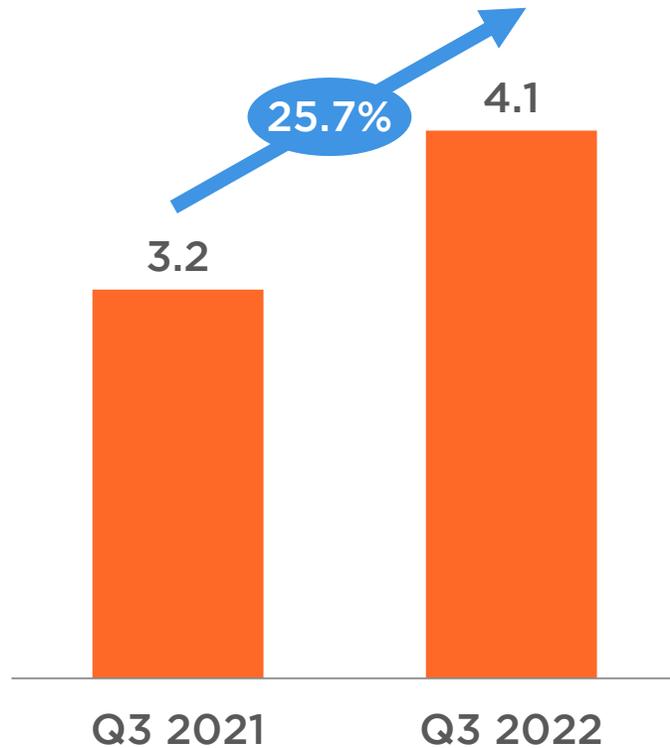
² Across Tmall.com, JD.com, Pinduoduo and Douyin

³ Across Tmall.com and JD.com

⁴ Including on-demand delivery partnership with JD Daojia, Meituan and Ele.me, and on-demand delivery and in-store pickup service through Xiaomi's WeChat Mini Program stores

R&D Expenses Reached RMB4.1 billion in Q3 2022

R&D Expenses
RMB Billions



Number of Granted Patents
Globally¹

29,000+

Number of Patent Applications Globally¹
59,000+

Number of R&D Employees¹

~48%

of Total Employees¹

Boston Consulting Group

**The 50 Most Innovative
Companies of 2022**



¹ As of September 30, 2022



Smartphones

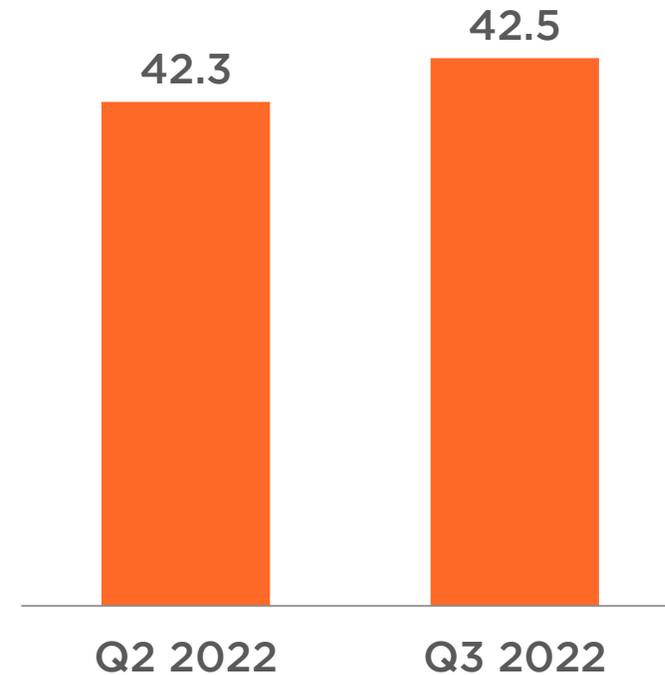
Resilient Performance Despite Macroeconomic Headwinds



In Q3 2022, smartphones revenue increased to RMB42.5 billion

Smartphone shipments reached 40.2 million units, up **2.8%** QoQ, and achieved QoQ growth for **2 consecutive quarters**

Smartphones Revenue
RMB Billions



Redmi Note 12 Series: Fully Upgraded Imaging Experience



Sales Volume Exceeded 350,000 Units
in the First Hour of Sales Launch

Flagship Imaging Experience

Hardware:

200MP Camera
with Sony's IMX766
Flagship Sensor

Software:

Xiaomi AI Image
Solution

Unprecedented HyperCharge

210W

Self-developed
Wired Fast Charging
+ 4,300mAh Battery

Fully Charged in

9 Minutes

Xiaomi Civi 2: Attracting Fashion-conscious Users



xiaomi CIVI 2

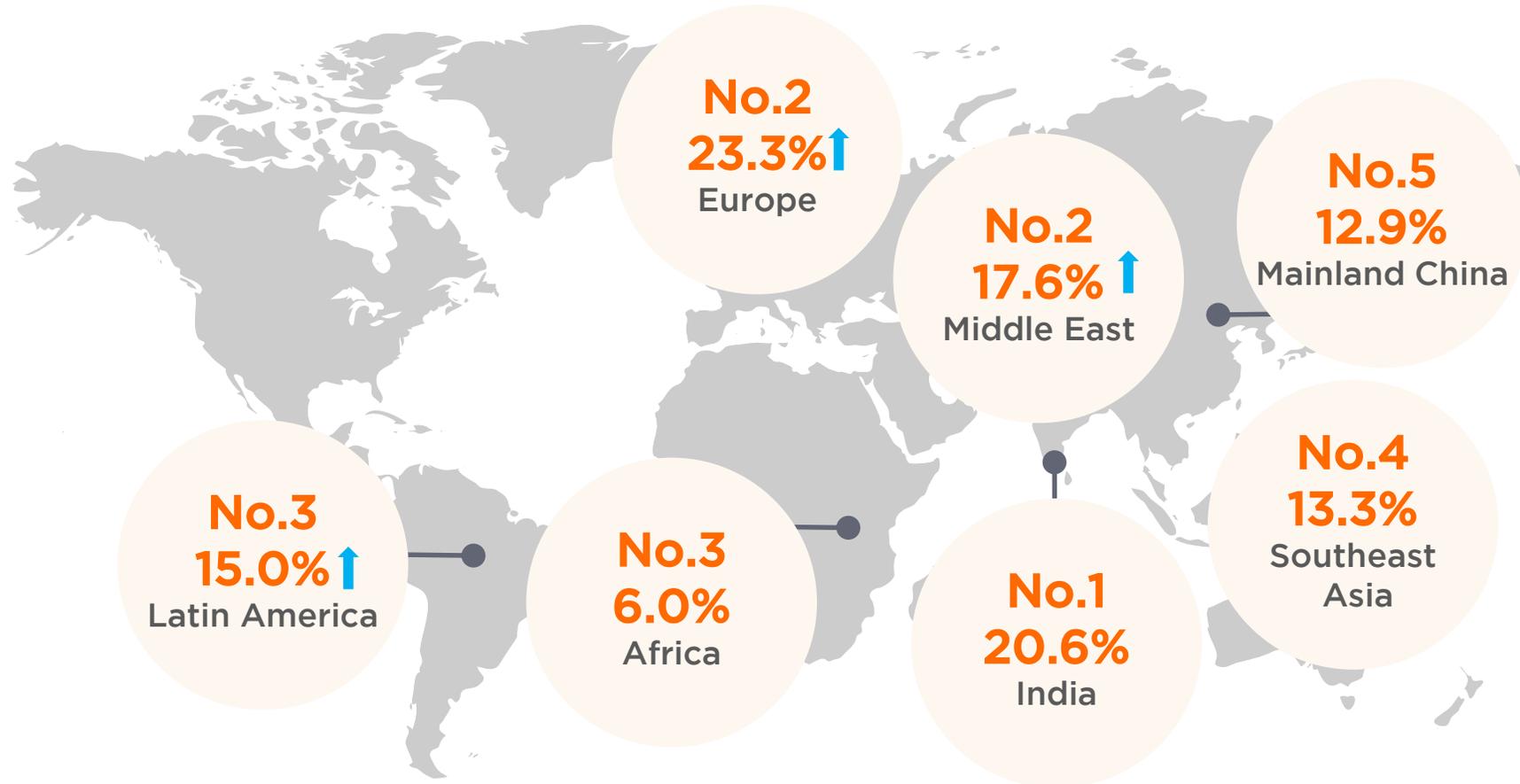
仿生双眸 氛围人像



Leadership Across All Major Markets

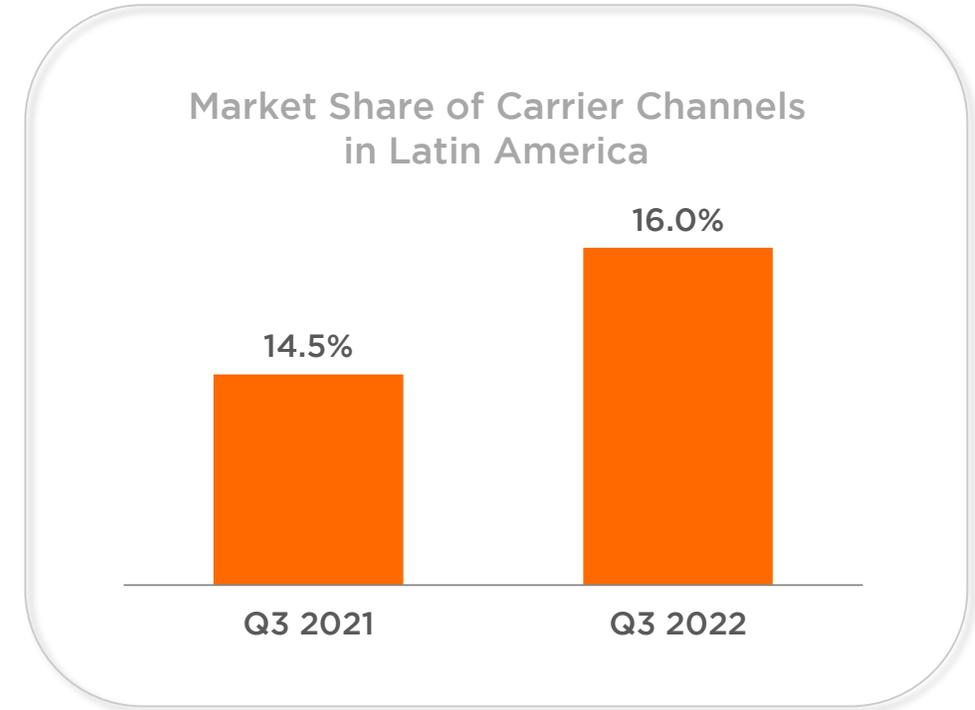
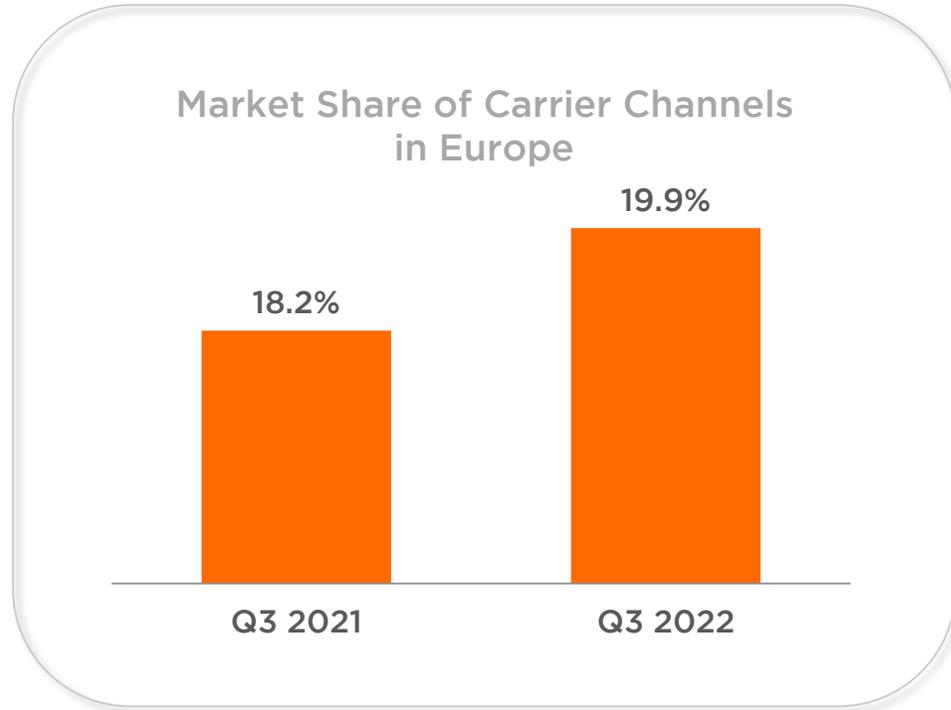
Q3 2022 Xiaomi Smartphone Shipments Ranking and Market Share

↑ Market Share Improved Compared with Q3 2021



Smartphone Market Share Ranked Top 3 in **52 Markets** and Top 5 in **64 Markets**

Continued to Penetrate Overseas Carrier Markets



Smartphone Shipments Through Carrier Channels in Q3 2022

Ranked Top 3 in 38 Overseas Markets



AIoT

Global Leading Consumer AIoT Platform, with Significant User Base



558.3 million

Connected Devices¹
Up **39.5%** YoY

10.9 million

Users with 5 or More Devices
Connected to Xiaomi's AIoT Platform¹
Up **35.4%** YoY

114.6 million

AI Assistant MAU²
Up **9.0%** YoY

72.4 million

Mi Home App MAU²
Up **20.9%** YoY

¹ As of September 30, 2022, excluding smartphones, tablets and laptops

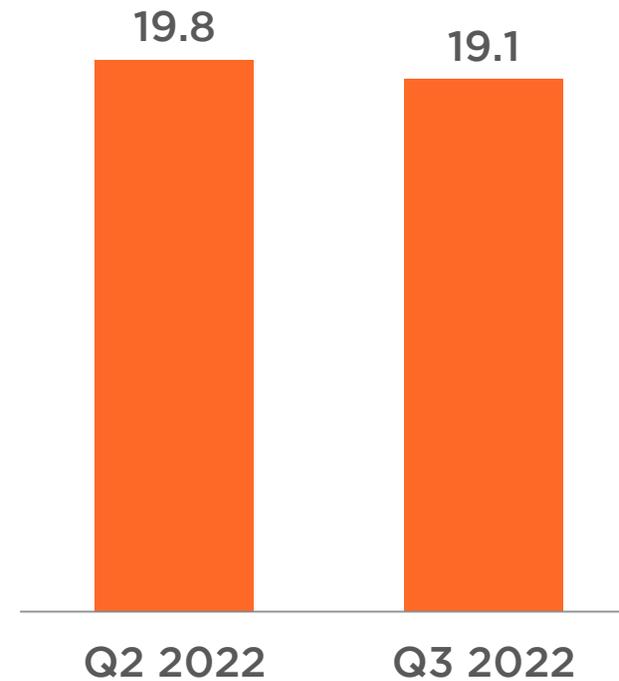
² In September 2022

Steady IoT and Lifestyle Products Revenue



In Q3 2022, IoT and lifestyle products revenue reached RMB19.1 billion

IoT and Lifestyle Products Revenue
RMB Billions



Smart TV: Maintained Strong Position Globally



Global Smart TV Shipments in Q3 2022
3.3 million, up **9%+** YoY

Ranked **Top 5** Globally¹

Record High
Overseas TV Shipments



¹ According to AVC, by shipments in Q3 2022

Smart Large Home Appliances: Continued to Penetrate High-end Market

Revenue of Smart Large Home Appliances¹ Grew by **70%+** YoY in Q3 2022

Air Conditioners

Air conditioner shipments **exceeded 1.0 million** units in Q3 2022, up **70%+** YoY



Refrigerators

Refrigerator shipments **exceeded 340k** units and reached a **record high** in Q3 2022, up **150%+** YoY



Washing Machines

Washing machine shipments **exceeded 240k** units in Q3 2022



¹Including air conditioners, refrigerators and washing machines

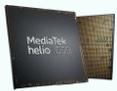


Newly-launched Pad and Laptop: Designed for Multi-tasking and Entertainment



Our First Redmi Pad

10.6" High-quality display with hardware-level blue light reduction and 90Hz refresh rate to offer a **comfortable viewing experience**



High-performing
MediaTek Helio G99



MIUI Pad enhanced
inter-connectivity



Intel Evo certified for
ultimate premium experience



Xiaomi Share
to facilitate
multi-tasking

Ultra-slim (12mm)
and **light** (1.2kg) with
360-degree flip
design



Our First Flip Laptop - Xiaomi Book Air 13

Wearables: Leading Brand in Mainland China



Leading Brand

TWS

Mainland China Shipments¹

No.3



Wearable Bands

Mainland China Shipments¹

No.2



Inter-connectivity



Xiaomi Buds 4 Pro



Xiaomi Watch S1 Pro

Since launch in August 2022

50%+

of connected users are using our premium smartphones²

¹ According to Canalis, by shipments in Q3 2022. Wearable bands include basic bands, basic watches, and smart watches

² Based on internal data, without duplication removal, from August 11, 2022 to October 31, 2022. Premium smartphones are smartphones with retail prices at or above RMB3,000 in mainland China

Exploring New Energy-related IoT Products



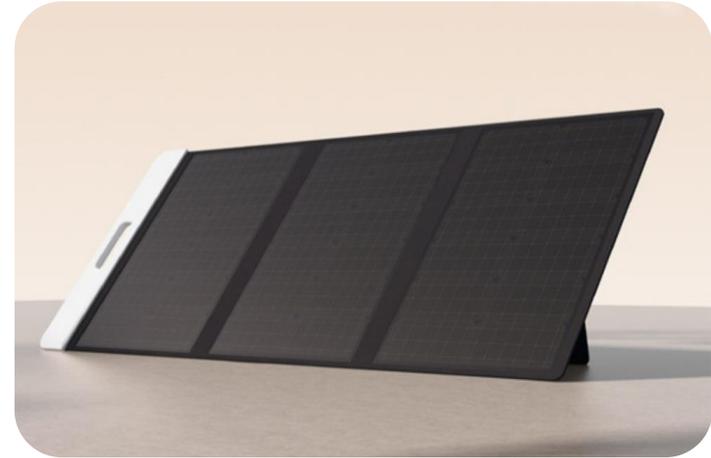
Mijia Outdoor Power Supply 1000Pro



1,022Wh large-capacity battery cells
and 1,800W high power output

Satisfy various power demands such as
outdoor activities and emergencies

Mijia Solar Panel 100W



“Metal Wrap Through” technology to
enhance power conversion efficiency

Foldable and portable,
water and dust proof



Internet Services



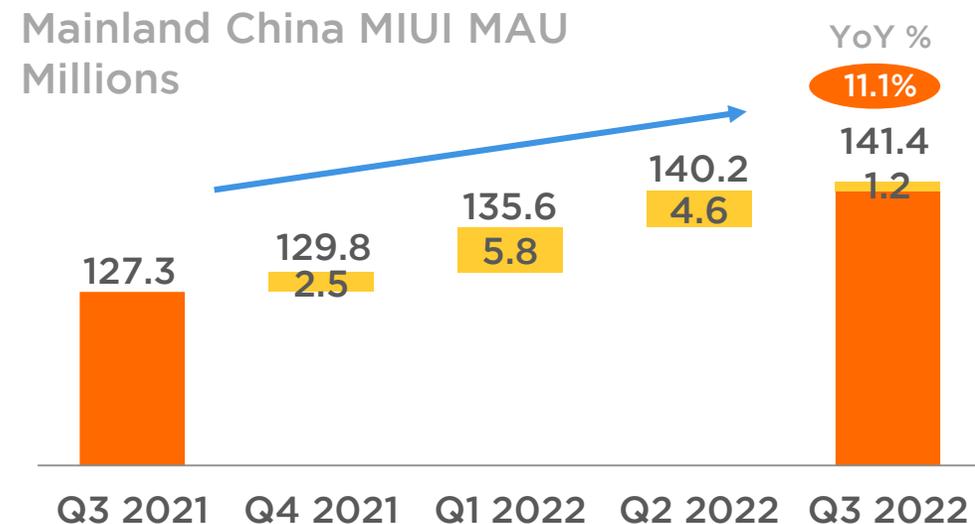
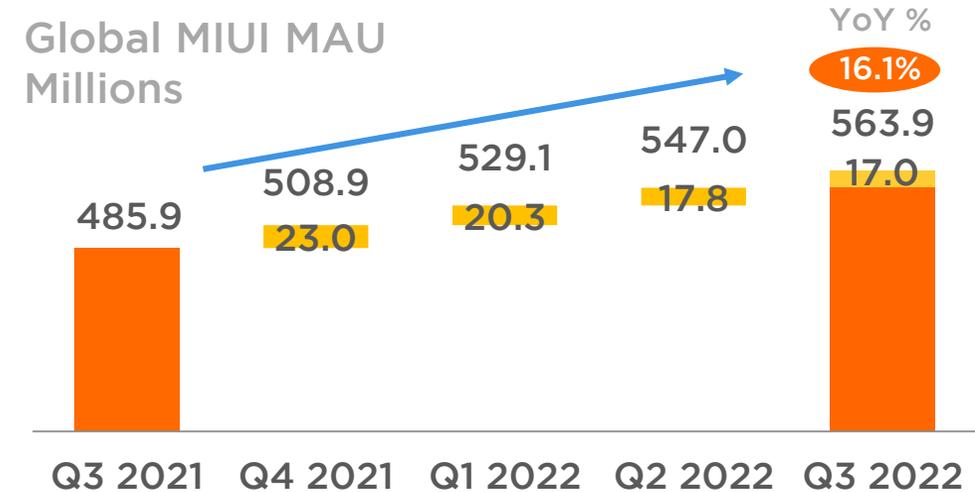
Global MIUI MAU Reached 564 million and Mainland China MIUI MAU Reached 141 million in Q3 2022

Global MIUI MAU¹ reached 563.9 million,
YoY growth of 78.1 million

Mainland China MIUI MAU¹ reached 141.4
million, YoY growth of 14.1 million

Global TV MAU² exceeded 54 million

All three metrics reached **record highs**



¹ In September 2022

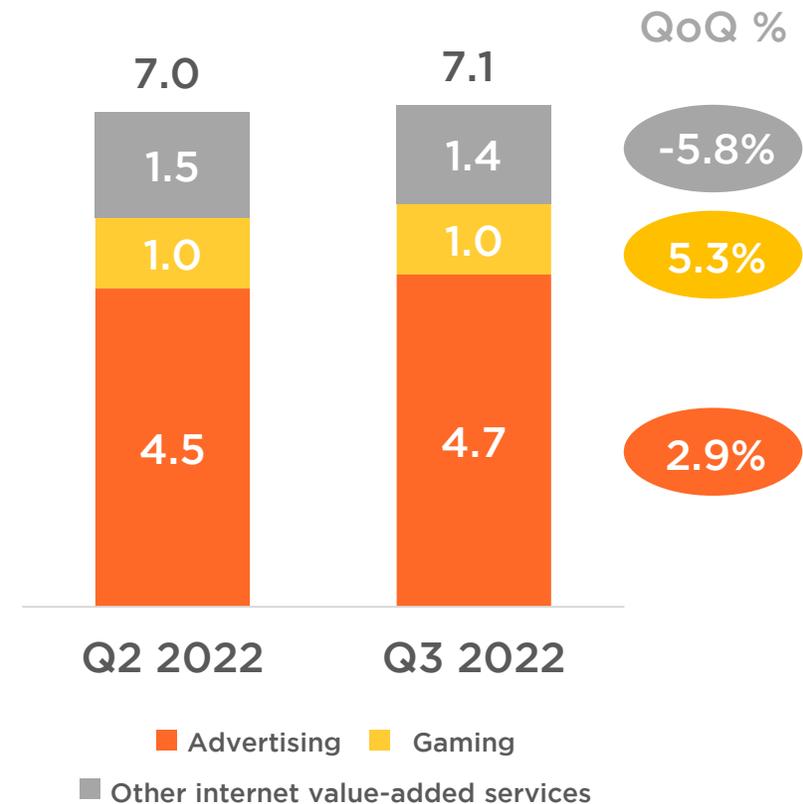
² In September 2022, including TV, TV box and TV stick users

Internet Services Revenue Remained Stable

In Q3 2022, internet services revenue reached RMB7.1 billion

Both global advertising revenue and global gaming revenue achieved QoQ growth despite the challenging macroeconomic and industry environment

Internet Services Revenue
RMB Billions

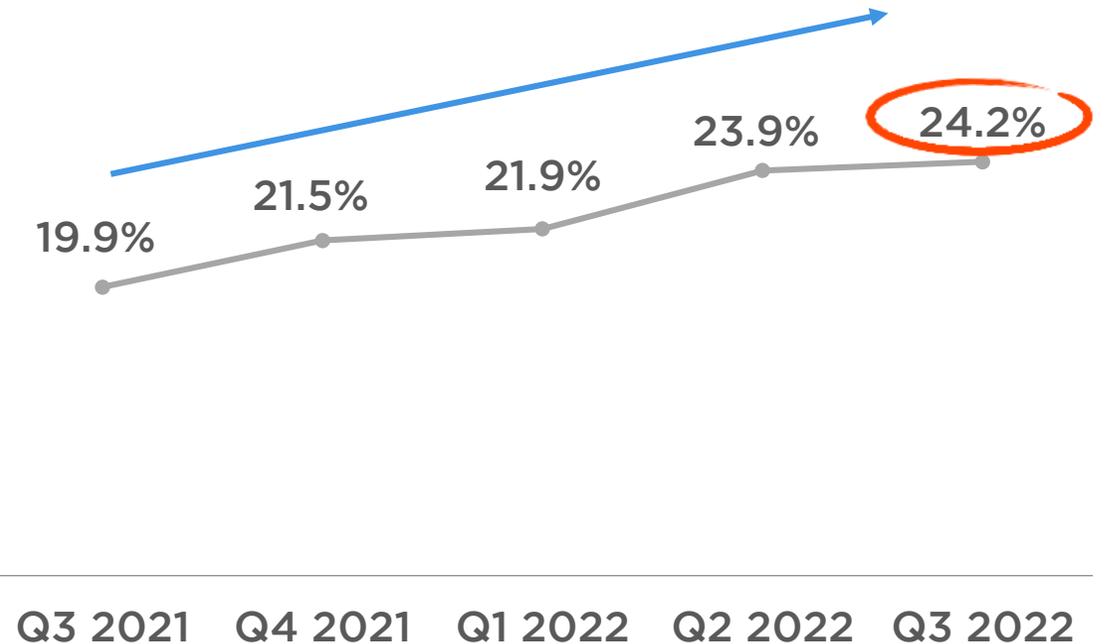


Overseas Internet Services Revenue Reached a Record High



Overseas internet services revenue reached a **record high** of RMB1.7 billion, up **17.2%** YoY in Q3 2022, accounting for **24.2%** of total internet services revenue

Overseas Internet Services Revenue as % of Total Internet Services Revenue



Multiple Monetization Engines Driving Advertising Business



Mainland China



- Revenue of performance-based and brand ads increased QoQ thanks to diversified advertiser base and higher monetization efficiency

Overseas



- Stronger content and service operations led to a **record high** revenue of performance-based ads
- Revenue of pre-installation reached a **record high** as we continued to strengthen our partnership, especially in Europe and Latin America

Mainland China TV Internet Services Revenue Reached a Record High

Q3 2022 Mainland China TV Internet Services Revenue Reached a **Record High**
and Accounted for **15%+** of Mainland China Total Internet Services Revenue

TV VAS¹

Q3 2022 TV VAS¹ revenue reached a **record high**

- ✓ Strengthened monetization thanks to enriched contents and extended user scenarios especially **kids and family**
- ✓ TV paid subscribers exceeded **5 million**
- ✓ Continued to drive **strong recurring revenue** from smart TVs



¹TV VAS primarily includes subscription services

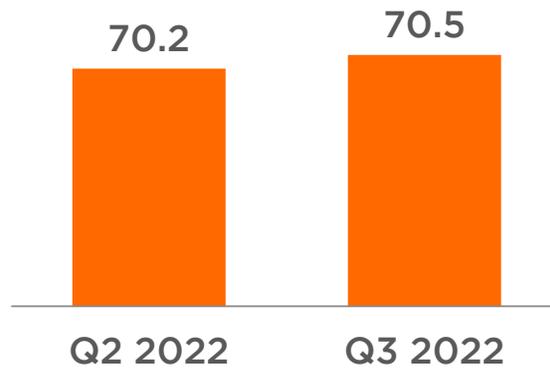


Financials

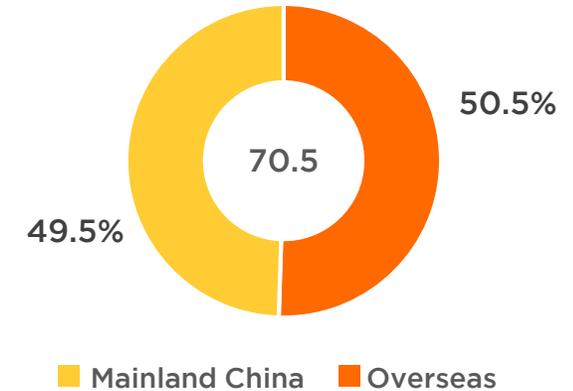


Quarterly Revenue by Region and Segment

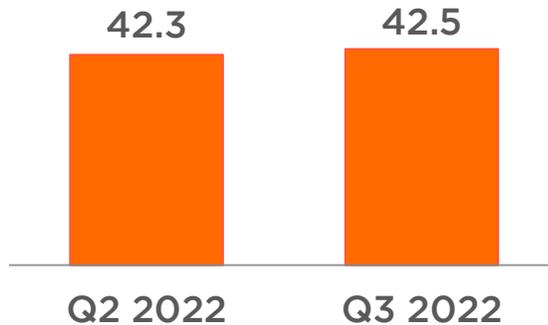
Total Revenue
RMB Billions



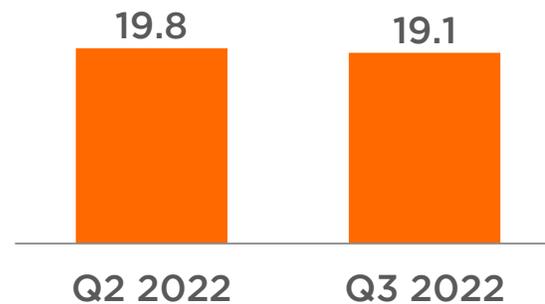
Total Revenue by Region, Q3 2022
RMB Billions



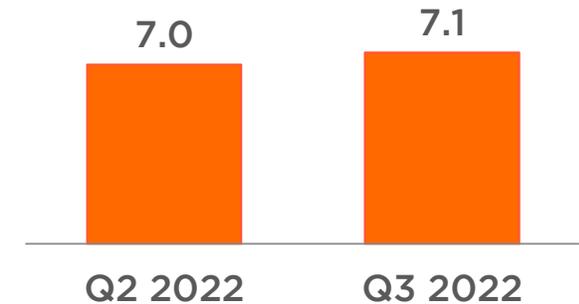
Smartphones Revenue
RMB Billions



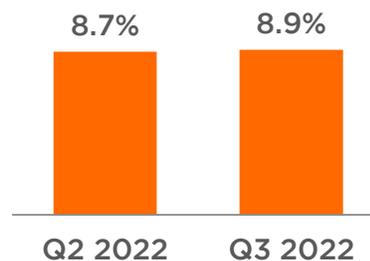
IoT and Lifestyle Products Revenue
RMB Billions



Internet Services Revenue
RMB Billions

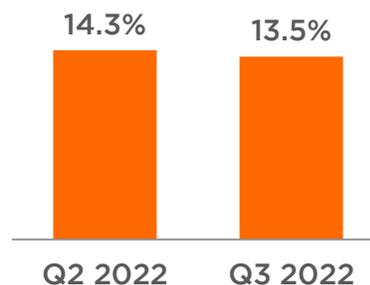


Quarterly Gross Profit Margin by Segment



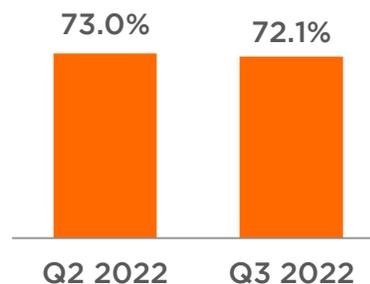
Smartphones

- Gross profit margin increased QoQ, mainly due to improved gross profit margin in mainland China



IoT and Lifestyle Products

- Gross profit margin decreased QoQ, mainly due to enhanced promotional efforts of smart TVs overseas, as well as the increased inventory impairment provisions



Internet Services

- Gross profit margin decreased QoQ, mainly due to the decline of gross profit margin from our fintech business and higher contribution from gaming business

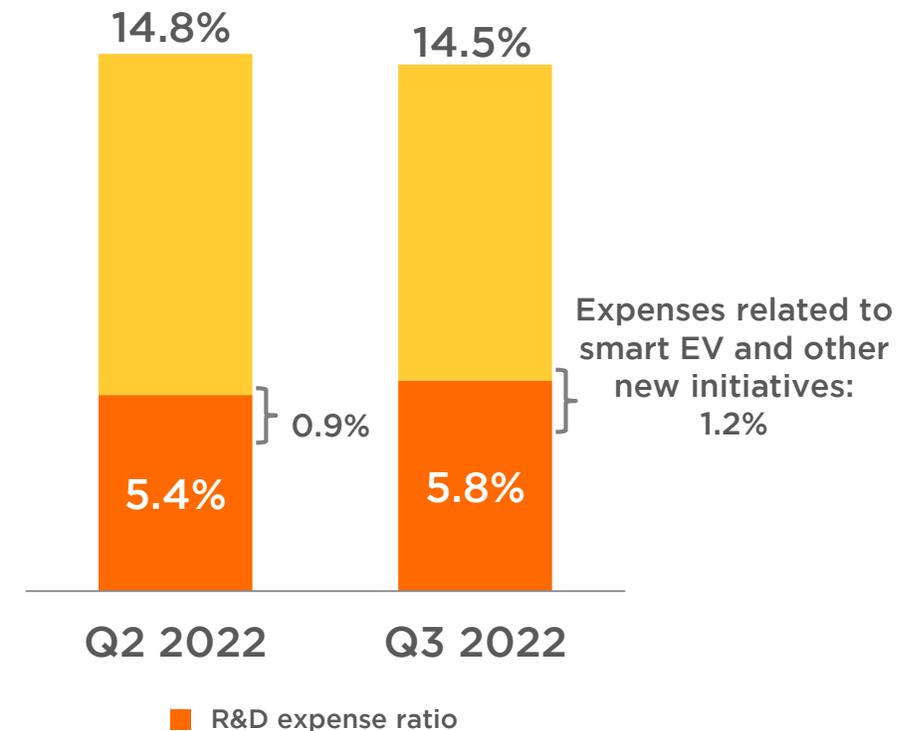
Continue to Invest in R&D

Operating expense ratio was 14.5% in Q3 2022

R&D expense ratio continued to grow QoQ, due to increased expenses related to smart EV and other new initiatives of RMB829 million

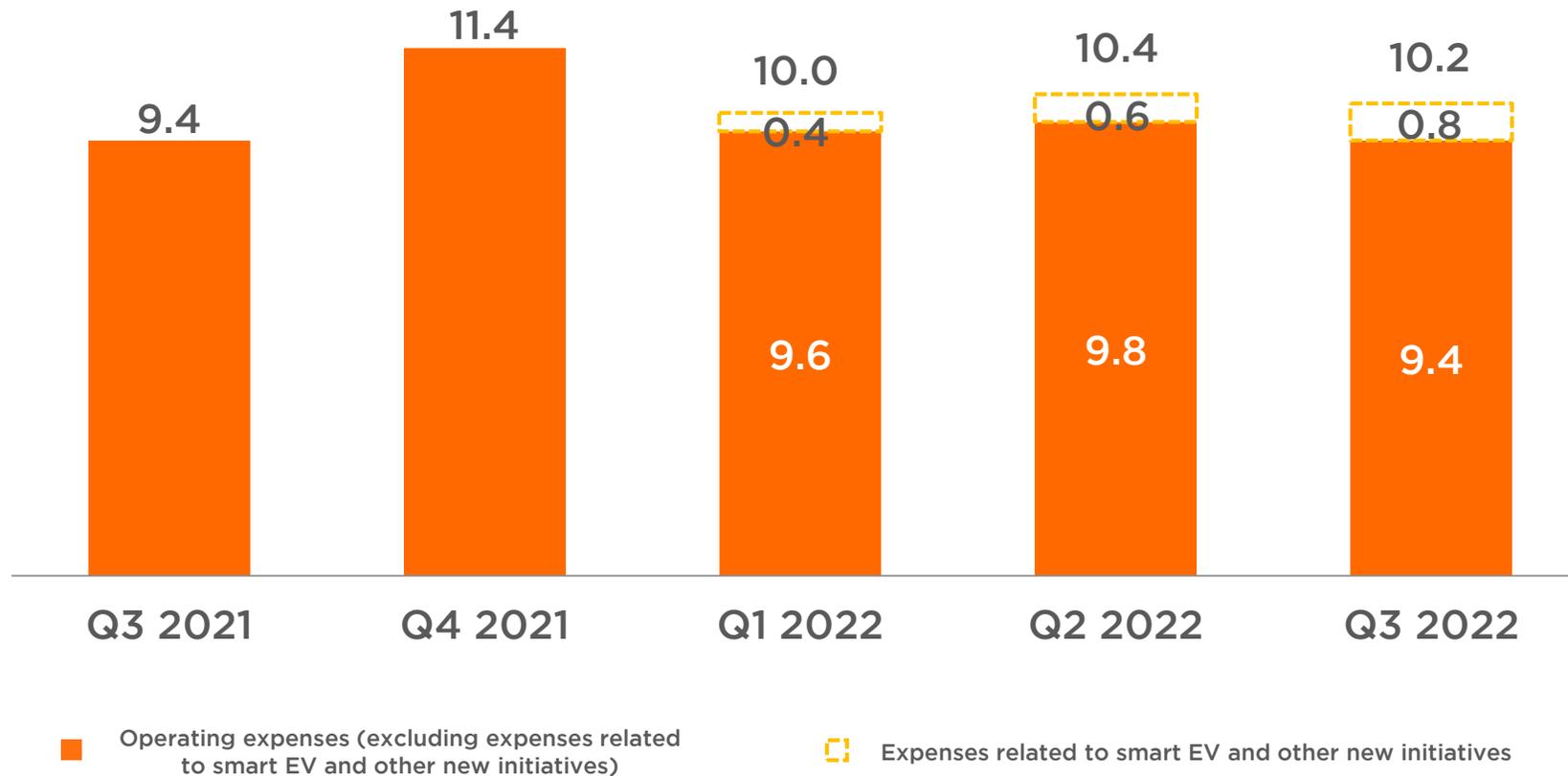
Selling and marketing expenses and administration expenses as % of revenue decreased QoQ, given fewer promotional events

Operating Expense Ratio



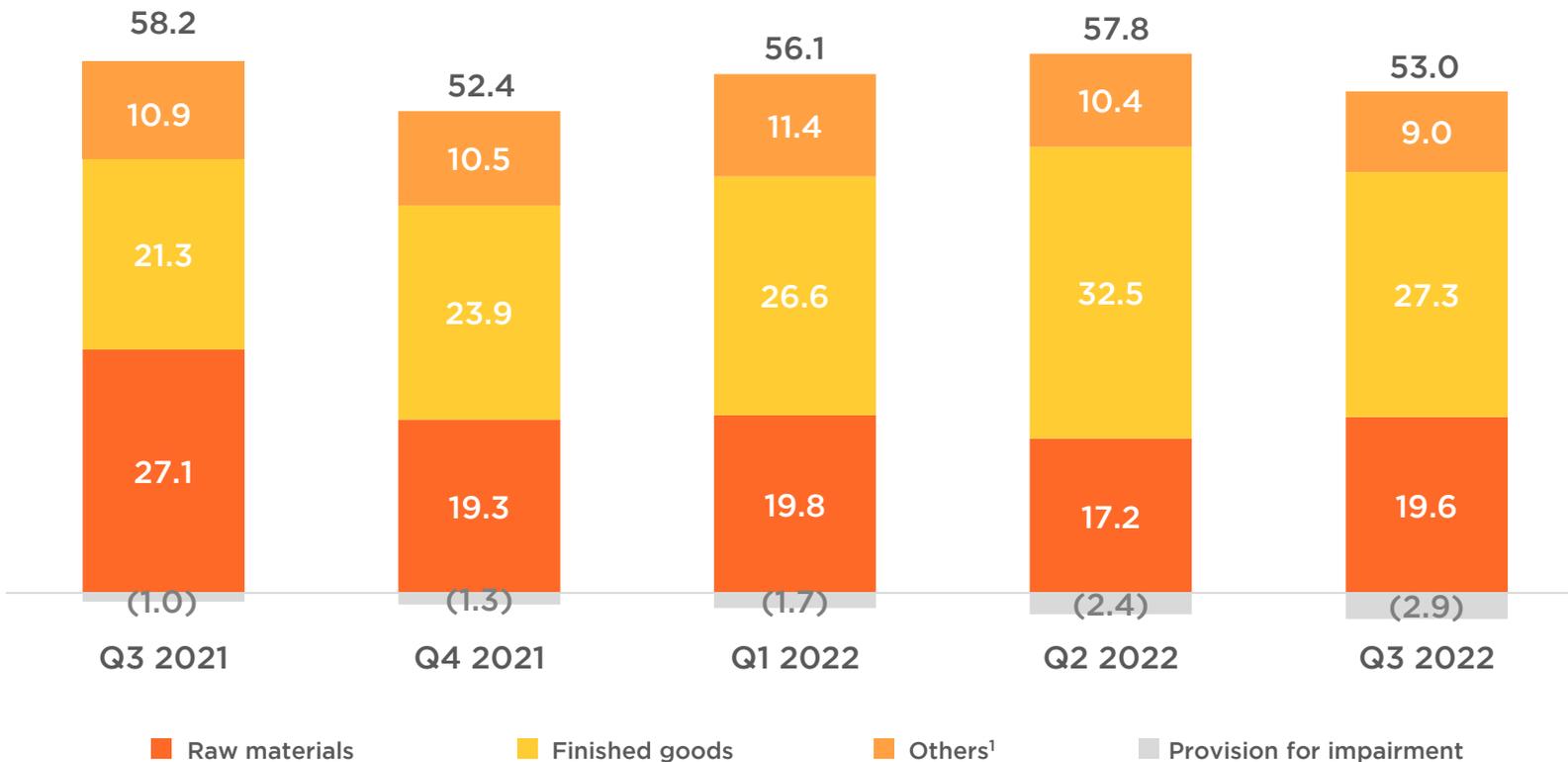
Continued to Manage Expenses

Operating Expenses
RMB Billions



Focus on Inventory Management

Inventories
RMB Billions



- Raw materials inventory **remained healthy** as supply normalized
- Finished goods lowered as we continued to **reduce our inventory in the overseas markets**

¹Including work in progress, spare parts, and others

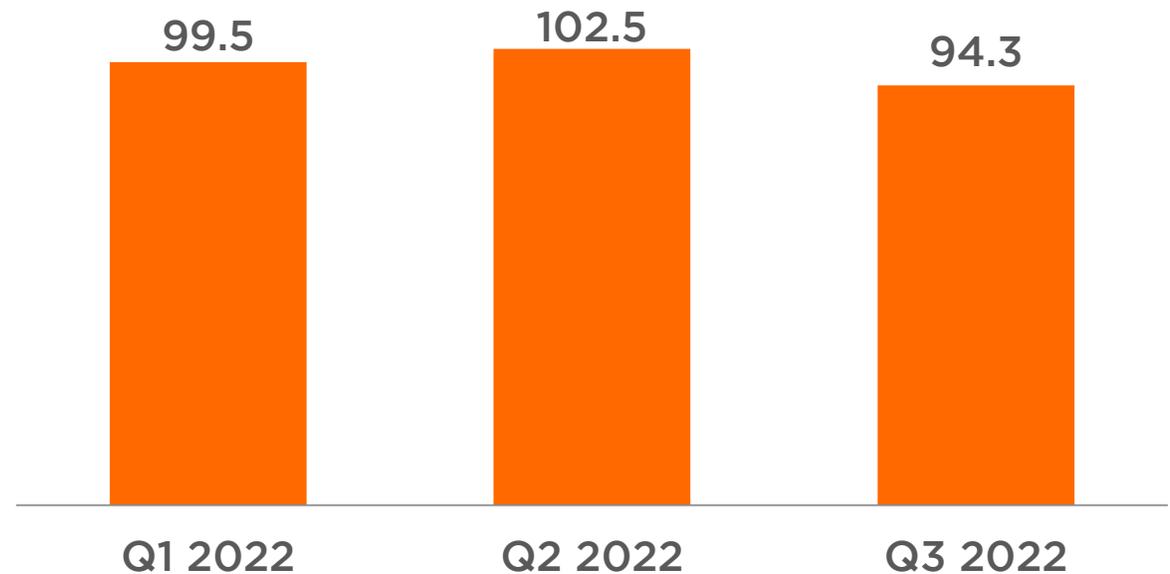
Strong Cash Position

Our cash resources reached approximately

RMB94.3 billion

Returned cash to shareholders through repurchasing 191.6 million shares totaling HKD2.3 billion² in the first three quarters of 2022

Cash Resources¹
RMB Billions



¹ Including but not limited to (i) cash and cash equivalents, (ii) restricted cash, (iii) short-term bank deposits, (iv) short-term investments measured at fair value through profit or loss, (v) short-term investments measured at amortized cost, (vi) long-term bank deposits and (vii) other investments included in long-term investments measured at fair value through profit or loss

² Excluding transaction fees



ESG

ESG Awards and Recognitions



China ESG 50

Named on the **inaugural**

2022 ESG 50

List by Forbes China

To recognize companies with **best practices in ESG**

World's Best Employer

Recognized on the

**2022 WORLD'S
BEST EMPLOYERS**

List by Forbes

On the list for **2 consecutive years**

Giving back to Our Community



Disaster Relief

In August 2022
Mountain fire disaster relief of **RMB100,000**
for Chongqing, China¹

In September 2022
Earthquake disaster relief of **RMB1 million**
for Luding in Sichuan, China¹

In September 2022
Donated **US\$100,000** to the UN Refugee Agency to support
assistance of flood-affected regions in Pakistan²

Educational Equality

Funded multiple projects promoting educational equality
across South East Asia markets under “**Xiaomi Education**”
youth education program

¹ By Beijing Xiaomi Foundation

² By Xiaomi Foundation Limited



IR@xiaomi.com
<https://ir.mi.com/>