



# Xiaomi Corporation

Q2 2022 Results Announcement



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# Q2 2022 Overall Performance

## Solid Financial Performance

Revenue  
RMB

**70.2 billion**

Adjusted Net Profit<sup>1</sup>  
RMB

**2.1 billion**

Including expenses related to  
smart EV and other new initiatives  
**RMB611 million**

## Leading Smartphone Market Position

**#3**

Global  
Market Share Ranking<sup>2</sup>

**13.8%**

Global  
Market Share<sup>2</sup>

## Record High User Base

**547.0 million**

Global MIUI MAU<sup>3</sup>  
20.5% YoY

**140.2 million**

Mainland China MIUI MAU<sup>3</sup>  
13.1% YoY

## Leading AIoT Platform

**526.9 million**

AIoT Connected Devices<sup>4</sup>  
40.7% YoY

**10.2 million**

Users with 5 or More  
Connected Devices<sup>4</sup>  
37.0% YoY

<sup>1</sup> 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

<sup>2</sup> According to Canalys, by shipments in Q2 2022

<sup>3</sup> In June 2022

<sup>4</sup> As of June 30, 2022, excluding smartphones, tablets and laptops



# #266

Xiaomi has moved up the Fortune Global 500 list for the 4th consecutive year, rising 72 places in 2022 compared to last year

# Global Smartphone Market Share Enjoyed QoQ Growth for 2 Consecutive Quarters

Vendor	Q2 2022 Shipments (Million Units)	Q2 2022 Market Share	Shipments QoQ Growth
Samsung	61.8	21.5%	-16.2%
Apple	49.5	17.2%	-12.5%
<b>Xiaomi</b>	<b>39.6</b>	<b>13.8%</b>	<b>1.0%</b>
OPPO	27.3	9.5%	-6.0%
vivo	25.4	8.8%	0.8%
Others	83.8	29.2%	-4.3%
Total	287.4	100.0%	-7.7%

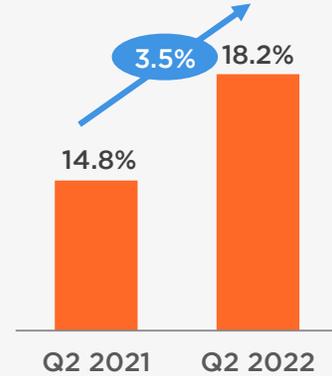


# Continued to Execute Smartphone Premiumization Strategy

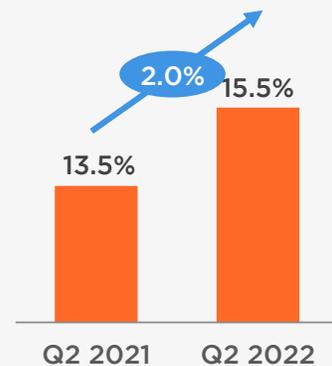
## Premium Smartphones Launched in Mainland China



### RMB3,000-4,000 Smartphone Market Share<sup>1</sup>



### RMB4,000-5,000 Smartphone Market Share<sup>1</sup>



Note: Based on the retail price at first sales launch in mainland China

<sup>1</sup> By shipments in mainland China, according to third-party data



# Outstanding Results During 618 e-Commerce Shopping Festival



Cumulative Paid GMV  
RMB18.7 billion<sup>1</sup>



No.1 Android Smartphone Brand  
by Sales Volume and Sales Value<sup>2</sup>



148 No.1 Rankings  
by Sales Volume or Sales Value  
across AIoT Categories<sup>3</sup>

Note: From 20:00:00 May 31, 2022 to 23:59:59 June 18, 2022

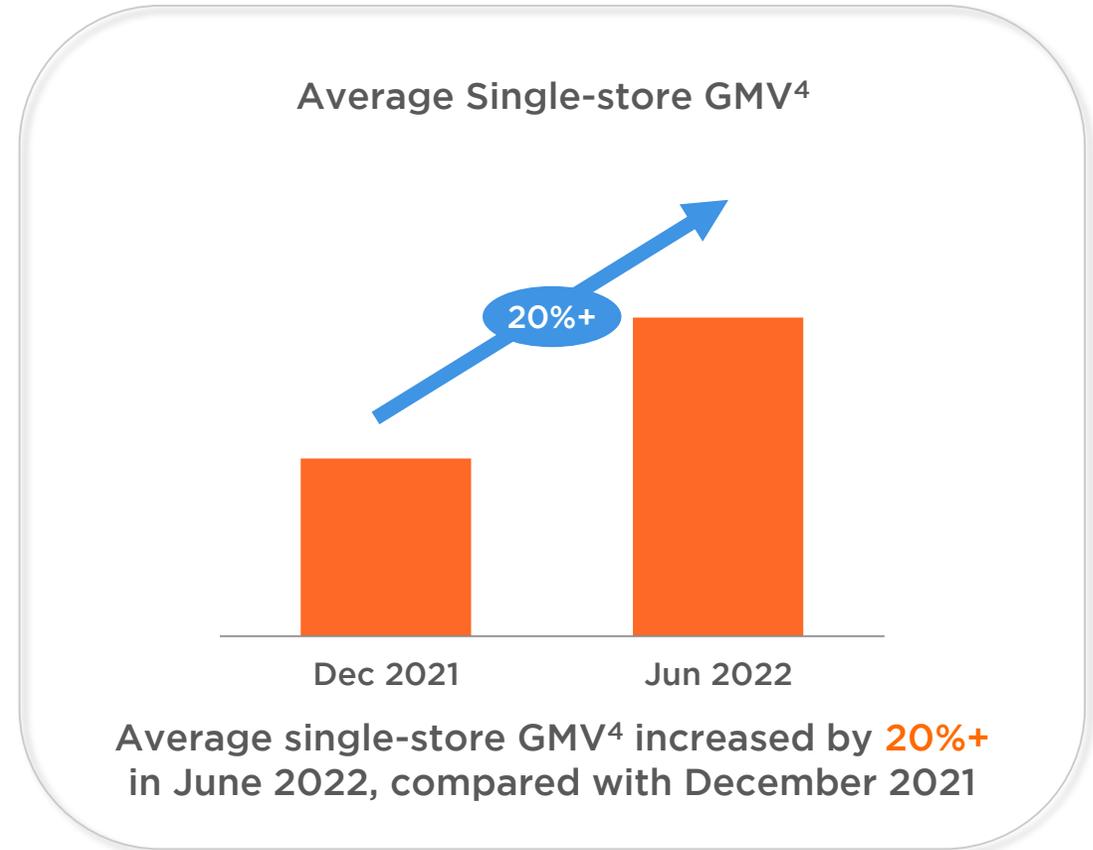
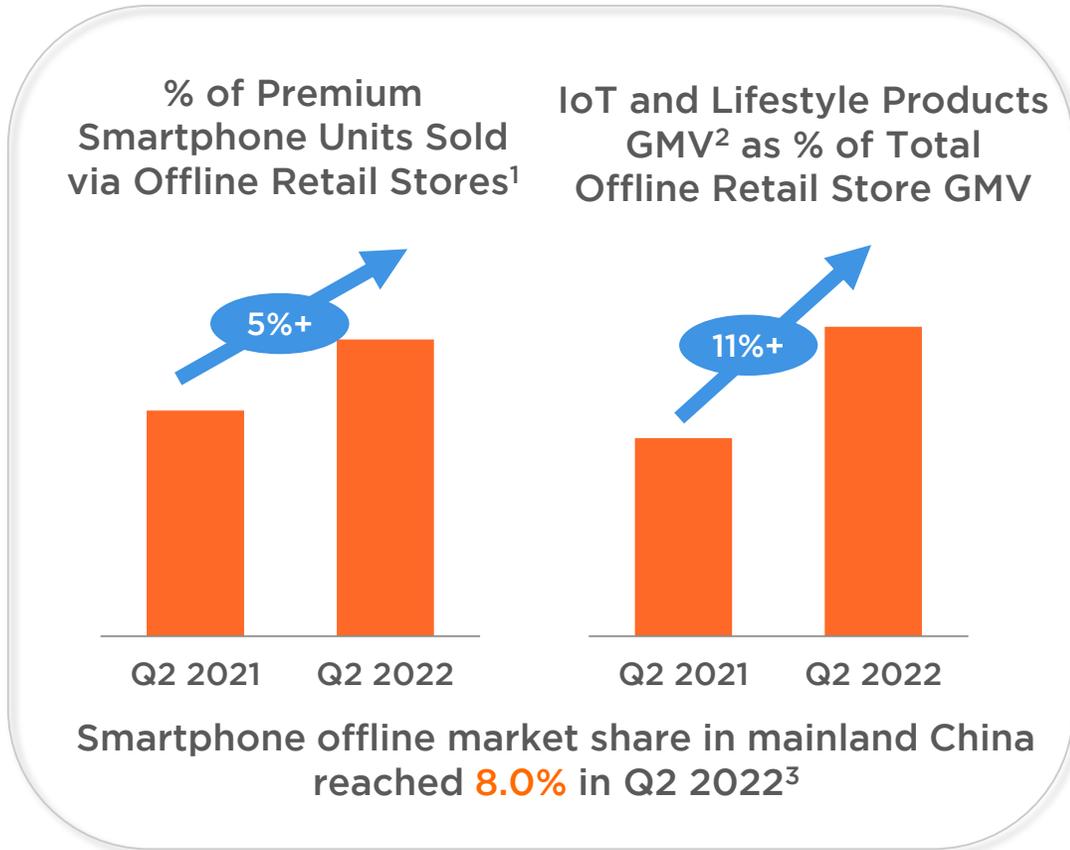
<sup>1</sup> Across all channels and platforms

<sup>2</sup> Across JD.com, Tmall.com, Pinduoduo, Douyin and Kuaishou

<sup>3</sup> Across JD.com and Tmall.com

# Growing Offline Retail Presence in Mainland China

As of Q2 2022, the number of offline retail stores **exceeded 10,600**



<sup>1</sup> By shipments in mainland China, according to third-party data. Premium smartphones are smartphones with retail prices at or above RMB3,000 in mainland China

<sup>2</sup> Including GMV of services offered in offline retail stores

<sup>3</sup> By shipments in Q2 2022 in mainland China, according to third-party data

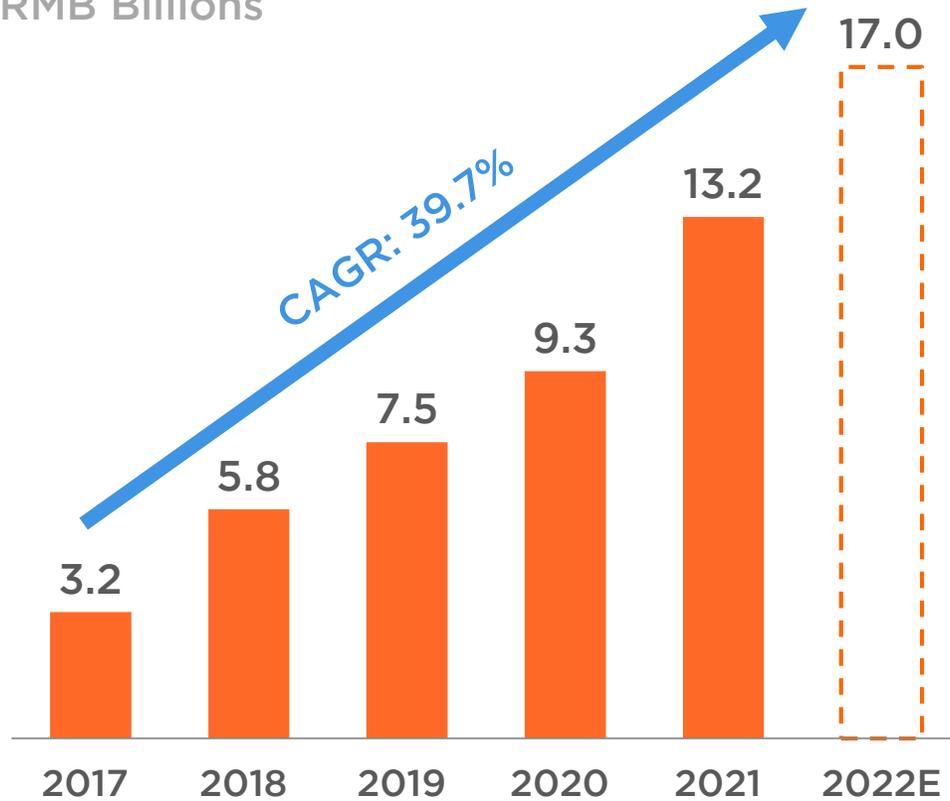
<sup>4</sup> Average single-store GMV is calculated as the total GMV generated from offline retail stores in the month divided by the average of the number of offline retail stores at the beginning and the end of the month



# Xiaomi Technology Ecosphere

# R&D Expenses Expected to Reach RMB17 billion in 2022 and Exceed RMB100 billion in the Next 5 Years

R&D Expenses  
RMB Billions



## Xiaomi Technology Ecosphere



Smartphones    Wearable Devices    Smart Home    Smart Manufacturing    Smart EVs    Bionic Robots

# Xiaomi MIX Fold 2: Ultra Slim Foldable Smartphone



## Design

- One of the **thinnest** foldable smartphones (5.4mm unfolded)
- **Self-developed** Micro Waterdrop Hinge



## Display

- Two displays with exceptional quality
- 2K+ inner display with **Eco<sup>2</sup>** **OLED** POL-LESS technology
- Flexible Ultra Thin Glass

**Eco<sup>2</sup> OLED™**

## Camera

- **Leica-certified** Summicron lenses
- Sony IMX766 sensor
- Authentic **Leica** imaging experience

**xiaomi** MIX Fold 2  
CO-ENGINEERED WITH 

## Experience

- Snapdragon® 8+ Gen 1 Mobile Platform
- 4,500mAh battery
- **MIUI Fold 13** compatibility

**MIUI Fold 13**



# Xiaomi Wearables: Inter-connected Experience with Smartphones



**48dB**  
Smart Dynamic  
Noise Cancellation

**Built-in**  
Dimensional Audio

**Hi-Res Audio**  
Wireless  
Certified



**xiaomi** Buds 4 Pro

**xiaomi** Watch S1 Pro



**100+**  
Fitness Modes

**Enhanced**  
Health Functions



Xiaomi Share



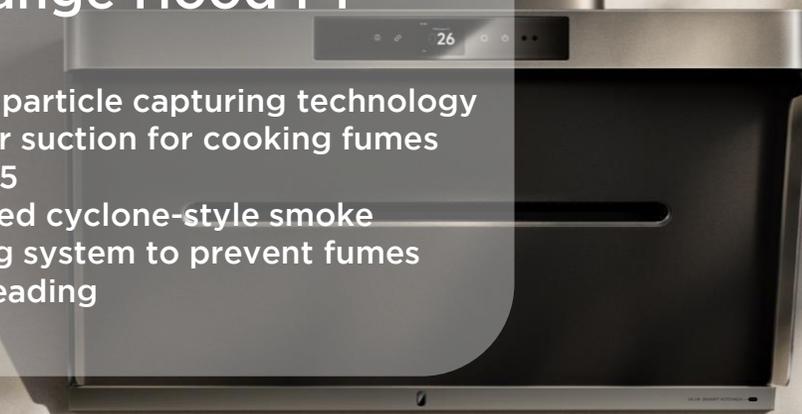
## Mijia Dual-Drum Washer Dryer 15kg

- Large capacity, with two drums that can wash and dry two loads of clothes separately and simultaneously
- Stand-alone suspension system to reduce vibration and noise
- Anti-bacteria and anti-mites deep cleaning



## Mijia Smart Purifying Range Hood P1

- Dynamic particle capturing technology
- Strong air suction for cooking fumes and PM2.5
- High-speed cyclone-style smoke absorbing system to prevent fumes from spreading





## First-tier Player in Autonomous Driving Technology in 2024

**RMB 3.3 Billion Investment**  
in the First R&D Phase

**500+**  
**Dedicated Team Member**  
for Autonomous Driving

**140 Testing Vehicles**  
in the First Phase

Self-developed  
**Full Stack Approach**  
Covering Multiple Driving  
Scenarios and **Auto-parking**  
Solution

# Humanoid Robot: Explore Frontiers of Cutting-edge Technology



CyberOne



- ✓ Natural and stable walking posture thanks to the **self-developed humanoid bipedal control algorithm**
- ✓ Advanced vision capabilities with a **self-developed Mi-Sense depth vision module** and combined with an AI interaction algorithm
- ✓ Ability to recognize **85** types of environmental sounds and **45** classifications of human emotions



# Smartphones

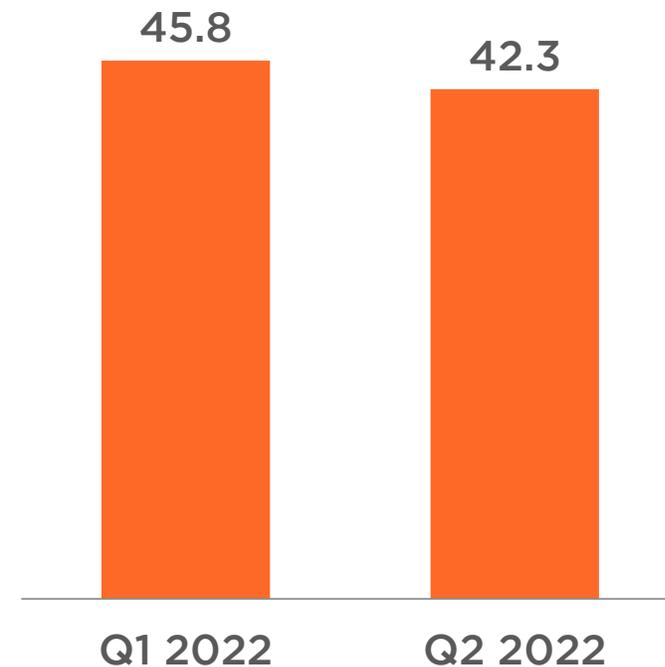
# Resilient Performance Despite Macroeconomic Headwinds



In Q2 2022, smartphone revenue reached RMB42.3 billion, with macroeconomic headwinds and COVID-19 resurgence impacting overall smartphone market demand

Smartphone shipments reached 39.1 million units, up **1.5%** QoQ, despite that global industry shipments dropped by 7.7% QoQ<sup>1</sup>

Smartphone Revenue  
RMB Billions



<sup>1</sup> According to Canalys, by shipments in Q2 2022



# Xiaomi 12S Series: Xiaomi's First Co-engineered Imaging System with Leica



Snapdragon® 8+ Gen 1 Mobile Platform



Xiaomi's self-developed **Surge G1** battery management chip and **Surge P1** charging chip



**Sony's IMX989 1" sensor**, approaching traditional cameras in terms of hardware specifications



Imaging system "**co-engineered with Leica**", offering "Leica Authentic Look" and "Leica Vibrant Look"

Positive Review Rate on JD.com<sup>1</sup>

Xiaomi 12S	Xiaomi 12S Pro	Xiaomi 12S Ultra
<b>98.37%</b>	<b>98.39%</b>	<b>98.68%</b>



XIAOMI 12S SERIES  
2022.06.01 12:35

24mm f/1.9 1/2800 ISO505  
48°17'37N 117°17'27E



XIAOMI 12S SERIES  
2022.06.18 16:15

24mm f/1.9 1/1250 ISO225  
28°17'37N 115°17'30E

Note: Specifications based on Xiaomi 12S Ultra  
<sup>1</sup> As of August 4, 2022



# Redmi K50 Ultra: All-round Upgrade



Redmi K50

Mercedes-AMG PETRONAS Formula One Team Summer Edition

## Ultra Performance



Snapdragon® 8+  
Gen 1 Mobile  
Platform

## Ultra Display



1.5K  
Flatscreen Display

Balance between  
Image Quality and  
Battery Life

## Ultra Experience

120W  
Fast Charging  
Technology +  
5,000mAh Battery



Fingerprint  
under Panel

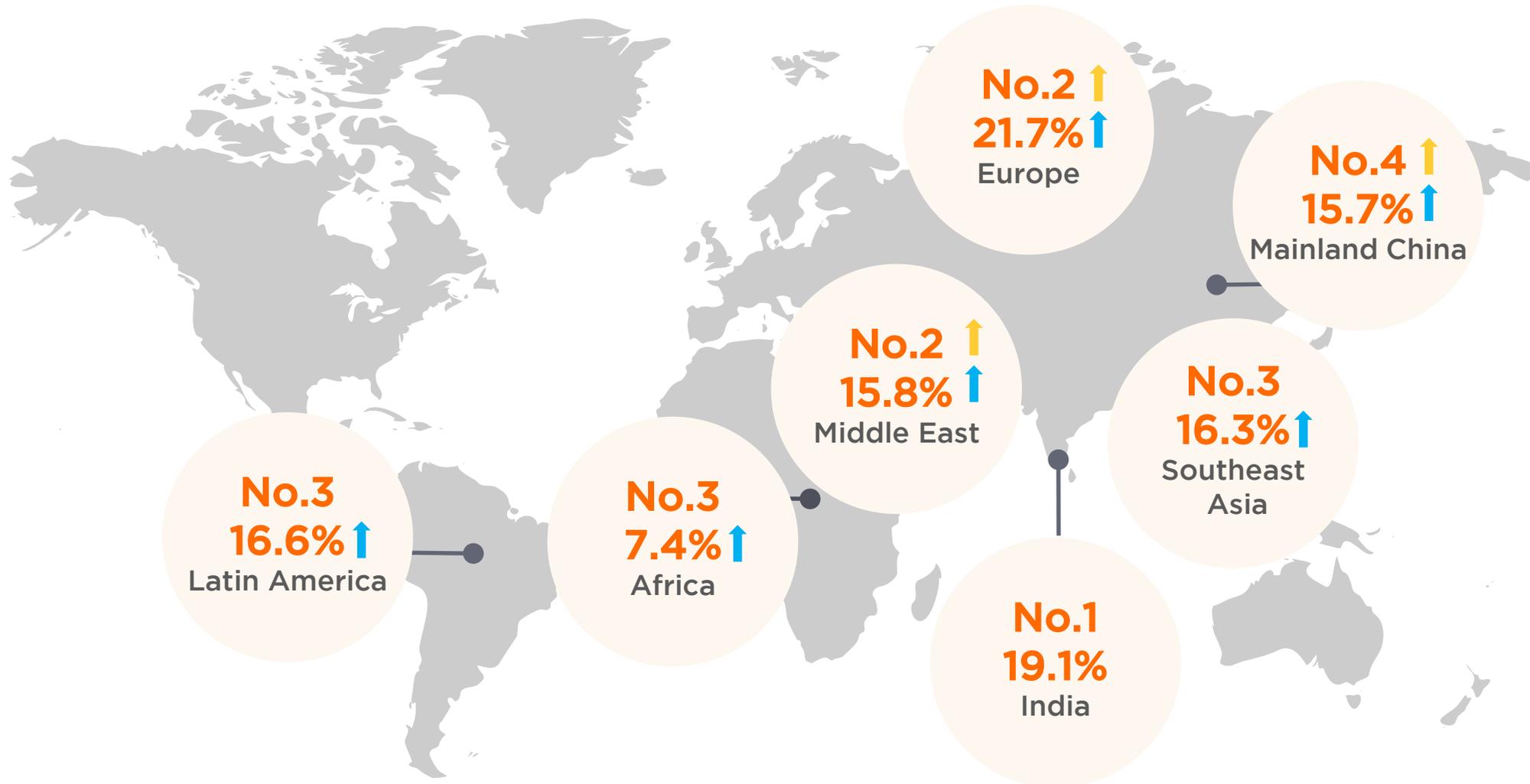


# Leadership Across All Major Markets

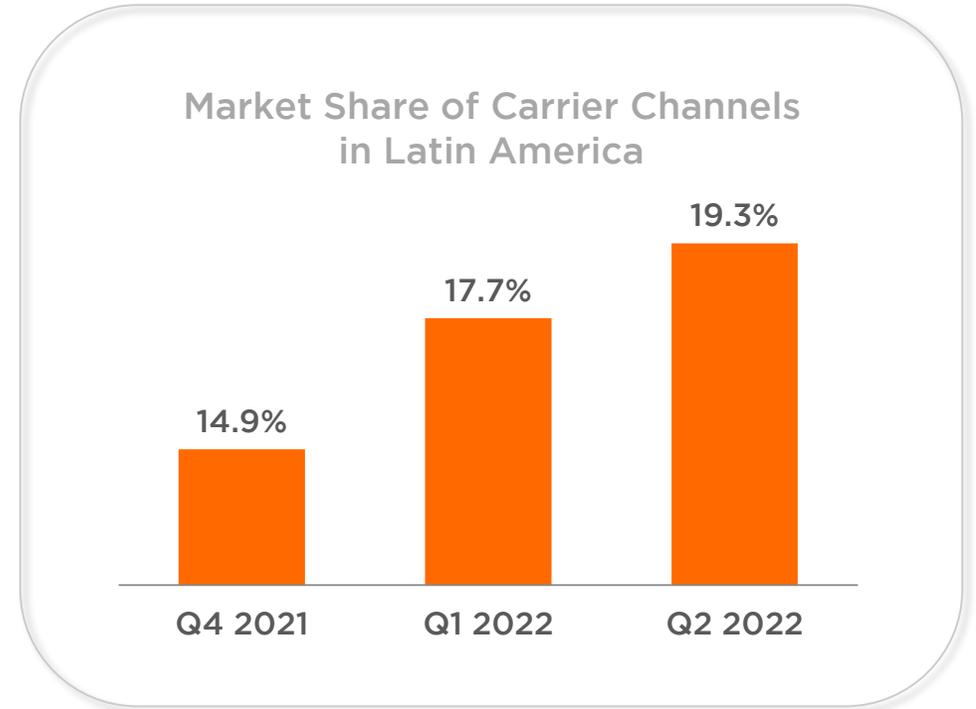
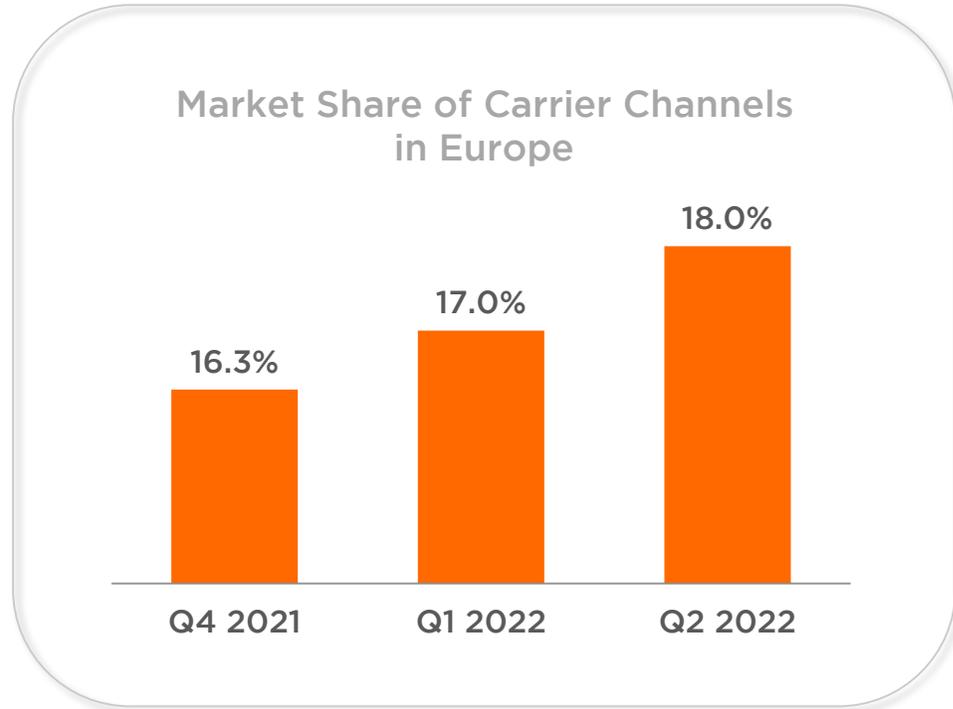
Q2 2022 Xiaomi Smartphone Ranking and Market Share

↑ Ranking Improved Compared with Q1 2022

↑ Market Share Improved Compared with Q1 2022



# Continued Expansion of Overseas Carrier Markets



Smartphone Shipments Through Carrier Channels in Q2 2022

**Ranked Top 3 in 40 Overseas Markets**



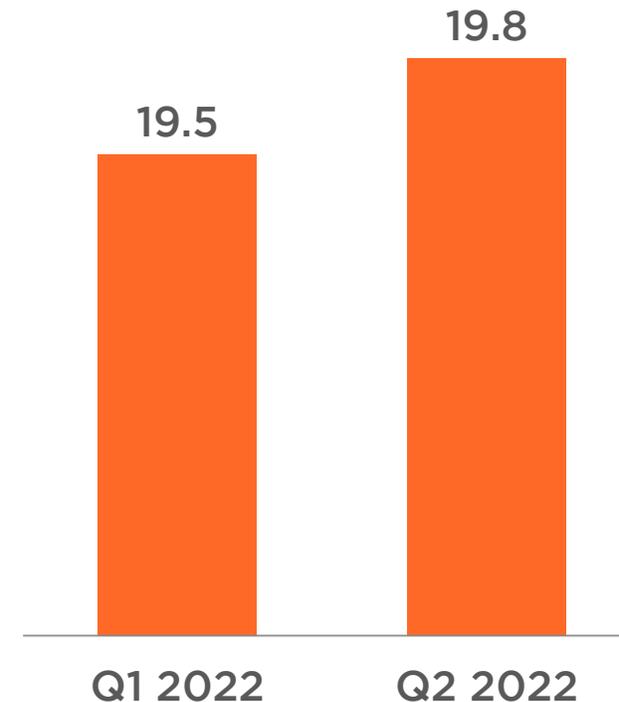
**AIoT**

# Steady IoT and Lifestyle Products Revenue

In Q2 2022, IoT and lifestyle products revenue reached RMB19.8 billion, up 1.7% QoQ

Revenue from mainland China market achieved solid QoQ growth, while revenue from overseas markets decreased QoQ impacted by macroeconomic headwinds

IoT and Lifestyle Products Revenue  
RMB Billions



# Global Leading Consumer AIoT Platform



**526.9 million**

Connected Devices<sup>1</sup>  
Up **40.7%** YoY



**10.2 million**

Users with 5 or More Devices  
Connected to Xiaomi's AIoT Platform<sup>1</sup>  
Up **37.0%** YoY



**115.0 million**

AI Assistant MAU<sup>2</sup>  
Up **12.7%** YoY



**70.8 million**

Mi Home App MAU<sup>2</sup>  
Up **25.2%** YoY

<sup>1</sup> As of June 30, 2022, excluding smartphones, tablets and laptops  
<sup>2</sup> In June 2022

# Smart TV: Maintained Leadership in Mainland China



Global Smart TV Shipments in Q2 2022  
**2.6 million**

Ranked **Top 5** Globally<sup>1</sup>

**No.1**  
TV Brand  
in Mainland China<sup>1</sup>

**No.1**  
Smart TV Brand  
in India<sup>2</sup>

Ranked **No.1** by Combined Sales Volume  
During 618 e-Commerce Shopping Festival<sup>3</sup>



<sup>1</sup> According to AVC, by shipments in Q2 2022

<sup>2</sup> IDC Quarterly Smart Home Device Tracker, Q1 2022 Release; by shipments in Q1 2022

<sup>3</sup> From 20:00:00 May 31, 2022 to 23:59:59 June 18, 2022, across JD.com and Tmall.com

# White Goods: Continued to Penetrate High-end Market

Revenue of White Goods<sup>1</sup> Grew by **25%+** YoY in Q2 2022 and Reached **Record High**

## Air Conditioners

Air conditioner shipments **exceeded 1.2 million** units in Q2 2022, up **35%+** YoY. Shipments in the first 7 months of 2022 **exceeded** total shipments in full year 2021



## Refrigerators

Refrigerator shipments **~160k** units in Q2 2022, up **30%+** YoY



## Washing Machines

Washing machine shipments **exceeded 240k** units in Q2 2022



<sup>1</sup> Including air conditioners, refrigerators and washing machines

# Xiaomi Pad 5 Pro 12.4: Designed for Work and Entertainment



High-performing  
Snapdragon 870



Large 12.4" high-quality display with hardware-level blue light reduction for a **comfortable and smooth** viewing experience

67W charging  
+ 10,000mAh battery



MIUI Pad 13  
**highly compatible** with  
a wide range of APPs

**13** MIUI Pad 13

20MP high-definition mid-front camera for the convenience of **video conference**

Versatile accessories including keyboard and pen to facilitate **multitasking**

# Wearables: Leading Brand Globally and in Mainland China



## TWS

Global Shipments<sup>1</sup>

**No.3**



Mainland China Shipments<sup>1</sup>

**No.1**



## Wearable Bands

Xiaomi Smart Band 7 Pro: Brand-new Design

- Large **Rectangular Always-on** Display
- **Built-in GPS**
- **117** Fitness Modes
- **All-day** Health Tracking



Mainland China Shipments

**Exceeded 400k**

Since Launch in July 2022

<sup>1</sup> According to Canalis, by shipments in Q2 2022



# Internet Services

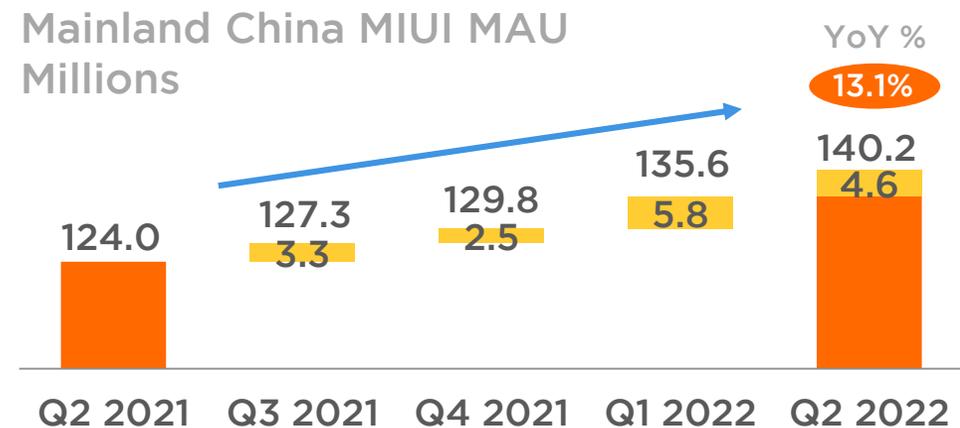
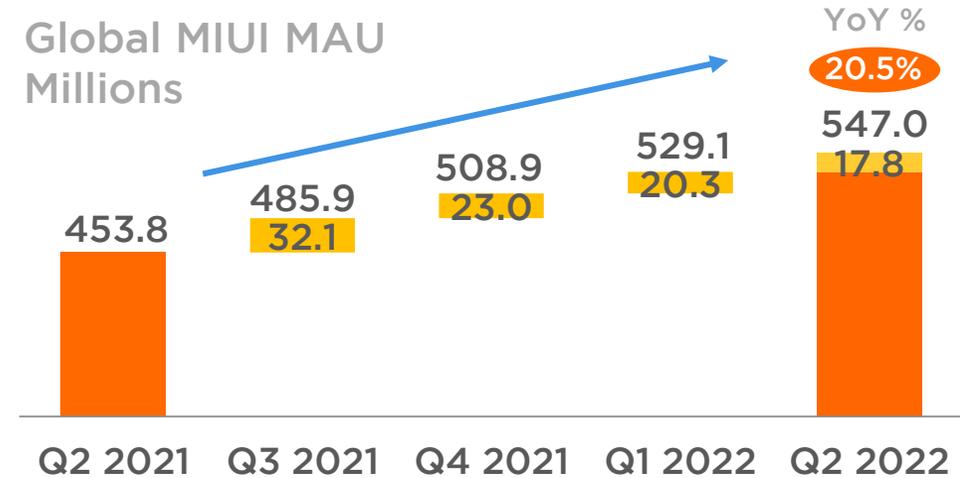


# Global MIUI MAU Reached 547 million and Mainland China MIUI MAU Reached 140 million in Q2 2022

Global MIUI MAU<sup>1</sup> reached 547.0 million, a **record high**, YoY growth of 93.1 million

Mainland China MIUI MAU<sup>1</sup> reached 140.2 million, a **record high**, YoY growth of 16.3 million

Global TV MAU<sup>2</sup> reached ~53 million



<sup>1</sup> In June 2022

<sup>2</sup> In June 2022, including TV, TV box and TV stick users

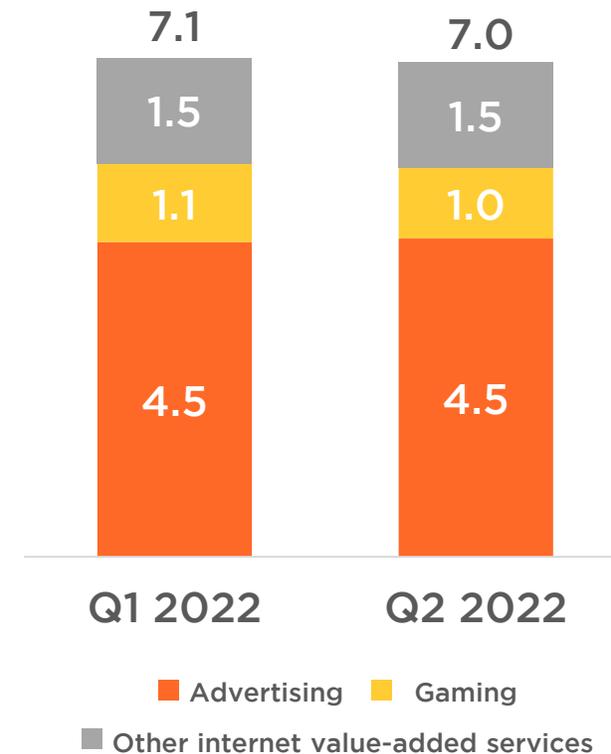
# Internet Services Revenue Remained Stable

In Q2 2022, internet services revenue reached RMB7.0 billion

Internet services gross margin reached **73.0%** in Q2 2022, due to increased contribution from advertising business

Global advertising revenue remained stable despite declined overall advertising budget in mainland China

Internet Services Revenue  
RMB Billions



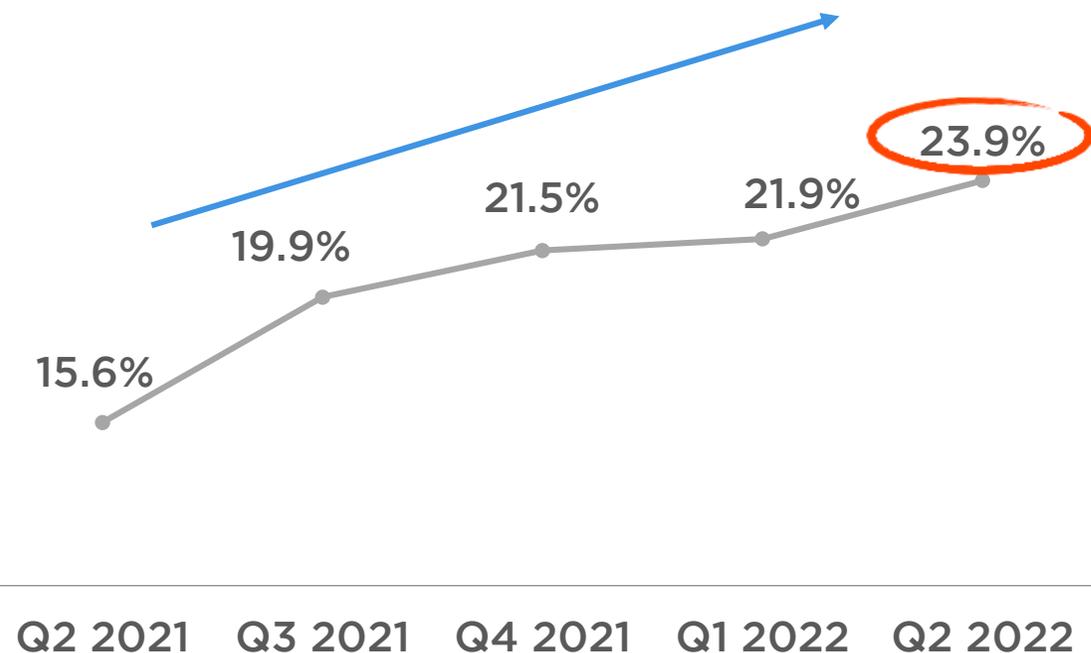
# Overseas Internet Services Revenue Reached Record High



Overseas internet services revenue reached a **record high** of RMB1.7 billion, up **52.1%** YoY in Q2 2022, accounting for **23.9%** of total internet services revenue

Western Europe MIUI MAU<sup>1</sup> increased **55%+** YoY and Latin America MIUI MAU<sup>1</sup> increased **55%+** YoY

Overseas Internet Services Revenue as % of Total Internet Services Revenue



<sup>1</sup> In June 2022

# Multiple Monetization Engines Driving Advertising Business



## Performance-based and Brand Ads



### Mainland China:

- Revenue decreased QoQ given COVID-19-related lockdown resulting in lower overall advertising budget

### Overseas:

- Stronger content and service operations led to **record high** revenue

## Search



### Mainland China:

- Revenue increased QoQ due to increased search volume

### Overseas:

- Revenue reached a **record high** as a result of improved monetization capability and growing MIUI MAU

## Pre-installation



### Mainland China:

- Revenue increased QoQ given increased pre-installed units

### Overseas:

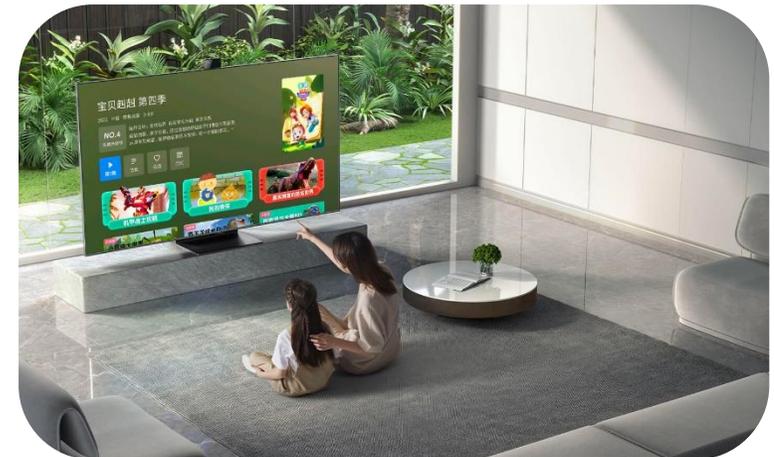
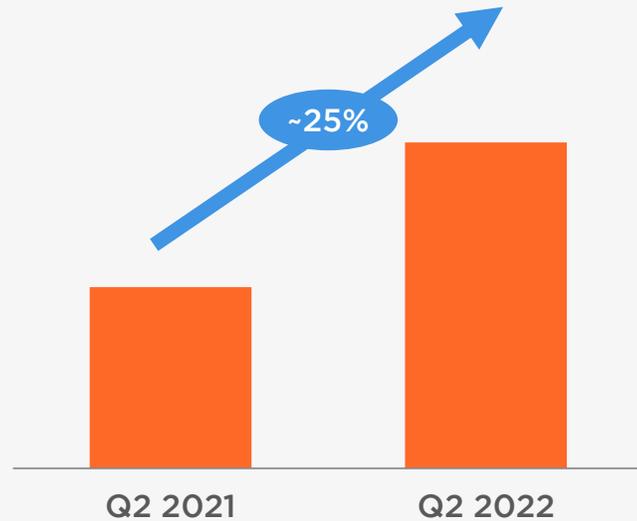
- Revenue grew QoQ as we continued to expand our partnership in overseas markets such as Europe, Latin America and South East Asia

# TV Internet Services Revenue Continued to Grow



Strengthened monetization thanks to enriched **contents** and extended **user scenarios** such as sports and family

Mainland China TV VAS<sup>1</sup> Revenue



<sup>1</sup>TV VAS primarily includes subscription services

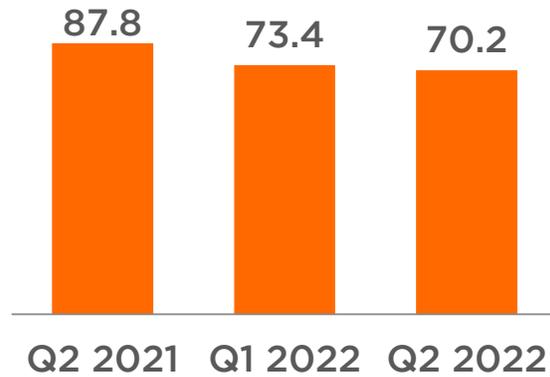


# Financials

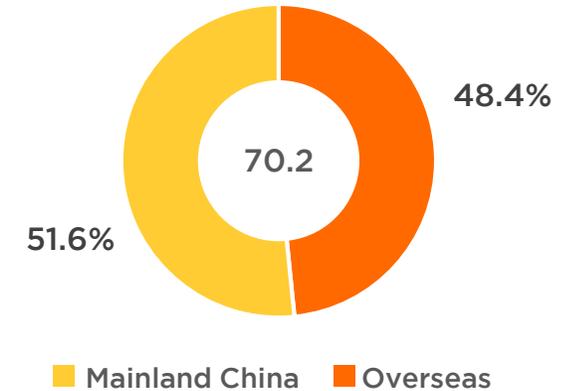


# Quarterly Revenue by Region and Segment

Total Revenue  
RMB Billions



Total Revenue by Region, Q2 2022  
RMB Billions



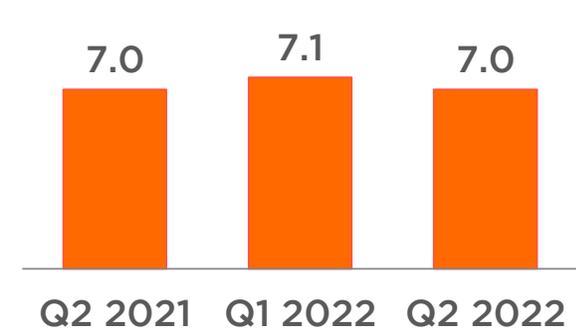
Smartphones Revenue  
RMB Billions



IoT and Lifestyle Products Revenue  
RMB Billions



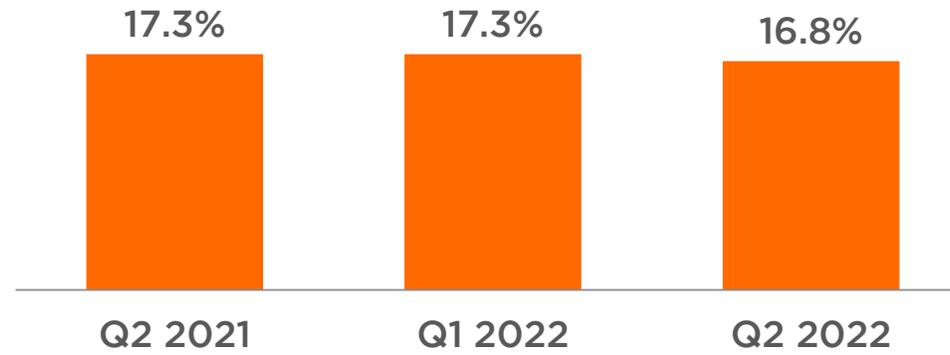
Internet Services Revenue  
RMB Billions



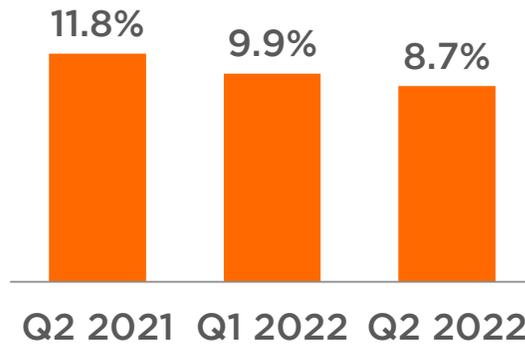


# Quarterly Gross Margin by Segment

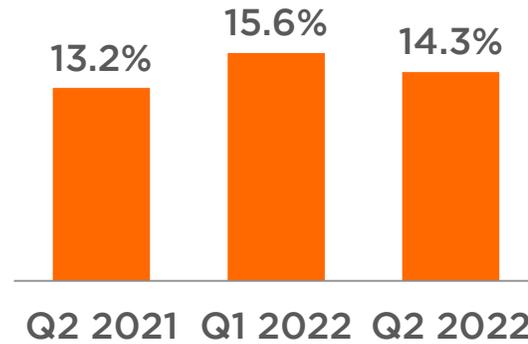
Overall



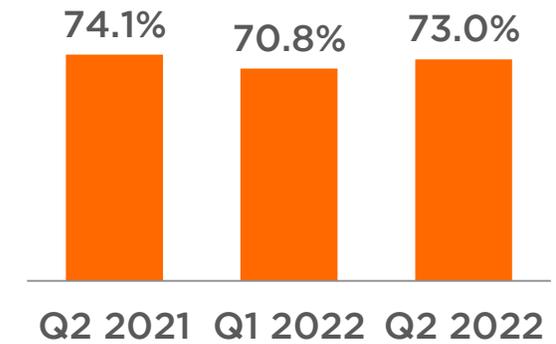
Smartphones



IoT and Lifestyle Products



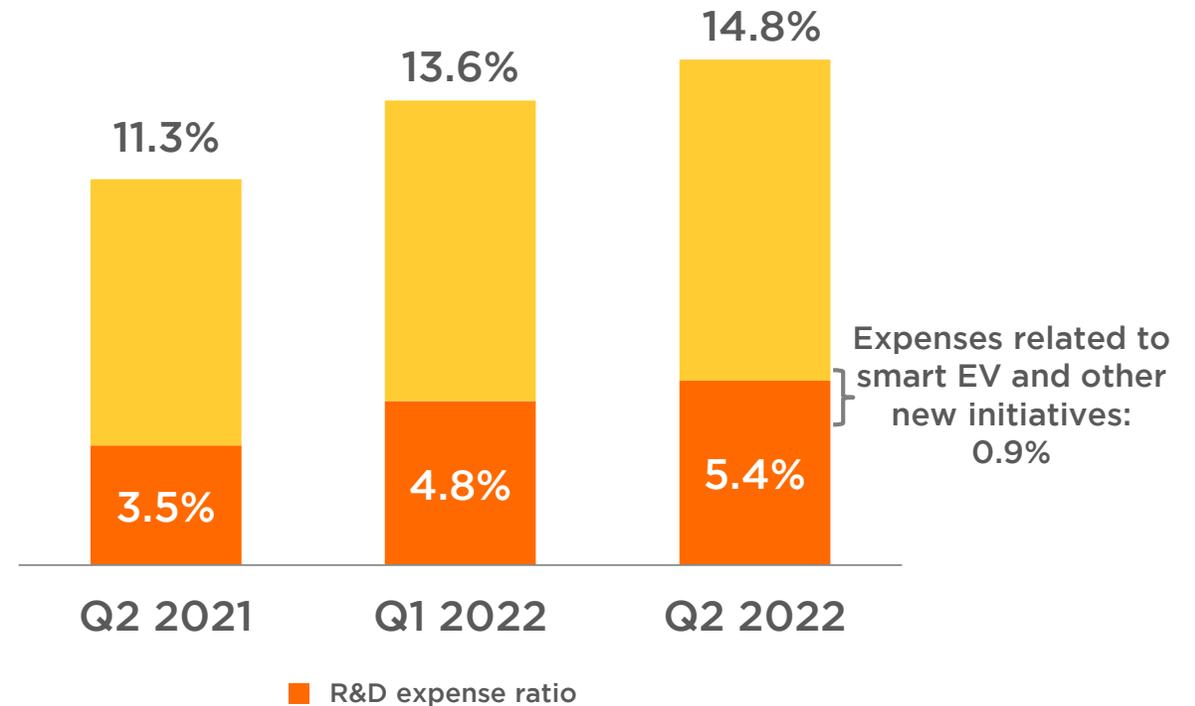
Internet Services



# Continue to Invest in R&D

Operating Expense Ratio

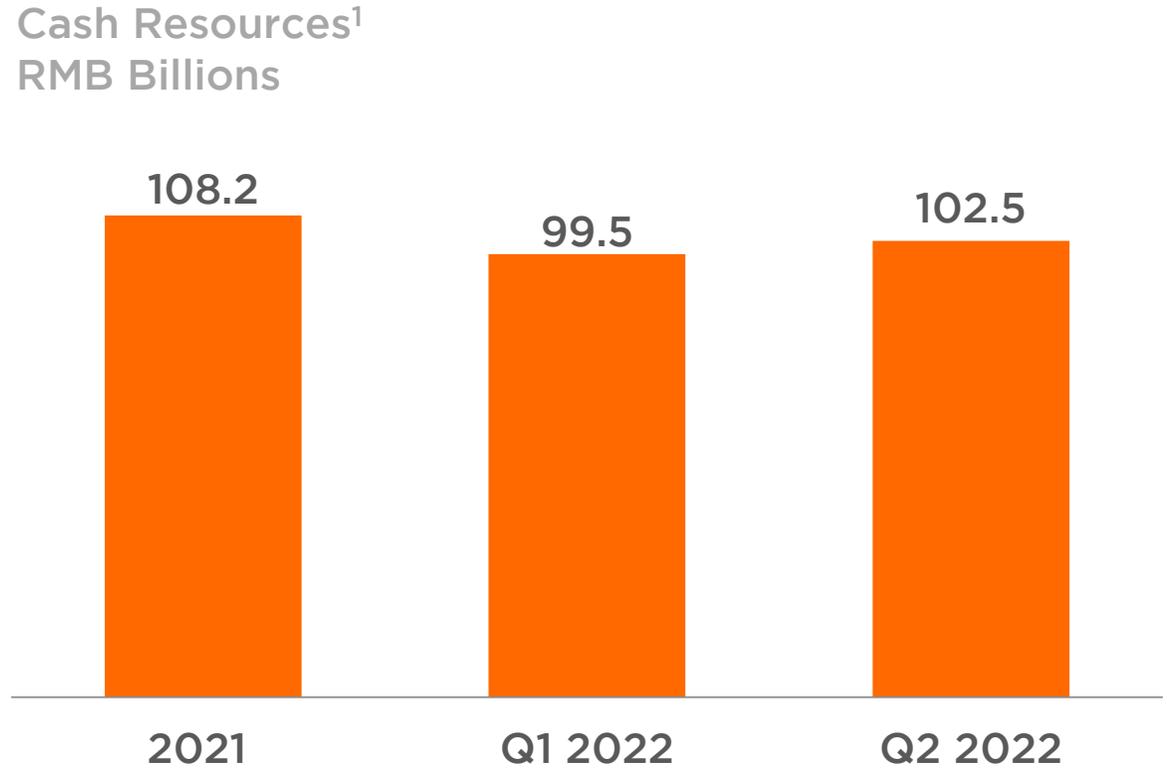
Operating expense ratio was 14.8% in Q2 2022 with increased investment in R&D, including expenses related to smart EV and other new initiatives of RMB611 million



# Strong Cash Position



Our cash resources reached approximately  
**RMB102.5 billion**



<sup>1</sup> 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



**ESG**

# ESG Awards and Recognitions



Forbes

## 2022 BEST EMPLOYER SELECTION

China's **Best Employer** of the Year

China's **Most Sustainable Employer** of the Year

China's **Most Digitally Responsible Employer** of the Year

Institutional Investor

# Institutional Investor

2022 ASIA (EX-JAPAN) EXECUTIVE TEAM

**MOST HONORED COMPANY**

**Best ESG**  
In Technology Hardware Sector

# Accessibility and Data Security

## Accessibility



“My Own Voice” Project:  
Create a **unique and customized** voice for a user with **speech disorders**, using our self-developed Text-To-Speech technology



Collaborated with Xinyang government to **customize** Redmi Note 11E model for **elderly people** and bring convenience to their life

## Data Security



Xiaomi Electric Scooter 4 Pro obtained **IoT Security Rating Gold level certification** from Underwriter Laboratories Inc, which marked the world’s **first** electric scooter with such a high-level safety rating



# Giving back to Our Community

## Disaster and COVID-19 Relief

Reconstructed **79 schools** in Henan Province since the flood disaster in July 2021<sup>1</sup>

**RMB1 million** COVID-19 donation to Hainan Red Cross Society in August 2022<sup>1</sup>

## Talent Development

Donate **RMB500 million** to Beijing Municipal Natural Science Foundation Committee to support fundamental research in fields such as AI and smart manufacturing<sup>1</sup>

Since February 2022, Xiaomi Young Scholar Program<sup>1</sup> has been rolled out to **over 10 universities** in mainland China, including Peking University and Tsinghua University

<sup>1</sup> By Beijing Xiaomi Foundation



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