



Xiaomi Corporation

Q1 2022 Results Announcement



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Q1 2022 Overall Performance

Robust Financial Performance

Revenue
RMB

73.4 billion

Adjusted Net Profit¹
RMB

2.9 billion

Including expenses related to
smart EV and other new initiatives
RMB425 million

Leading Smartphone Market Position

#3

Global
Market Share Ranking²

12.6%

Global
Market Share²

Growing User Base

529.1 million

Global MIUI MAU³
24.4% YoY

135.6 million

Mainland China MIUI MAU³
14.3% YoY

Leading AIoT Platform

478.1 million

AIoT Connected Devices⁴
36.2% YoY

9.5 million

Users with 5 or More
Connected Devices⁴
38.7% 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 Q1 2022

³ In March 2022

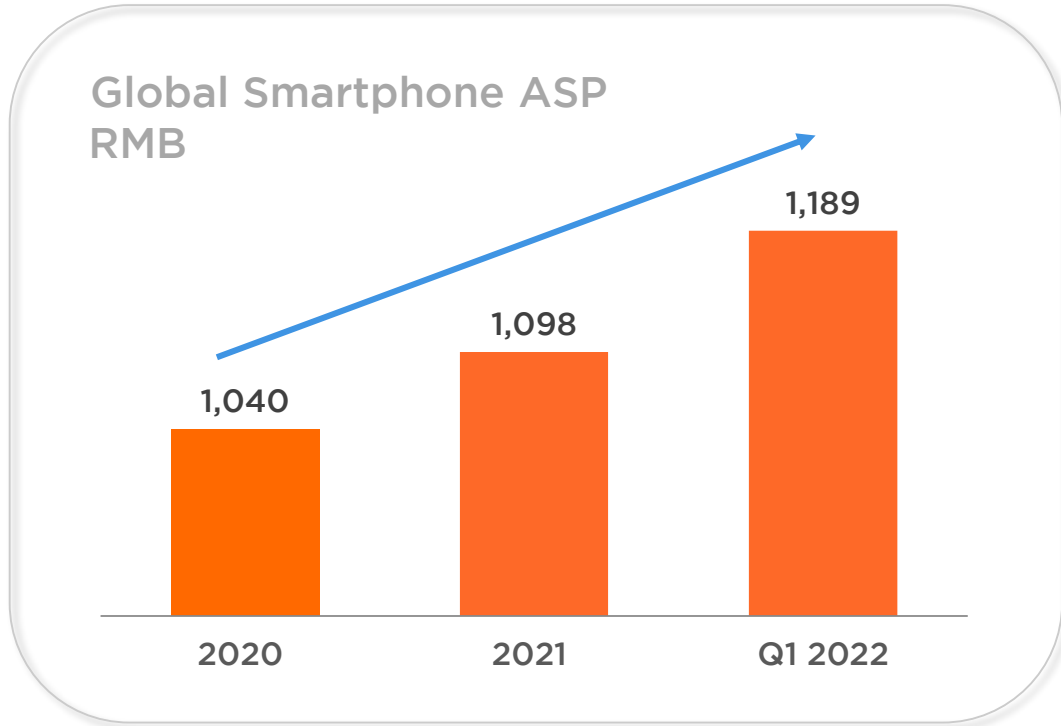
⁴ As of March 31, 2022, excluding smartphones, laptops and tablets

Smartphone Shipments Ranked **No.3** Globally in Q1 2022



Vendor	Q1 2022 Shipments (Million Units)	Q1 2022 Market Share	Shipments YoY Growth
Samsung	73.7	23.7%	-3.7%
Apple	56.5	18.2%	7.8%
Xiaomi	39.2	12.6%	-19.8%
OPPO	29.0	9.3%	-26.7%
vivo	25.1	8.1%	-30.2%
Others	87.7	28.1%	-7.0%
Total	311.2	100.0%	-10.5%

Strengthened Premium Smartphone Position



Premium smartphone¹ shipments reached **~4 million** units globally in Q1 2022

Mainland China

No.1 RMB4,000-6,000 Android Smartphone Category²

No.1 Smartphone Models with Snapdragon® 8 Gen 1 Mobile Platform²

Overseas

Top 3 Premium Smartphone Brand³ in Europe

Xiaomi 12 Series Launched Globally

Hofburg Palace
Vienna, Austria

Palacio de Cibeles
Madrid, Spain

Eiffel Tower
Paris, France

¹ Smartphones with retail prices at or above RMB3,000 in mainland China and EUR300, or equivalent, in overseas markets

² By shipments in Q1 2022 in mainland China, according to third-party data

³ By shipments in Q1 2022 of smartphones with retail prices at or above USD350, or equivalent, according to Canalys

Top-ranked Smartphone Performances

China Telecom

2021中国电信终端洞察报告

5G性能评测 小米 & Redmi包揽全价位段第一

5000元以上

TOP 1 XIAOMI 11 Pro (5G)

TOP 3 XIAOMI Mix 4 (5G)

3500-5000元

TOP 1 Redmi K40 Pro (5G)

2000-3500元

TOP 1 Redmi K40 (5G)

2000元以下

TOP 1 Redmi Note 9 (5G)

China Unicom

2021年度联通终端测评报告

综合评定 小米 & Redmi成绩卓越

4500元以上

TOP 1 Xiaomi MIX FOLD

TOP 2 XIAOMI 12 Pro

3000-4500元

TOP 2 XIAOMI 12

2000元以下

TOP 1 Redmi Note11



No.1 Performance across All Price Segments

in a 5G Smartphone Performance Assessment
by **China Telecom**

No.1 Performance across Multiple Price Segments

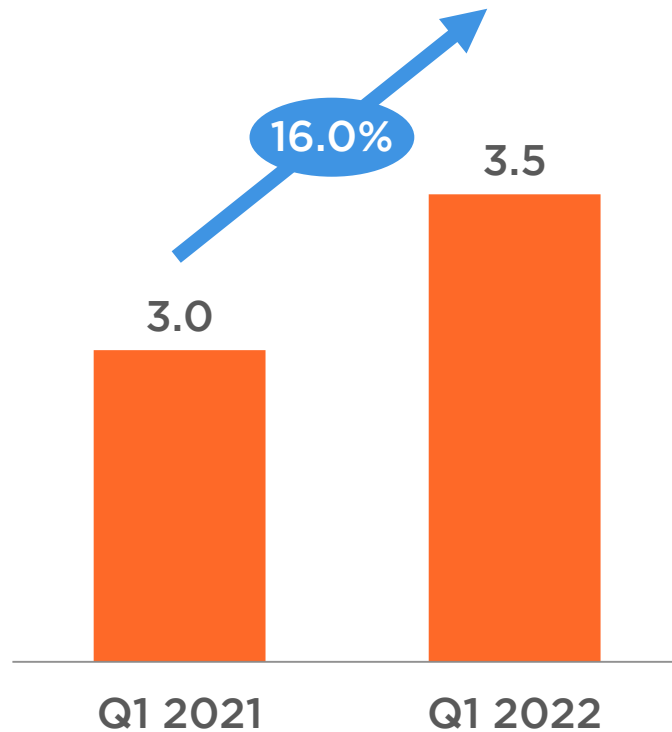
in a Smartphone Handset Quality Assessment
by **China Unicom**

Top 3 5G Communication Capability across
Multiple Price Segments

in a 5G Communication Capability Assessment
by **China Mobile**

R&D Expenses Reached **RMB3.5 billion** in Q1 2022

R&D Expenses
RMB Billions



Number of Granted Patents
Globally¹

26,000+

Number of Patent Applications Globally¹
53,000+

Number of R&D Employees¹

>44%

of total employees¹

Imaging Technology

Number of Granted Patents
Globally¹

980+

Number of Patent Applications
Globally¹

2,400+



Charging Technology

Number of Patent Applications
Globally¹

1,550+

Number of Patent Applications
Globally for Wired Fast Charging¹

390+



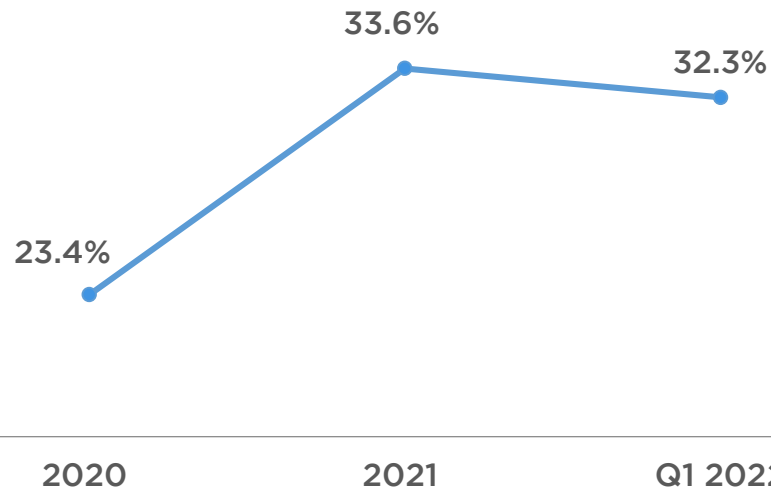
¹ As of March 31, 2022

Continued to Strengthen New Retail Strategy in Mainland China



No.1 Smartphone Online Market Share in Mainland China

Smartphone Online Market Share in Mainland China¹
%



Focus on Efficiency Improvement for 10,500+ Offline Stores²



50%+ Premium Smartphones Sold via Offline Channels in Mainland China³

Launched Partnership with Meituan Instashopping to Offer On-demand Delivery Services Covering 3,000+ Stores in 276 Cities⁴

¹ By shipments in Q1 2022 in mainland China, according to third-party data

² As of March 31, 2022

³ By shipments in Q1 2022 in mainland China, according to third-party data. Premium smartphones are smartphones with retail prices at or above RMB3,000 in mainland China

⁴ As of March 2022



Smartphones



Supply Chain Constraints, COVID-19 and Macroeconomic Headwinds, Mitigated by Strong ASP Growth

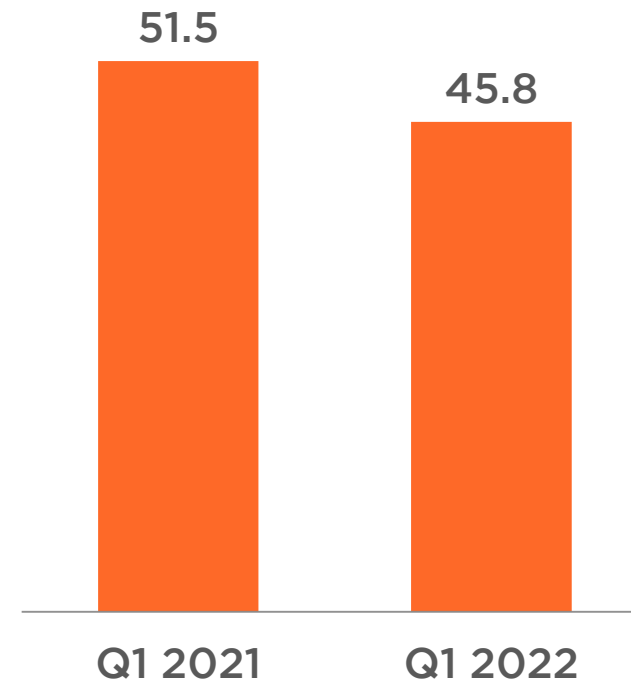
In Q1 2022

Smartphone revenue reached RMB45.8 billion, affected by supply chain constraints, COVID-19 and macroeconomic headwinds

Smartphone shipments reached 38.5 million units

ASP reached RMB1,189, up **14.1%** YoY

Smartphone Revenue
RMB Billions





New Flagship Smartphones Attracted New Users

Xiaomi 12 Series



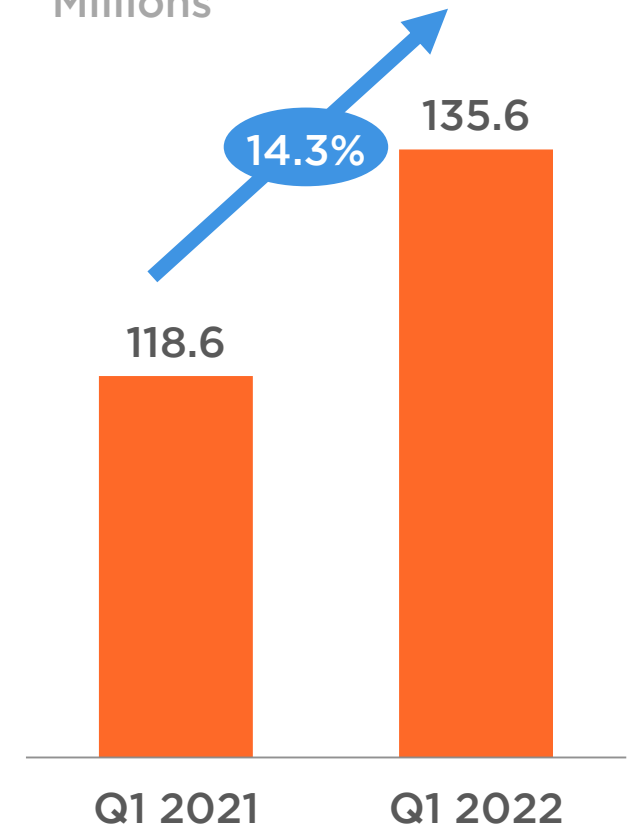
% of New Users¹
50%+

Redmi K50 Redmi K50 Pro



% of New Users²
50%+

Mainland China MIUI MAU
Millions



¹ Based on Xiaomi 12 series, including Xiaomi 12, Xiaomi 12 Pro and Xiaomi 12X. From product sales launch on December 31, 2021 to May 15, 2022; new user is defined as first-time Xiaomi user or returning user after a period longer than 30 days, based on internal data since June 1, 2018

² From product sales launch on March 22, 2022 to May 15, 2022; new user is defined as first-time Xiaomi user or returning user after a period longer than 30 days, based on internal data since June 1, 2018

Xiaomi CIVI 1S: Continued to Attract Fashion-conscious Users



xiaomi CIVI 1S 奇迹阳光

- ✓ Fashionable and colorful design with light weight
- ✓ Beauty-mode camera, equipped with eye-tracking algorithm
- ✓ Enhanced user experience in smoothness, display and battery life

% of New Users¹ **50%+**



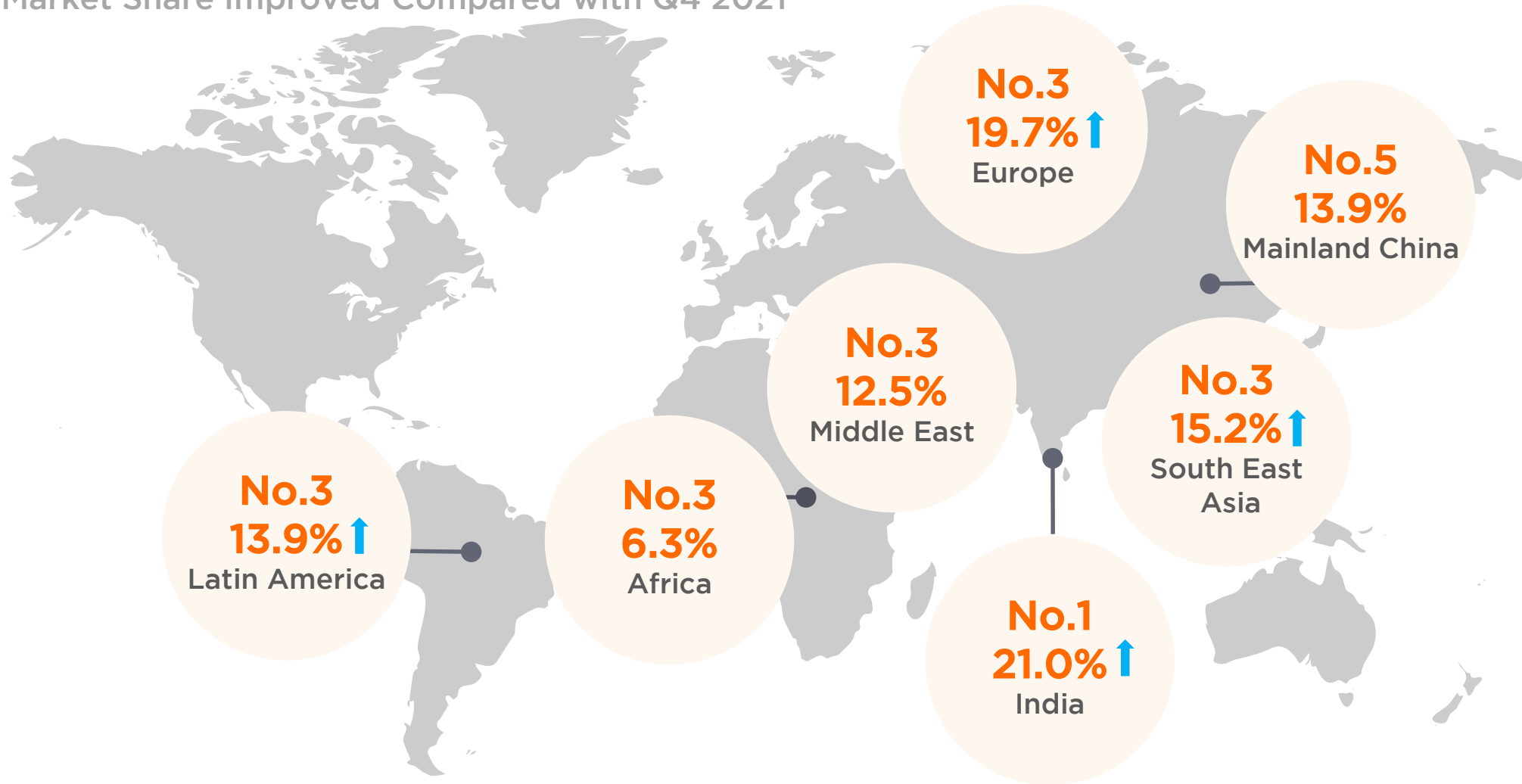
¹From product sales launch on April 21, 2022 to May 15, 2022; new user is defined as first-time Xiaomi user or returning user after a period longer than 30 days, based on internal data since June 1, 2018



Leadership Across All Major Markets

Q1 2022 Xiaomi Smartphone Market Share & Ranking

↑ Market Share Improved Compared with Q4 2021

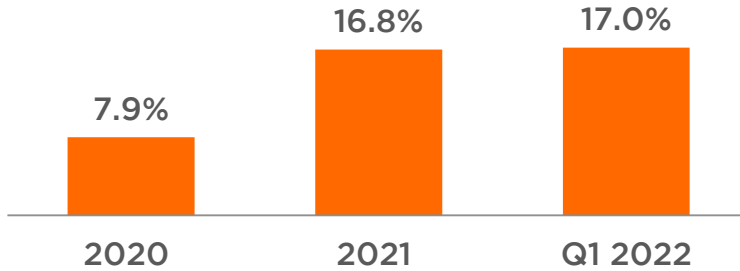


Smartphone Market Share Ranked Top 3 in 49 Markets and Top 5 in 68 Markets in Q1 2022

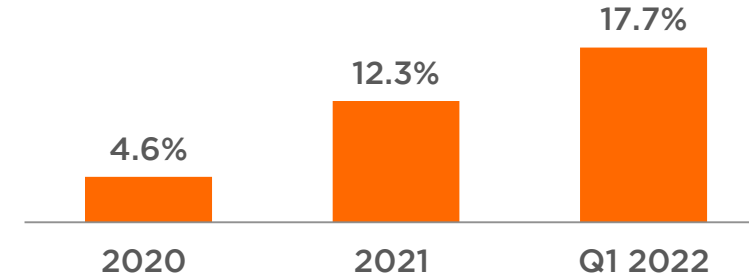


Continued Expansion of Overseas Carrier Markets

Market Share of Carrier Channels in Europe¹



Market Share of Carrier Channels in Latin America¹



Overseas Smartphone Shipments Through Carrier Channels in Q1 2022²

Over 5.7 million Units

YoY Growth
10%+

Smartphone Shipments Through Carrier Channels¹ in Q1 2022

Top 3 in **38**
Overseas Markets

¹ According to Canalys, by shipments in Q1 2022

² Excluding India, Nepal, Bangladesh and Sri Lanka



AIoT

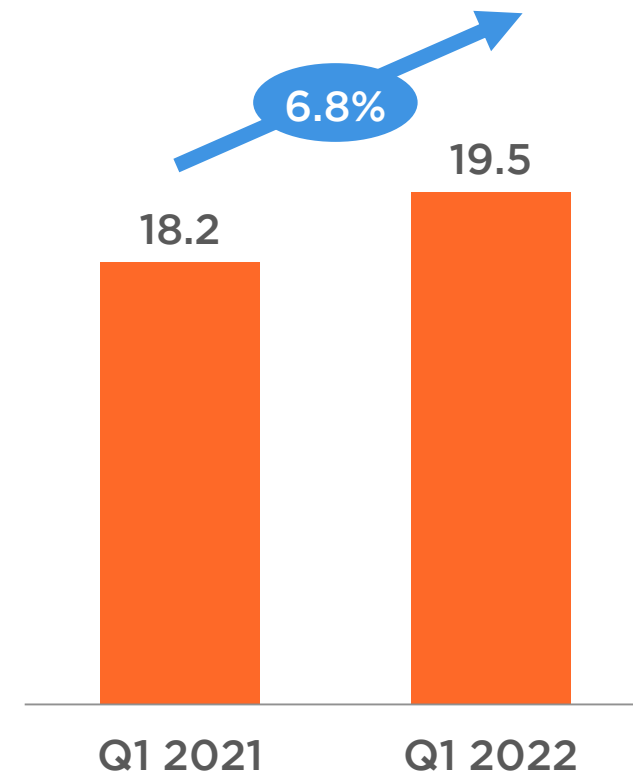
Record High IoT and Lifestyle Products Gross Margin



IoT and Lifestyle Products Revenue
RMB Billions

In Q1 2022, IoT and lifestyle products revenue reached RMB19.5 billion, up **6.8%** YoY

IoT and lifestyle products gross margin reached **15.6%** in Q1 2022, up 1.1% YoY, a **record high**



Global Leading Consumer AIoT Platform



478.1 million

Connected Devices¹
Up **36.2%** YoY



9.5 million

Users with 5 or More Devices
Connected to Xiaomi's AIoT Platform¹
Up **38.7%** YoY



115.3 million

AI Assistant MAU²
Up **23.9%** YoY



65.8 million

Mi Home App MAU²
Up **33.8%** YoY

¹ As of March 31, 2022, excluding smartphones, laptops and tablets
² In March 2022

Smart TV: Maintained Leadership in Mainland China



Global Smart TV Shipments in Q1 2022

3.0 million, up **15%+** YoY

Ranked **Top 5** Globally¹

No.1

TV Brand
in Mainland China

for **13** Consecutive
Quarters¹

No.1

Smart TV Brand
in India

for **15** Consecutive
Quarters²

TV Internet Services Revenue
Reached a **Record High**

¹ According to AVC, by shipments in Q1 2022

² IDC Quarterly Smart Home Device Tracker, Q4 2021 Release; by shipments in Q4 2021

White Goods: Continued to Penetrate High-end Market

Revenue of White Goods¹ Grew by **25%+** YoY in Q1 2022

Air Conditioners



Smart Air Conditioner with Ventilation Vertical 3 HP²
Equipped with an industry-leading airflow rate

Priced at RMB7,299

Refrigerators



Mijia 630L Super Refrigerator Crystal Edition
Offering a large capacity of 630 liters, a low noise
experience and high energy efficiency

Priced at RMB4,299

¹ Including air conditioners, refrigerators and washing machines

² Horsepower

Pad: Xiaomi Pad 5 Series Well Received Globally



Global Shipments

Exceeded 2 million

Since Launched in August 2021

Ranked **Top 3**

in Mainland China¹
in Q1 2022



¹ According to Canalis, by shipments in Q1 2022

Wearables: Leading Brand Globally and in Mainland China

Redmi | 原神



TWS

Global Shipments¹

No.3

Mainland China Shipments¹

No.2



¹ According to Canalys, by shipments in Q1 2022



Internet Services

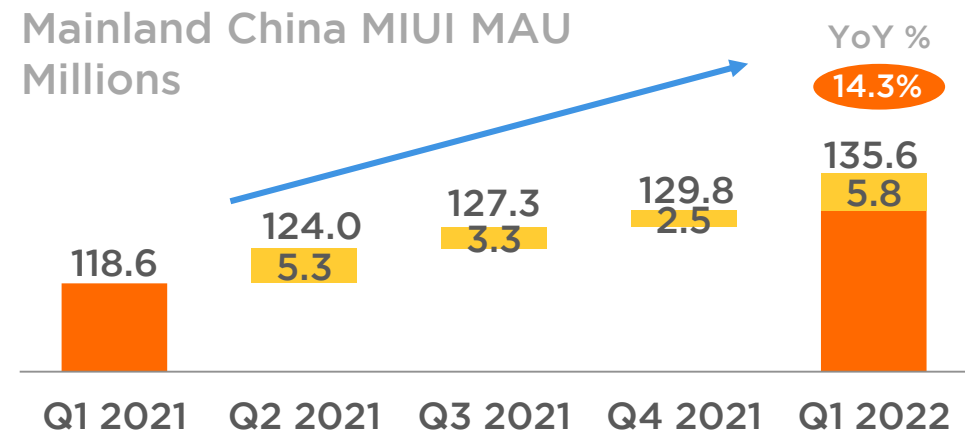
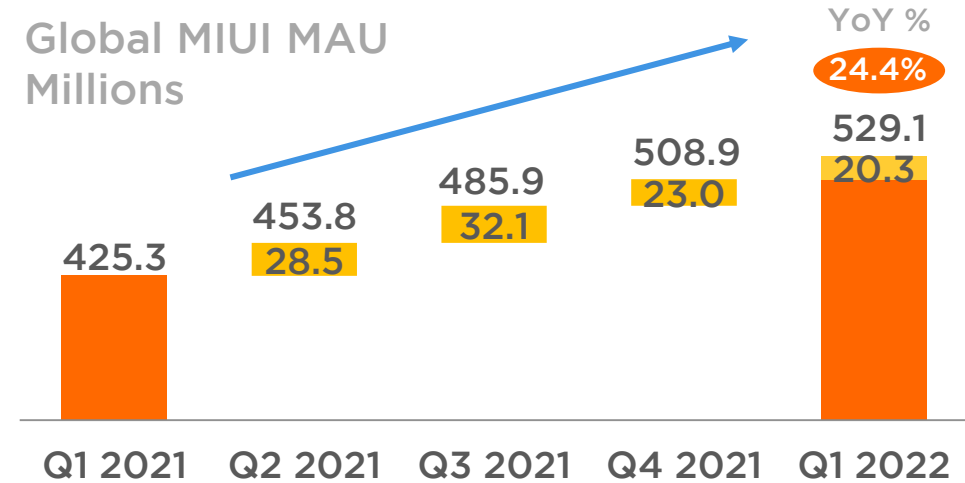


Global MIUI MAU Reached 529.1 million and Mainland China MIUI MAU Reached 135.6 million in Q1 2022

Global MIUI MAU¹ reached 529.1 million, a **record high**, YoY growth of 103.8 million

Mainland China MIUI MAU¹ reached 135.6 million, a **record high**, YoY growth of 17.0 million

Global TV MAU² exceeded 50 million



¹ In March 2022

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

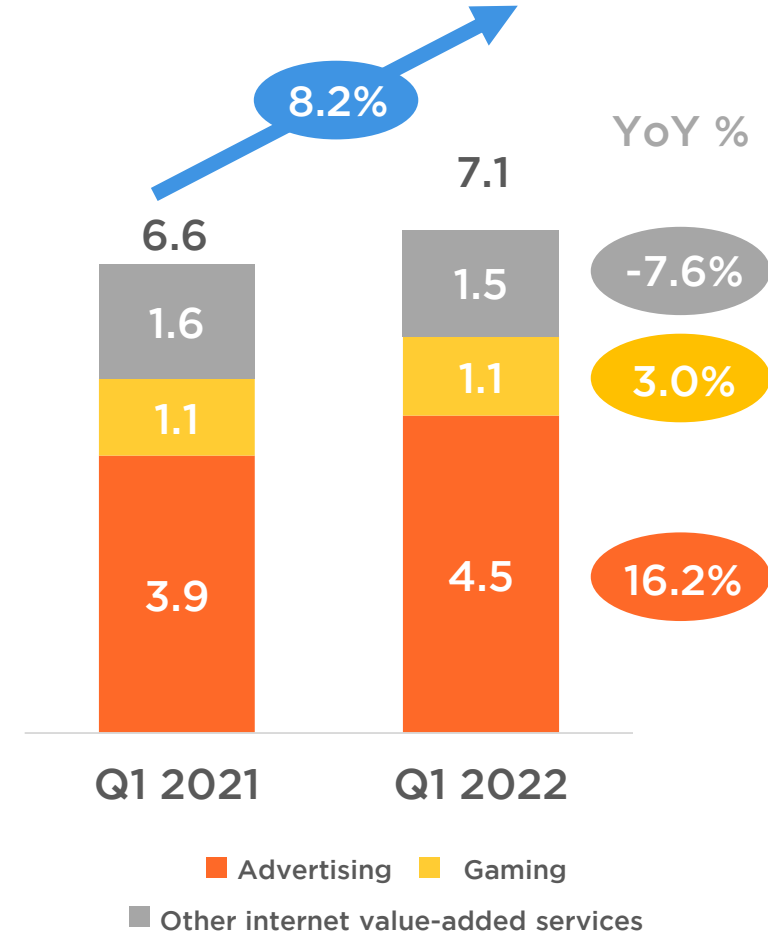
Internet Services Revenue Maintained Robust Growth

In Q1 2022, internet services revenue reached RMB7.1 billion, up **8.2%** YoY

Advertising revenue increased by **16.2%** YoY

Gaming revenue maintained continuous growth YoY

Internet Services Revenue
RMB Billions



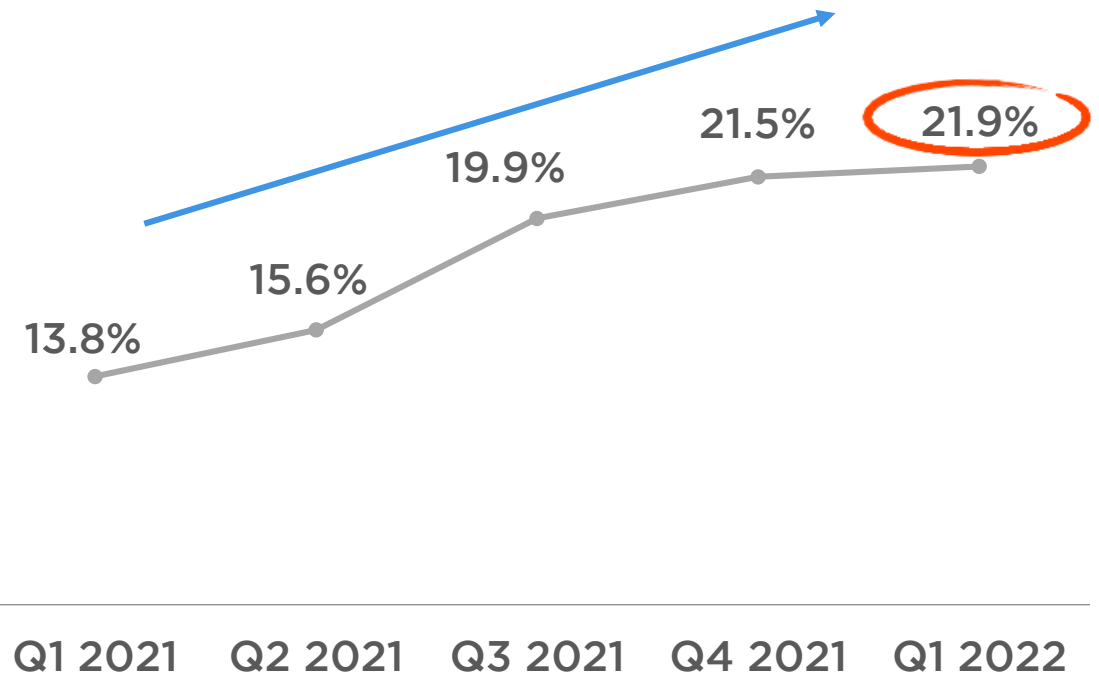


Overseas Internet Services Revenue Contribution Percentage Reached Record High

Overseas internet services revenue reached RMB1.6 billion, up **71.1%** YoY in Q1 2022, accounting for **21.9%** of total internet services revenue, a **record high**

Western Europe MIUI MAU¹ increased **60%+** YoY and Latin America MIUI MAU¹ increased **70%+** YoY

Overseas Internet Services Revenue as % of Total Internet Services Revenue



¹In March 2022

Multiple Monetization Engines Driving Advertising Revenue Growth



Performance-based and Brand Ads

- Mainland China revenue maintained stable YoY growth thanks to our diversified customer base and higher monetization efficiency
- Stronger capability of content and service operations in overseas markets led to **record high** overseas revenue

Search

- Mainland China revenue increased YoY due to a number of hot topics including Winter Olympics
- Overseas revenue reached a **record high** as a result of improved monetization capability and growing overseas MIUI MAU

Pre-installation

- Mainland China revenue decreased YoY due to lower smartphone shipments
- Overseas revenue grew YoY, as we continued to expand our partnership in overseas markets such as Europe, Latin America and South East Asia

Growth in TV Internet Services Revenue in Mainland China

Q1 2022 TV Internet Services Revenue Accounted for ~15% of Total Internet Services Revenue in Mainland China



No.1 TV Brand in Mainland China
Entails Significant **Monetization Opportunities**

TV VAS¹

Q1 2022 TV VAS¹ revenue reached a **record high**

- ✓ Strategic collaboration with various content providers
- ✓ Enriched user scenarios such as sports, kids, family, etc.
- ✓ **5.5 million TV paid subscribers²**

TV Ads

Q1 2022 TV ads revenue reached a **record high**

- ✓ Mainly driven by brand ads of **luxury goods and high-end automobiles**

¹ TV VAS primarily includes subscription services

² In March 2022

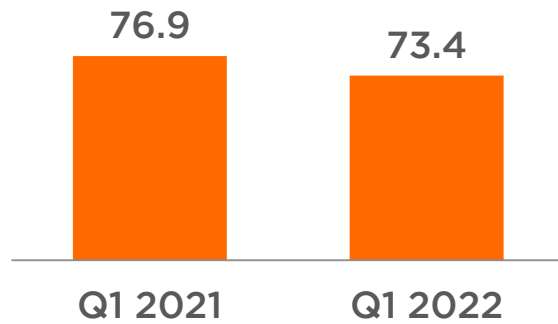


Financials

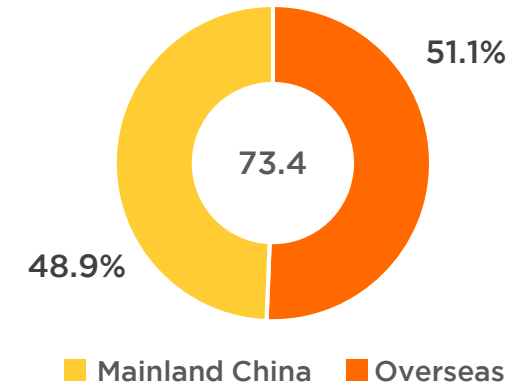


Quarterly Revenue by Region and Segment

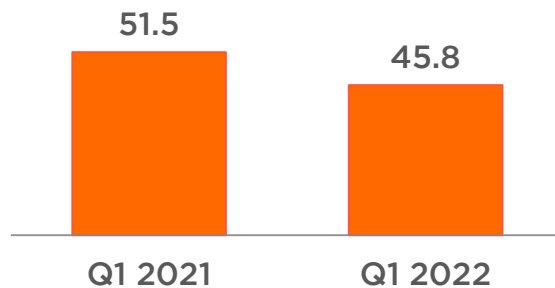
Total Revenue
RMB Billions



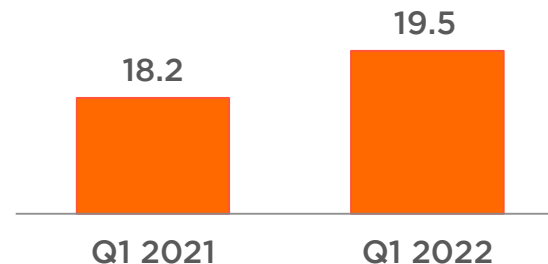
Total Revenue by Region, Q1 2022
RMB Billions



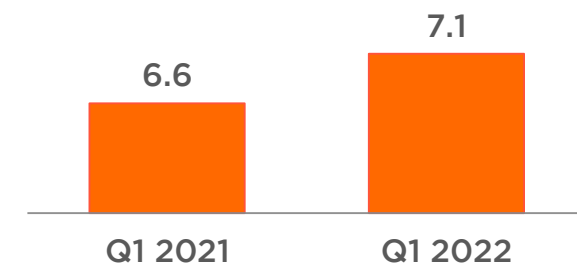
Smartphones Revenue
RMB Billions



IoT and Lifestyle Products Revenue
RMB Billions



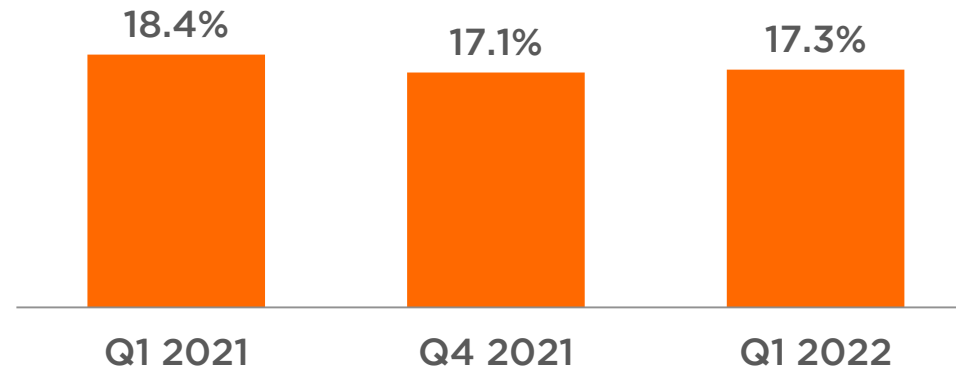
Internet Services Revenue
RMB Billions



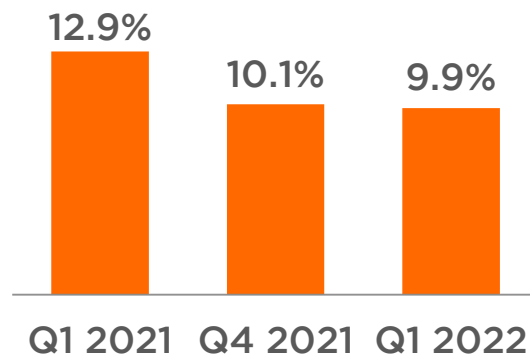


Quarterly Gross Margin by Segment

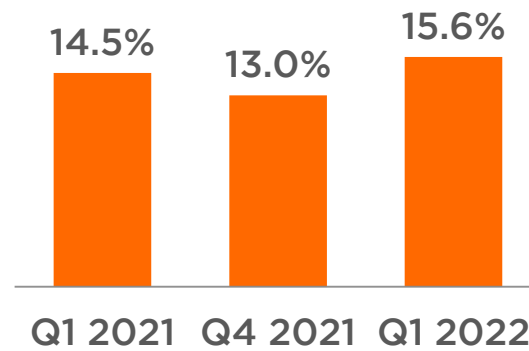
Overall



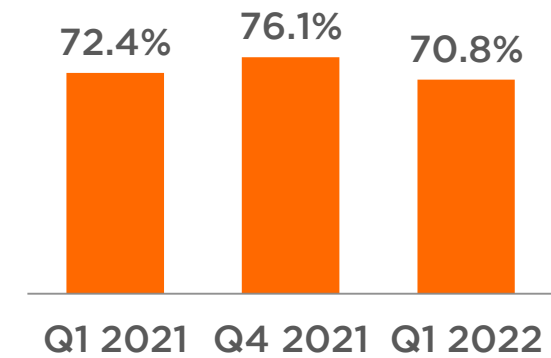
Smartphones



IoT and Lifestyle Products



Internet Services

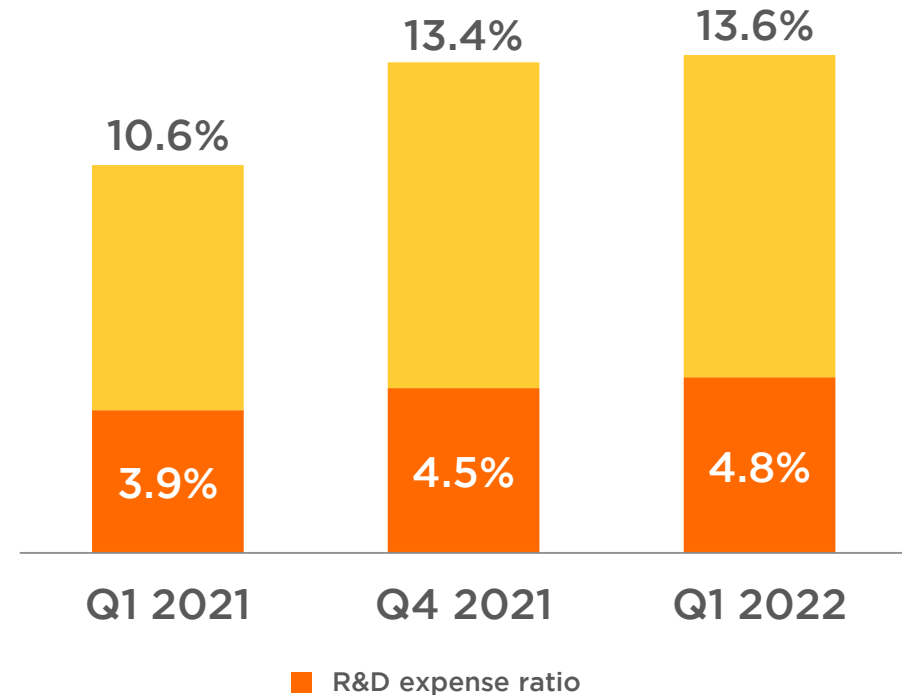




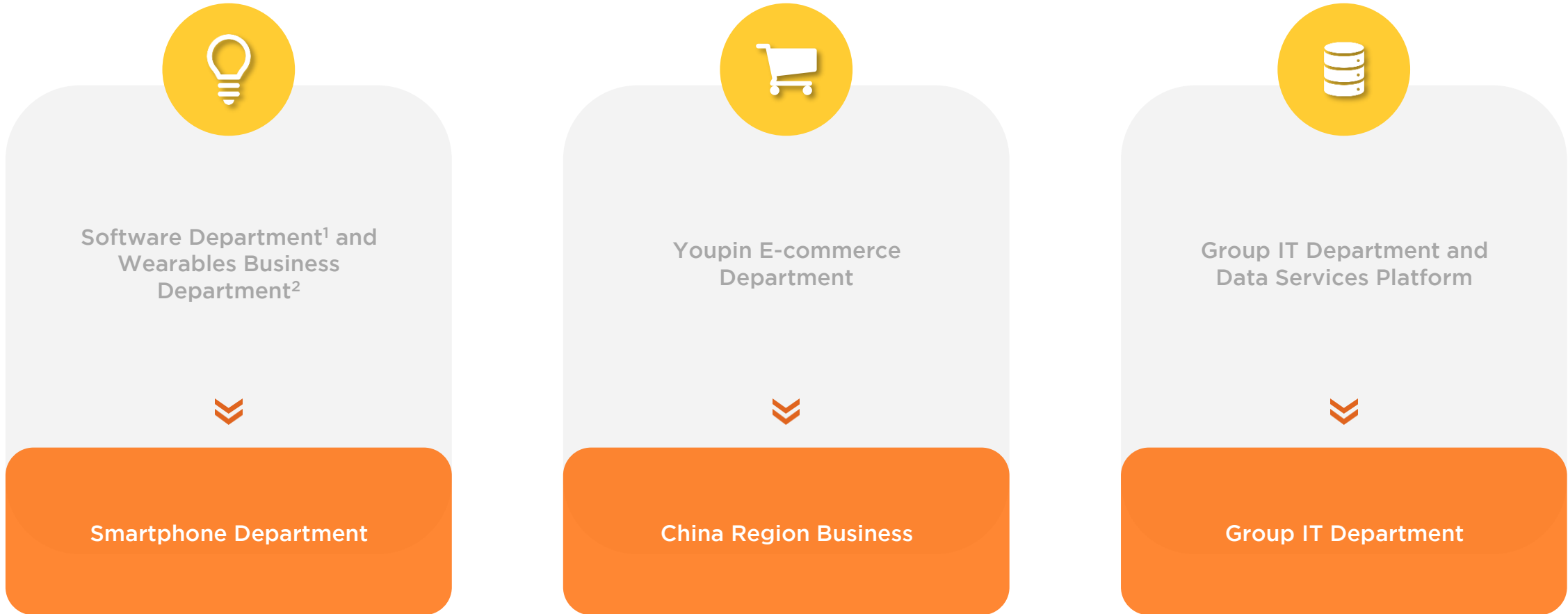
Continue to Invest in R&D

Operating Expense Ratio

Operating expense ratio was 13.6% in Q1 2022 with increased investment in R&D, including expenses related to smart EV and other new initiatives of RMB425 million



Streamlined Business Units to Drive Business Synergies and Improve Operating Efficiency

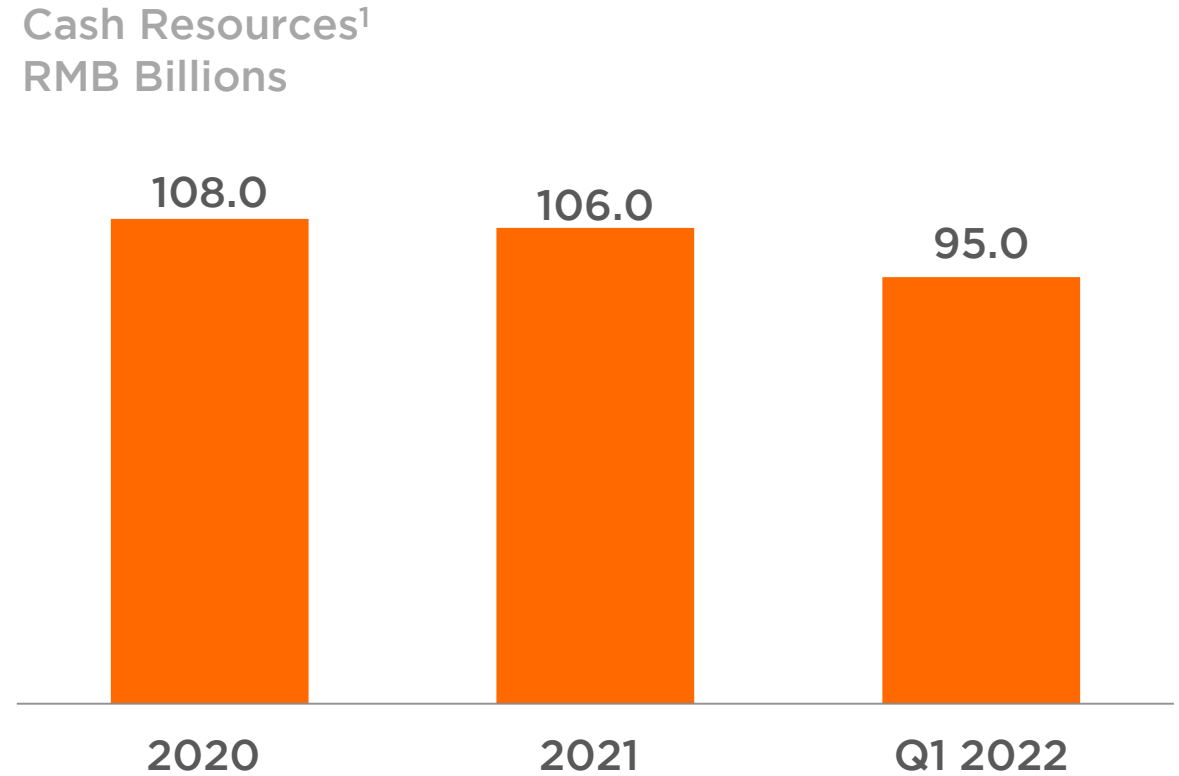


¹ Software and Experience Department, IoT Platform Department and Smartphone System Software Department combined into Software Department

² Under IoT and Lifestyle Products Department

Strong Cash Position

Our cash resources reached approximately
RMB95.0 billion



¹ Including (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 and (vi) long-term bank deposits



ESG

2021 ESG Report Published (4th Consecutive Year)



ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

About the Report

This is the 4th Environmental, Social and Governance (ESG) Report published by Xiaomi Corporation ("Xiaomi," the "Group," the "Company," or "we"). This Report sets out to present, on an objective and fair basis, the ESG performance of Xiaomi Corporation and its subsidiaries in 2021. The Report was prepared in compliance with the disclosure requirements of the *Environmental, Social and Governance Reporting Guide* (the "ESG Guide" or "the Guide") as depicted in *Appendix 27 of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited*, published by The Stock Exchange of Hong Kong Limited (the "Hong Kong Stock Exchange"), and in reference with the Core Option of the *Global Reporting Initiative (GRI) Sustainability Reporting Standards*, the *Hardware – Sustainability Accounting Standard of the Sustainability Accounting Standards Board (SASB)*, and the *Recommendations of the Task Force on Climate-related Financial Disclosures (TCFD)*. It is recommended that this Report is read in conjunction with the section titled "Corporate Governance Report" as contained in the Group's Annual Report.

In preparation for the Report, we strove to ensure that the information disclosed herein follow the four reporting principles, namely, materiality, quantitative, balance and consistency.

The reporting period of this Report is from January 1, 2021 to December 31, 2021 ["this year"]. To enhance the comparability and completeness of the Report, the reporting period for part of the content is appropriately extended forward or backward.

The source of information and cases within this Report were mainly derived from the Company's statistical reports, relevant documents and internal communication documents in 2021. The Company undertakes that there are no false records or misleading statements in this Report, and takes responsibility for the authenticity, accuracy and completeness of the information in this Report.

This Report is published and available in both traditional Chinese and English. If there is any discrepancy between the texts, the Chinese version shall prevail for all purposes.

4. Key Performance Indicators^a

4.1 Key Performance Indicators – Environmental

Based on our current operations, our resource and energy consumption and pollutant discharge mainly take place in the areas as follows: office parks, direct-operated Mi Homes in mainland China, the Yizhuang Smart Factory, self-operated warehouses, and self-operated data center. Our environmental performance in 2021 is summarized as follows.

	2021	2020 ^b
Consumption		
Total Comprehensive Energy Consumption (MWh)^c	144,626.56	118,397.58
Direct Energy Consumption (MWh)	8,691.42	5,586.69
Indirect Energy Consumption (MWh)	135,935.14	112,810.89
Total GHG Emissions (Scope 1 and Scope 2) (metric tons)^d	82,820.16	66,481.29
Direct GHG Emissions (Scope 1) (metric tons)	9,096.95	8,402.12
Indirect GHG Emissions (Scope 2) (metric tons)	73,723.21	58,079.17
Total Water Consumption (metric tons)^e	443,663.00	303,132.72
Running Water Consumption (metric tons)	329,572.00	187,339.02
Reclaimed Water Consumption (metric tons)	134,091.00	115,793.90
Non-hazardous Waste (metric tons)	6,328.88	4,661.07
Hazardous Waste (metric tons)	2.50	0.37
Total Packaging Materials used for Finished Products (metric tons)^f	51,172.55	46,808.15

^a Numbers and percentage figures have been subject to rounding. Any discrepancy between the total and the sum of the amounts listed is due to rounding.

^b We work relentlessly to improve the data quality in completeness, consistency and accuracy. In accordance with the requirements of ISO14064-1:2018 Specification with Guidance at the Organization Level for Quantification and Reporting of Greenhouse Gas Emissions and Removals, we made revisions on our 2020 environmental data (energy and GHG). The revisions include additions of data from the Yizhuang Smart Factory, self-operated warehouse, satellite offices in mainland China, and offices in India, as well as operation-related fugitive emissions. Where applicable, we also selected emission factors from local sources over international references for GHG emission calculation for the purpose of higher precision.

^c The total comprehensive energy consumption was calculated based on the consumption of purchased electricity, purchased heat, natural gas and diesel, and the conversion factors from General Rules for Calculation of the Comprehensive Energy Consumption (GB/T 2589-2020), a national standard in the People's Republic of China. Direct energy consumption includes those from natural gas and diesel for corporate operation. Indirect energy consumption includes those from purchased electricity and purchased heat for corporate operation.

^d The Group's GHG emissions include direct emissions (Scope 1) and indirect emissions (Scope 2), covering all offices, Yizhuang Smart Factory, self-operated warehouses, self-operated data center, and direct-operated Mi Homes in mainland China, and overseas offices. Direct GHG emissions (Scope 1) include GHG emissions generated from natural gas and diesel for operations and fugitive emissions from refrigeration, fire suppression equipment and wastewater treatment system. Indirect GHG emissions (Scope 2) include GHG emissions generated from purchased electricity and purchased heat for operations. The preparation and quality control of activity data and selection of emission factors are in accordance with The GHG Protocol: Corporate Accounting and Reporting Standard, ISO14064-1:2018 Specification with Guidance at the Organization Level for Quantification and Reporting of Greenhouse Gas Emissions and Removals, and applicable national, local and industry standards. Where applicable, direct measurement is preferred source for data activity, and local emission factor is preferred, over the order of regional, industrial, national, and international. The Group's GHG inventory includes carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), and hydrofluorocarbons (HFCs). The GHG emissions data for the year ended December 31, 2021 is presented in carbon dioxide equivalent.

^e The water used by the Group includes running water and reclaimed water from the city water supply.

^f The total amount of packaging materials used for finished products includes those used by Xiaomi's smartphones, smart TVs, and smart hardware products.



核查声明

温室气体排放核查 核查声明

兹证明：
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邮编：100085

XIAOMI CORPORATION
Yard 33, Middle Xierqi Road
Haidian District
Beijing
100085
China

持有声明： CFV 769203

核查声明

As a result of carrying out verification procedures, it is the opinion of BSI with reasonable assurance that: 基于核查结果，BSI 出具合理保证等级声明如下：

- The total Greenhouse Gas Emissions for the year 2021 of XIAOMI CORPORATION is 82,820 tonnes of CO₂ Equivalent, including Direct Greenhouse Gas Emissions 9,097 tonnes CO₂ Equivalent and Indirect Greenhouse Gas Emissions 73,723 tonnes CO₂ Equivalent.
小米集团 2021 年温室气体排放总量为 82,820 吨二氧化碳当量，包括直接温室气体排放 9,097 吨二氧化碳当量和间接温室气体排放 73,723 吨二氧化碳当量。
- No material misstatements for the year 2021 Greenhouse Gas Emissions calculation were revealed.
2021 年温室气体排放计算未发现实质性错误陈述。
- Data quality was considered acceptable in meeting the principles as set out in ISO 14064-1:2018.
温室气体数据质量经验证符合 ISO14064-1:2018 的要求。

BSI 代表：

张翼翔，董事总经理，英标管理体系认证（北京）有限公司

首次发证日期： 2022-04-13

最新发证日期： 2022-04-13

...making excellence a habit.™

2021 Greenhouse gas emission data are verified by **British Standards Institution (BSI)**

Environmental Targets



Energy

The energy consumption per capita of self-operated office parks will be reduced by **5%** in 2026, against the 2020 level.

Greenhouse Gas (“GHG”)

The GHG emissions per capita of our self-operated office parks will be reduced by **4.5%** in 2026, against the 2020 level.

Water

Water consumption per capita of self-operated office parks will be **no higher** than that of 2020 level.

Waste

Non-hazardous wastes from self-operated office parks are separately managed by categorization.
All hazardous wastes are handled by **qualified** third-party organizations.



Giving back to Our Community

Talent Development

RMB10 million Xiaomi Sports Scholarship¹

Established in January 2022 to facilitate the all-round development of teenage athletes

Peking University Xiaomi Innovation Fund²

Established in April 2022 to promote cutting-edge research and technology innovation

Covid-19 Relief

In 2022

Covid-19 relief and donations for Jilin, Shanghai, Shenzhen and Quanzhou, etc., China²

RMB1 million donation to Beijing Guangcai Charity Foundation²

¹By Xiaomi Foundation Limited

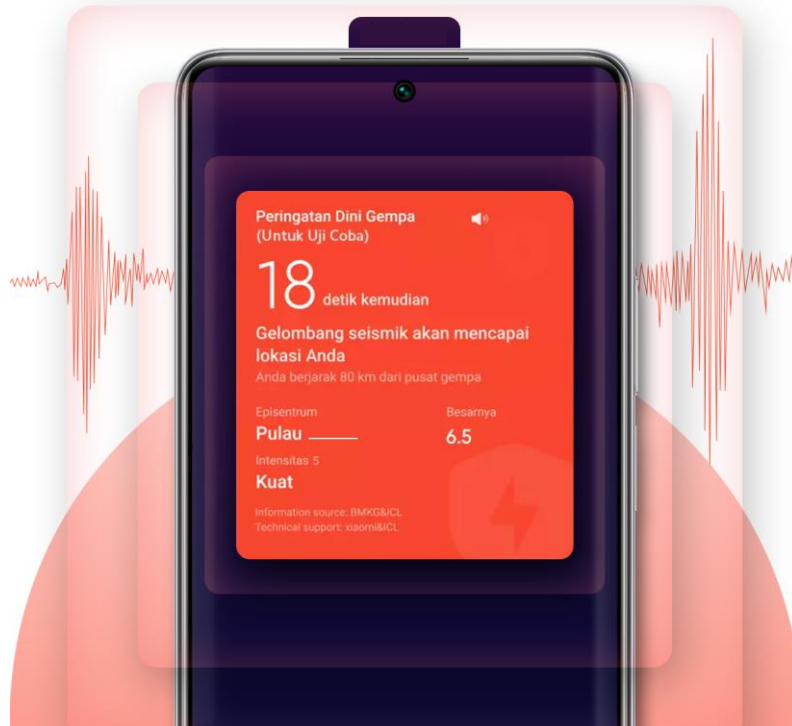
²By Beijing Xiaomi Foundation

Earthquake Early Warning Function Launched in Indonesia



Earthquake Early Warning

is now coming to your Xiaomi smartphone



Earthquake Early Warning (“EEW”)

Immediately notify users of the seismic intensity and the location of the earthquake when it occurs nearby, if the feature is turned on

Preserve **life-saving time** for affected residents to make the most effective protective measures

Committed to **public preventative measures in areas of natural disasters** with technology advancement and accessibility improvement



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