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In Q4 2020

Total revenue was RMB70.5 billion, up 24.8% YoY

Adjusted net profit$ was RMB3.2 billion, up 36.7% YoY

---

$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
In 2020

Total revenue was RMB245.9 billion, up 19.4% YoY

Adjusted net profit\(^1\) was RMB13.0 billion, up 12.8% 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
No.3 market share globally with the highest YoY growth in Q4 2020, smartphones sold in 100+ markets

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Q4 2020 shipment volume</th>
<th>Q4 2020 market share</th>
<th>Q4 2019 shipment volume</th>
<th>Q4 2019 market share</th>
<th>Shipment YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>81.8</td>
<td>22.7%</td>
<td>78.4</td>
<td>21.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Samsung</td>
<td>62.0</td>
<td>17.2%</td>
<td>70.8</td>
<td>19.2%</td>
<td>-12.4%</td>
</tr>
<tr>
<td>Xiaomi</td>
<td>43.4</td>
<td>12.1%</td>
<td>33.0</td>
<td>9.0%</td>
<td>31.4%</td>
</tr>
<tr>
<td>OPPO</td>
<td>34.7</td>
<td>9.6%</td>
<td>30.3</td>
<td>8.2%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Vivo</td>
<td>32.1</td>
<td>8.9%</td>
<td>28.2</td>
<td>7.6%</td>
<td>14.1%</td>
</tr>
<tr>
<td>Others</td>
<td>105.5</td>
<td>29.4%</td>
<td>128.0</td>
<td>34.7%</td>
<td>-17.5%</td>
</tr>
<tr>
<td>Total</td>
<td>359.6</td>
<td>100.0%</td>
<td>368.6</td>
<td>100.0%</td>
<td>-2.5%</td>
</tr>
</tbody>
</table>

Source: Canalys

1 Among top 5 smartphone vendors by shipments
**Continued to gain market share in mainland China**

### Mainland China smartphone shipments and market share

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Q4 2020 shipment volume</th>
<th>Q4 2020 market share</th>
<th>Q4 2019 shipment volume</th>
<th>Q4 2019 market share</th>
<th>Shipment YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huawei (incl. Honor)</td>
<td>18.8</td>
<td>22.4%</td>
<td>33.3</td>
<td>38.1%</td>
<td>-43.5%</td>
</tr>
<tr>
<td>OPPO</td>
<td>17.2</td>
<td>20.4%</td>
<td>14.0</td>
<td>16.0%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Vivo</td>
<td>15.7</td>
<td>18.7%</td>
<td>13.1</td>
<td>14.9%</td>
<td>20.1%</td>
</tr>
<tr>
<td>Apple</td>
<td>15.3</td>
<td>18.2%</td>
<td>12.7</td>
<td>14.5%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Xiaomi</td>
<td>12.2</td>
<td><strong>14.6%</strong></td>
<td>8.1</td>
<td><strong>9.2%</strong></td>
<td><strong>51.9%</strong></td>
</tr>
<tr>
<td>Others</td>
<td>4.8</td>
<td>5.7%</td>
<td>8.1</td>
<td>7.3%</td>
<td>-24.5%</td>
</tr>
<tr>
<td>Total</td>
<td>84.0</td>
<td>100.0%</td>
<td>87.5</td>
<td>100.0%</td>
<td>-4.0%</td>
</tr>
</tbody>
</table>

Xiaomi's smartphone market share in mainland China

%  

Source: Canalys
Premium smartphones well received by the market

Over 1 million units of Mi 11 was sold within 21 days in mainland China

New Xiaomi users accounted for over 50% of Mi 11 users¹

Premium smartphone shipments reached ~10 million units globally²

¹ In the first month after launch, based on internal data tracing back to November 1, 2017
² Smartphones with mainland China major retail price at RMB3,000 and above or with overseas major retail price at €300 and above in 2020
Relentlessly pursue cutting-edge technologies

2021 Top 100 Global Innovator

Xiaomi
listed as
Top 100 Global Innovator
three years in a row

Listed as Top 100 Global Innovator for 3 consecutive years by Clarivate Analytics

Mi Air Charge Technology

Remote charging without any cables or wireless charging stands

First quad-curved waterfall display concept smartphone

88 ° hyper quad-curved screen features no ports or physical buttons
Retail expansion in mainland China

3,200+ retail stores as of 31 Dec 2020
up 1,000+ stores since 30 Sep 2020

Aim to achieve full county-level
coverage in mainland China

Digitalize offline operations by integrating real-time data
Optimize sales, store management and overall efficiency
Optimized internet organizational structure to focus on user experience

Software & Experience Department
Team leader: Jin Fan
Enhance user experience and interconnectivity across devices

Internet Business Department
Team leader: Ma Ji
Deliver high-quality internet services with sustainable monetization

Mi Eco Cloud
Big Data Cloud Computing

Data Services Platform
Team leader: Qiu Ruiheng
Leverage data to improve business operations
Smartphones
Q4 2020 smartphone revenue was RMB42.6 billion, up 38.4% YoY

2020 smartphone revenue reached RMB152.2 billion, up 24.6% YoY
Simultaneous growth in smartphone shipments, ASP and gross margin

Smartphone shipments (millions) YoY (%)
- Q4 2019: 32.6, up 29.7% from Q4 2019
- Q4 2020: 42.3, up 17.5% from 2019

Smartphone ASP (RMB)
- Q4 2019: 945, up 6.8% from Q4 2019
- Q4 2020: 1,009, up 6.1% from 2019

Smartphone gross margin (%)
- Q4 2019: 7.8%, up 2.7ppt from Q4 2019
- Q4 2020: 10.5%, up 1.5ppt from 2019
Strengthened our leadership in online sales in mainland China

Online smartphone market share in mainland China reached **29.5%** in Q4 2020

During the Singles’ Day\(^1\) and Double 12\(^2\) Shopping Festivals, we ranked **No.1** in sales volume among Android smartphones on JD.com, Tmall.com and Suning.com

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\(^1\) From November 1 to 11, 2020

\(^2\) From December 1 to 12, 2020

\(^3\) According to third-party statistics
Continued to execute our dual brand strategy

Key mainland China smartphone models

<table>
<thead>
<tr>
<th>Retail price¹ (RMB)</th>
<th>Mi 10 Ultra</th>
<th>Mi 10 Pro</th>
<th>Mi 10</th>
<th>Mi 11</th>
<th>Mi 10S</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3,000</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

¹ At the time of launch

Successfully expanded our premium smartphone portfolio

Continue to introduce highly-competitive smartphones with leading technologies and mass market appeal
AloT
Q4 2020 IoT and lifestyle product revenue reached RMB21.1 billion, up 8.0% YoY

2020 IoT and lifestyle product revenue reached RMB67.4 billion, up 8.6% YoY
Global leading consumer AIoT platform

324.8 million
Connected devices\(^1\)
Up 38.0% YoY

6.2 million
Users with 5 or more devices
connected to Xiaomi’s AIoT platform\(^1\)
Up 52.9% YoY

86.7 million
AI assistant MAU\(^2\)
Up 43.5% YoY

45.0 million
Mi Home App MAU\(^2\)
Up 22.1% YoY

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\(^1\) As of December 31, 2020, excluding smartphones and laptops
\(^2\) In December 2020
 Further expanded premium and ultra-large screen TV portfolio

Global smart TV shipments in 2020 reached 12.0 million units
Ranked No.1 in mainland China for 8 consecutive quarters¹
Ranked No.1 among TVs over 70 inches with market share of 27.7%² in mainland China

¹ According to AVC, by shipments in Q4 2020
² According to AVC, including Xiaomi and Redmi, by retail sales volume in Q4 2020
Continued to launch competitive IoT products to enhance smart home connectivity

Global AI speaker shipments exceeded 10 million units in 2020

Retail sales volume ranked No. 2 in mainland China with market share of 29.4%\(^1\)

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Global router shipments exceeded 15 million units in 2020

Retail sales volume ranked No. 2 in mainland China online market with market share of 20.6%\(^1\)

\(^1\) According to AVC, by retail sales volume in Q4 2020
Expanded our overseas IoT and lifestyle products footprint

Overseas IoT and lifestyle products sold in **80+** overseas markets in 2020

- **Mi Band**: 80 markets
- **Mi TV Box**: 80 markets
- **Xiaomi TWS Earbuds**: 79 markets
- **Mi Router**: 71 markets
- **Mi Electric Scooter**: 68 markets
- **Mi Robot Vacuum Cleaner**: 63 markets
Internet Services
Q4 2020 Internet services revenue reached RMB6.2 billion, up 8.4% YoY.

Quarterly advertising revenue reached historical high, up 23.1% YoY.

Quarterly gross margin of Internet services reached 68.4%, a record high.

2020 Internet services revenue reached RMB23.8 billion, up 19.7% YoY.
Global MIUI MAU\(^1\) reached 396.3 million, up 28.0% YoY

Mainland China MIUI MAU reached 111.0 million in Dec 2020 and reached 114.5 million in Jan 2021

Smart TV MAU\(^2\) grew 48.0% YoY to 40.9 million

\(^1\) As of December in respective quarters
\(^2\) As of December in respective quarters, including both smart TV and Mi box users
MIUI 12.5 delivering vastly improved user experience and privacy protection

- Faster and smoother operations
  - Lower CPU usage
  - Lower power consumption

- Decrease CPU usage and power consumption

- Privacy protection
  - Introduce “fuzzy location” and other functions to protect user privacy

- UI animation
  - Improve dynamic design and interface

- Cross-device collaboration
  - Facilitate collaboration between smartphones and laptops
Continued to expand overseas internet services

Q4 2020 overseas internet services revenue was up 55.1% YoY and accounted for 14.1% of total internet services revenue.

Overseas internet services revenue as percent of total internet revenue:
- Q3 2020: 12.0%
- Q4 2020: 14.1%

Increase of 2.1 ppt
Overseas
Q4 2020 overseas revenue reached RMB33.8 billion, up 27.6% YoY

2020 overseas revenue reached RMB122.4 billion, up 34.1% YoY
Smartphone market share ranked top 5 in 54 markets, and No. 1 in 8 markets

No.1
Spain  Ukraine  Poland  Belarus  Croatia  Nepal  Myanmar  India

No.2
Greece  Russia  Malaysia  Peru  Ecuador  Colombia  Morocco  Turkey

No.3
France  Portugal  Sweden  Italy  Germany  Switzerland  Czech Republic  Hungary  Latvia  Lithuania

No.4
Laos  Kuwait  Qatar  Nigeria  Slovakia  Israel  Indonesia  Chile  Belgium  Austria  Romania  Slovenia  Singapore  Sri Lanka  South Korea  Mexico  Egypt  Kenya

No.5
Netherlands  Estonia  Cambodia  Philippines  Brazil  China  Algeria  Saudi Arabia  UAE

Source: Canalys, by shipments in Q4 2020
Ranked No. 3 in Europe overall while gaining traction in Latin America

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Q4 2020 market share</th>
<th>Shipment YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>32.0%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Samsung</td>
<td>27.2%</td>
<td>-8.9%</td>
</tr>
<tr>
<td>Xiaomi</td>
<td>15.3%</td>
<td>33.9%</td>
</tr>
<tr>
<td>Huawei (incl. Honor)</td>
<td>10.4%</td>
<td>-42.0%</td>
</tr>
<tr>
<td>others</td>
<td>15.1%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
<td>-3.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Western Europe</th>
<th>Central and Eastern Europe</th>
<th>Latin America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market position</td>
<td>No. 3</td>
<td>No. 1</td>
<td>No. 4</td>
</tr>
<tr>
<td>Q4 2020 market share</td>
<td>10.9%</td>
<td>24.7%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Shipment YoY growth</td>
<td>57.3%</td>
<td>17.5%</td>
<td>215.4%</td>
</tr>
</tbody>
</table>

Source: Canalys, by shipments in Q4 2020
Strong performance in both online and carrier channels

Overseas (excluding India) smartphone shipments through online channels\(^1\) exceeded 16 million units in 2020, up 90%+ YoY

Overseas (excluding India) smartphone shipments through carrier channels exceeded 9 million units in 2020, up 380%+ YoY

Xiaomi’s smartphone market share in Western Europe carrier channels\(^2\)

\[\begin{array}{ccc}
\text{Q4 2019} & \text{Q3 2020} & \text{Q4 2020} \\
2.6\% & 4.6\% & 7.4\%
\end{array}\]

\(^1\) Including Mi.com and other E-commerce platforms
\(^2\) According to Canalys, by shipments
Financials
Quarterly revenue by segment

### Total revenue

<table>
<thead>
<tr>
<th>Segment</th>
<th>Q4 2019</th>
<th>Q3 2020</th>
<th>Q4 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY %</td>
<td>24.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>QoQ %</td>
<td>-2.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RMB billions</td>
<td>56.5</td>
<td>72.2</td>
<td>70.5</td>
</tr>
</tbody>
</table>

### Smartphone revenue

<table>
<thead>
<tr>
<th>Segment</th>
<th>Q4 2019</th>
<th>Q3 2020</th>
<th>Q4 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY %</td>
<td>38.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>QoQ %</td>
<td>-10.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RMB billions</td>
<td>30.8</td>
<td>47.6</td>
<td>42.6</td>
</tr>
</tbody>
</table>

### IoT and lifestyle product revenue

<table>
<thead>
<tr>
<th>Segment</th>
<th>Q4 2019</th>
<th>Q3 2020</th>
<th>Q4 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY %</td>
<td>8.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>QoQ %</td>
<td>16.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RMB billions</td>
<td>19.5</td>
<td>18.1</td>
<td>21.1</td>
</tr>
</tbody>
</table>

### Internet services revenue

<table>
<thead>
<tr>
<th>Segment</th>
<th>Q4 2019</th>
<th>Q3 2020</th>
<th>Q4 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY %</td>
<td>8.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>QoQ %</td>
<td>7.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RMB billions</td>
<td>5.7</td>
<td>5.8</td>
<td>6.2</td>
</tr>
</tbody>
</table>
Annual revenue by segment

**Total revenue**
- RMB billions
- 2019: 205.8
- 2020: 245.9
- Increase: 19.4%

**Smartphone revenue**
- RMB billions
- 2019: 122.1
- 2020: 152.2
- Increase: 24.6%

**IoT and lifestyle product revenue**
- RMB billions
- 2019: 62.1
- 2020: 67.4
- Increase: 8.6%

**Internet services revenue**
- RMB billions
- 2019: 19.8
- 2020: 23.8
- Increase: 19.7%
Continuous gross margin improvement

Overall gross margin:
- Q4 2019: 13.9%
- Q3 2020: 14.1%
- Q4 2020: 16.1%

Smartphone gross margin:
- Q4 2019: 7.8%
- Q3 2020: 8.4%
- Q4 2020: 10.5%

IoT and lifestyle products gross margin:
- Q4 2019: 9.4%
- Q3 2020: 14.2%
- Q4 2020: 12.1%

Internet services gross margin:
- Q4 2019: 63.7%
- Q3 2020: 60.4%
- Q4 2020: 68.4%
Continue to invest in brand building and R&D

Operating expense ratio increased YoY due to higher R&D and sales and marketing expense ratios

R&D expenses reached RMB9.3 billion in 2020, up 23.5% YoY

Operating expense ratio

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.1%</td>
<td>4.0%</td>
<td>4.4%</td>
</tr>
<tr>
<td>13.4%</td>
<td>3.6%</td>
<td>3.8%</td>
</tr>
<tr>
<td>10.2%</td>
<td>11.2%</td>
<td></td>
</tr>
</tbody>
</table>

R&D expense ratio
Adjusted net profit reached record high in 2020

Q4 2020 adjusted net profit\(^1\) reached RMB3.2 billion, up 36.7% YoY

2020 adjusted net profit reached RMB13.0 billion, up 12.8% YoY

\(^1\) Defined as profit for the period, as adjusted by (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
Efficient working capital management

AR turnover days

- Q3 2020: 14
- Q4 2020: 15

Inventory turnover days

- Q3 2020: 54
- Q4 2020: 58

AP turnover days

- Q3 2020: 90
- Q4 2020: 103
Strong cash flow performance

Q4 2020 adjusted operating cash flow
RMB billions

<table>
<thead>
<tr>
<th>Net cash generated from operating activities</th>
<th>Adjusted operating cash flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.5</td>
<td>11.9</td>
</tr>
<tr>
<td>Adjustments for fintech¹</td>
<td>1.6</td>
</tr>
</tbody>
</table>

2020 adjusted operating cash flow
RMB billions

<table>
<thead>
<tr>
<th>Net cash generated from operating activities</th>
<th>Adjusted operating cash flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.9</td>
<td>16.3</td>
</tr>
<tr>
<td>Adjustments for fintech¹</td>
<td>5.6</td>
</tr>
</tbody>
</table>

¹ Including: (i) the change in loan and interest receivables and impairment provision for loan receivables mainly resulting from the fintech business; (ii) the change in trade payables resulting from the finance factoring business; (iii) the change in restricted cash resulting from the fintech business; and (iv) the change in deposits from customers from the Airstar bank
Strengthened cash position to better capture business opportunities

Due to strong operating cash flow and capital market financings, cash resources\(^1\) increased to **RMB108.0 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 and (v) long-term bank deposits
Additional earnings growth through strategic investments

Selected investee companies listed in 2020

Feb  
May  
Aug  
Oct  
Dec

310+ companies invested as of Q4 2020

After-tax net gains on disposal of investments was RMB2.2 billion in 2020
Total value of investment\(^1\) was RMB67.3 billion, HKD3.2 per share\(^2\)

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\(^1\) Include (i) fair value of our stakes in listed investee companies (based on the stock price on December 31, 2020), (ii) book value of our stakes in unlisted investee companies and (iii) book value of long-term investments measured at fair value through profit or loss, as of December 31, 2020

\(^2\) RMB to HKD exchange rate of 1.19 on December 31, 2020
Litigation update

**United States District Court for the District of Columbia**

XIAOMI CORPORATION, et al.,

Plaintiffs,

v.

DEPARTMENT OF DEFENSE, et al.,

Defendants.

**Order**

Grants Plaintiff’s Motion for Preliminary Injunction; Granting Plaintiff’s Motion for Leave to File Supplemental Declaration

For the reasons stated in the Court’s Memorandum Opinion separately and contemporaneously issued, Plaintiff’s motion for preliminary injunction (ECF No. 14) is GRANTED and Plaintiff’s unopposed motion for leave to file supplemental declaration (ECF No. 18) is GRANTED.

It is hereby ORDERED that Defendants are hereby enjoined from implementing or enforcing the Department of Defense’s designation of Plaintiff XIAOMI Corporation as a Communist Chinese military company, and the resulting restrictions pursuant to Executive Order 13995.

SO ORDERED

Dated: March 12, 2021

RUDOLPH CONTRERAS
United States District Judge

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**2021**

**Jan 14**

U.S. DoD designated XIAOMI as a “Communist Chinese Military Company”

**Jan 29**

XIAOMI filed proceedings in U.S. District Court against the designation

**Mar 12**

Court granted injunction to remove restrictions on purchasing and holding XIAOMI securities by U.S. persons