



Xiaomi Corporation

Q1 2023 Results Announcement



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Q1 2023 Overall Performance

Financial Performance

Revenue
RMB

59.5 billion

Adjusted Net Profit¹
RMB

3.2 billion, up 13.1% YoY

Including expenses related to
smart EV and other new initiatives
RMB1.1 billion

Smartphone Market Position

#3

Global
Market Share Ranking²

11.3%

Global
Market Share²

User Base

594.8 million

Global MIUI MAU³
12.4% YoY

146.2 million

Mainland China MIUI MAU³
7.8% YoY

AIoT Platform

618.0 million

AIoT Connected Devices⁴
29.2% YoY

12.3 million

Users with 5 or More
Connected Devices⁴
29.6% 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 2023

³ In March 2023

⁴ As of March 31, 2023, excluding smartphones, tablets and laptops

2023 Key Corporate Strategies



Prudent Operations

**Continue to Invest
in the Future**

**Dual Emphasis on
Scale and
Profitability**



Relentless Execution of Smartphone Premiumization Strategy

Four Consecutive Premium Product Series Well Received among Users¹



Xiaomi 13 Ultra
Launched in April 2023

99%+



Xiaomi 13 Series
Launched in December 2022

99%+



Xiaomi MIX Fold 2
Launched in August 2022

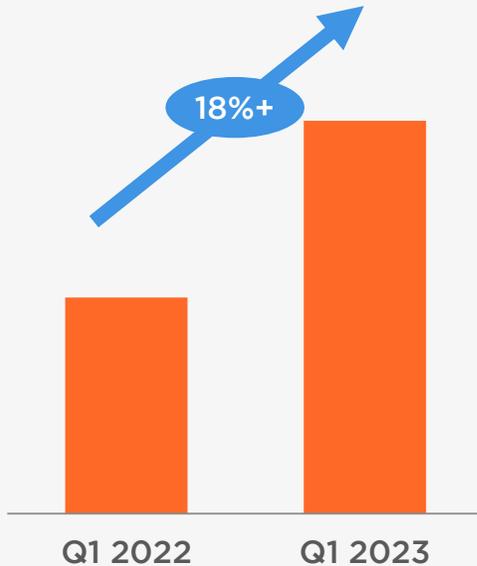
99%+



Xiaomi 12S Ultra
Launched in July 2022

98%+

Mainland China Smartphone
ASP (RMB)



RMB4,000-5,000 Smartphone Market Share² in Mainland China

Ranked **No.1** Among Android Brands



Q1 2022

Q1 2023

In mainland China, our overall premium smartphones sold in Q1 2023 increased by **23%+** YoY²

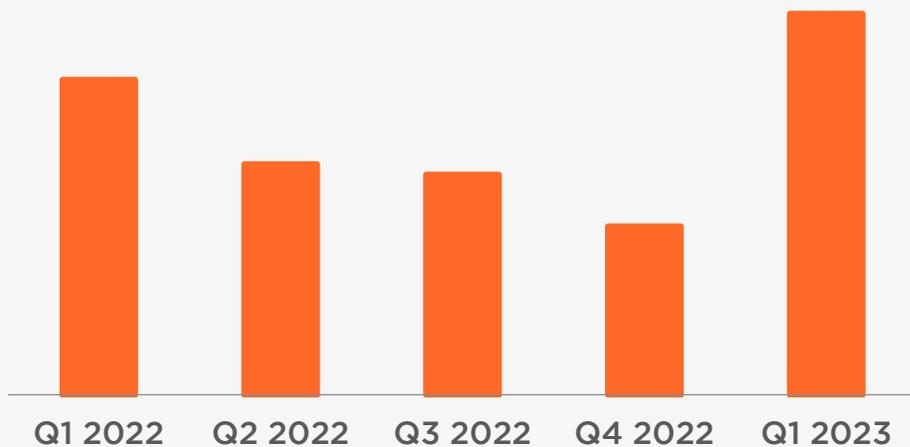
¹ Positive review rate on JD.com in one month after product launch. Based on ratings from Xiaomi JD self-operated flagship store

² By units sold in mainland China, according to third-party data. Premium smartphones in mainland China are smartphones with retail prices at or above RMB3,000

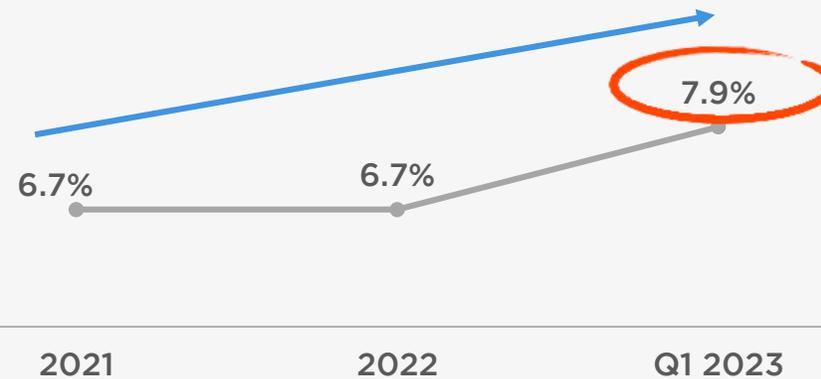
Strengthened Offline Retail Performance in Mainland China



Average single-store GMV by Quarter



Smartphone Offline Market Share¹



55%+
of Xiaomi 13 Series² and
Xiaomi 13 Ultra sold
via offline retail stores³

¹ By units sold in mainland China, according to third-party data

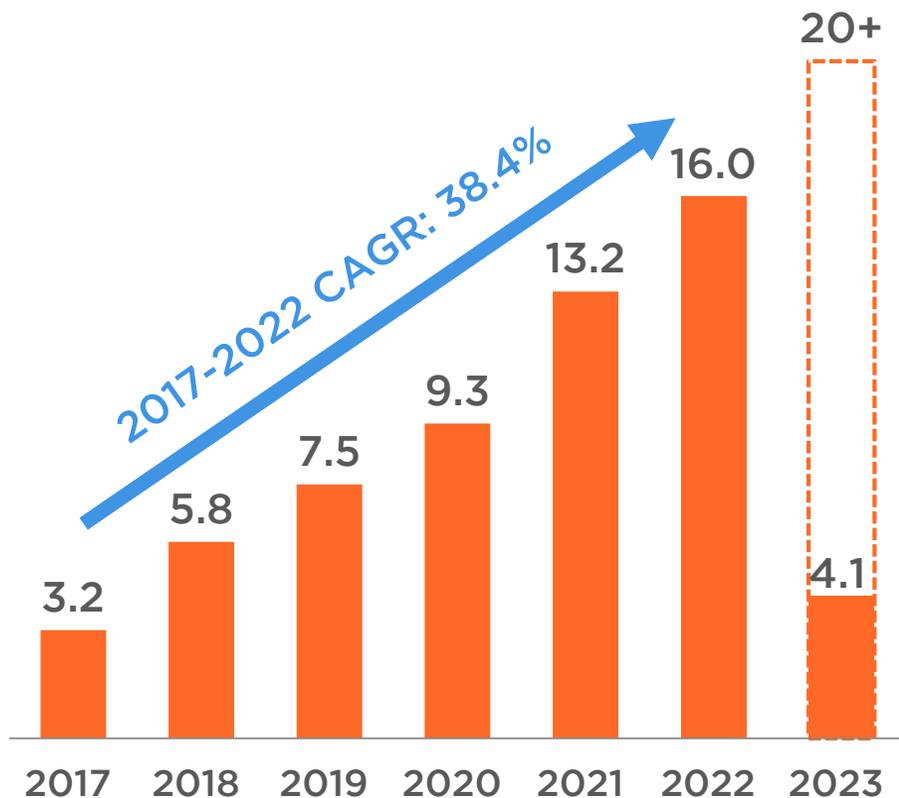
² Including Xiaomi 13 and Xiaomi 13 Pro

³ As of May 17, 2023



R&D Expenses Reached RMB4.1 billion in Q1 2023

R&D Expenses
RMB Billions



Number of R&D Employees¹

50%+
of Total Employees¹

Number of Granted Patents
Globally¹

32,000+



Xiaomi Camera Algorithm Team

Won 4 Champions in CVPR 2023

CVPR is the most influential seminar globally
in the computer vision field

¹ As of March 31, 2023

Embrace AI Opportunities Proactively



Self-developed AI assistant

Camera algorithm

Autonomous driving

...

Technology Advantages



Smartphone operating system

Automotive operating system

...

Relevant Use Cases



1,200+ AI-related employees

Assembled AI Lab large language model team

Experienced Team



Self-developed core technologies

Potential collaboration with third parties

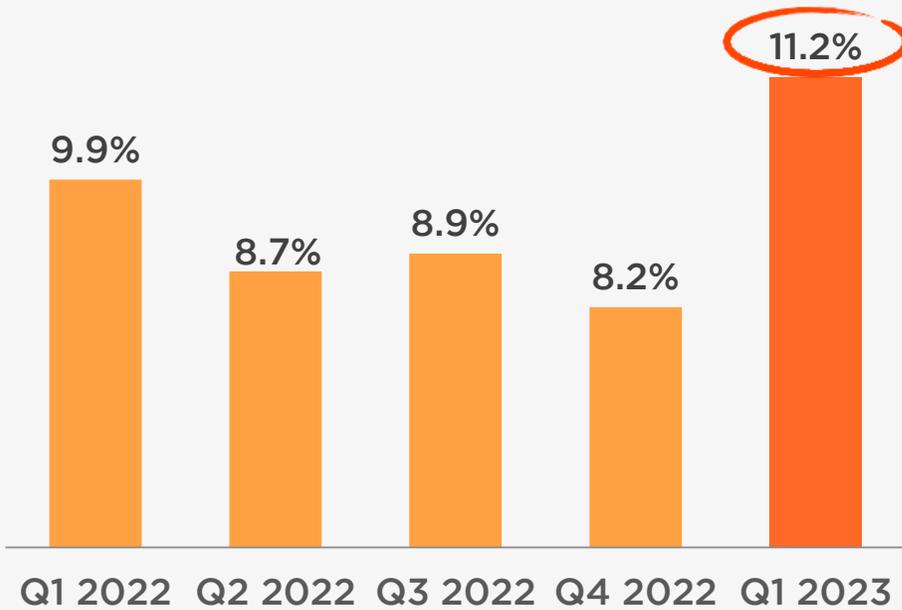
Strategic investment opportunities

Development Strategies

Gross Profit Margin Improved in Q1 2023

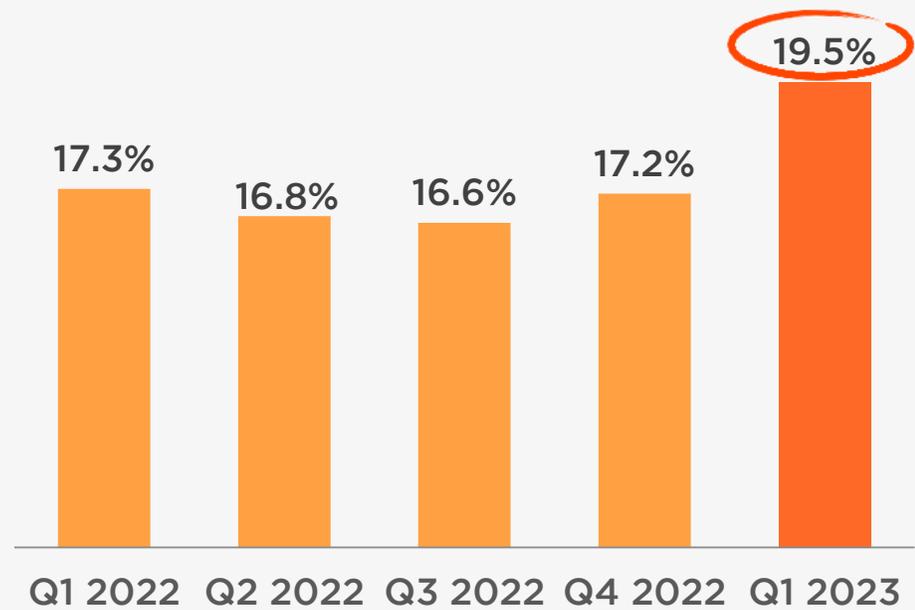
Smartphone Gross Profit Margin

%



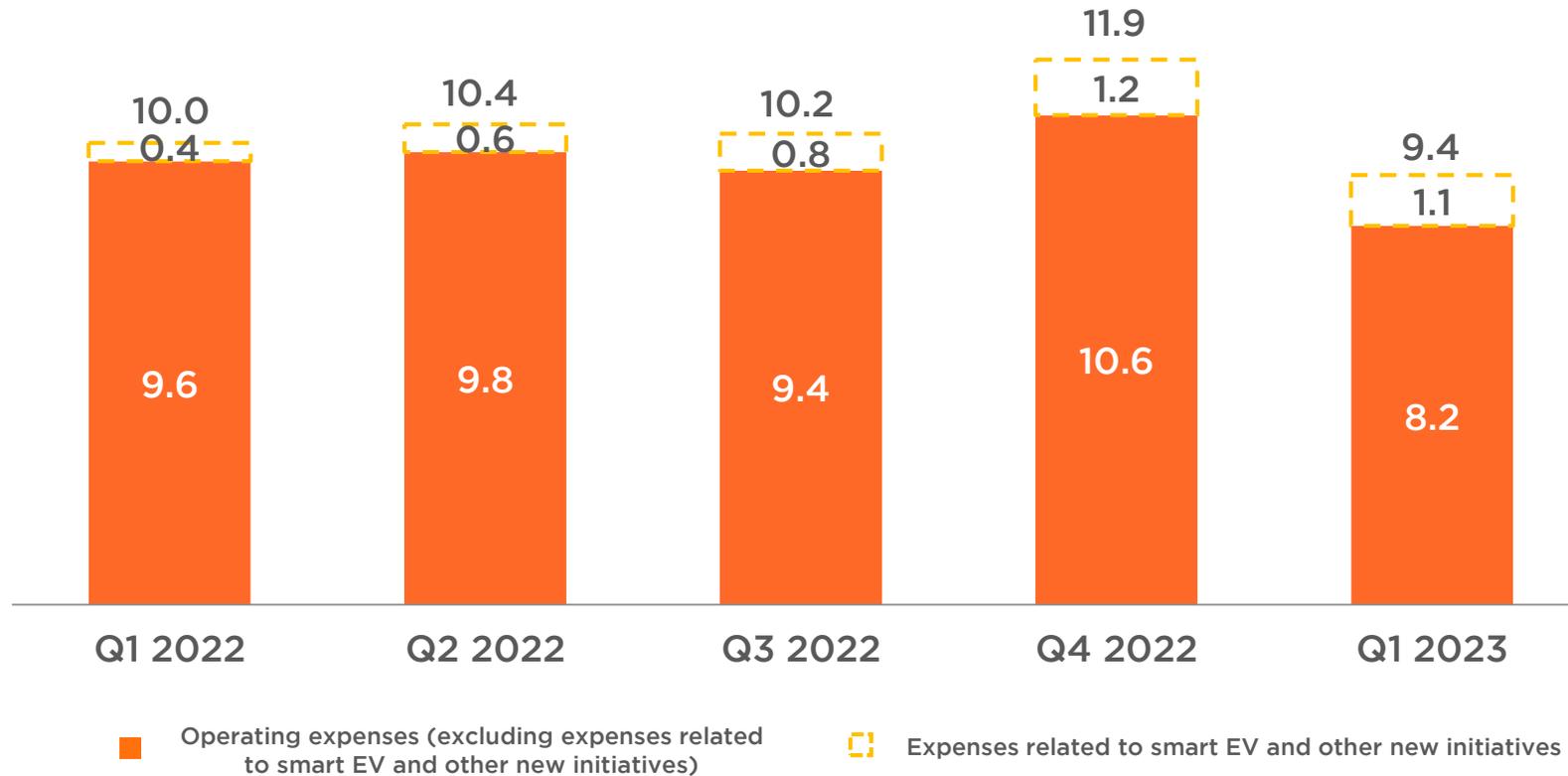
Overall Gross Profit Margin

%

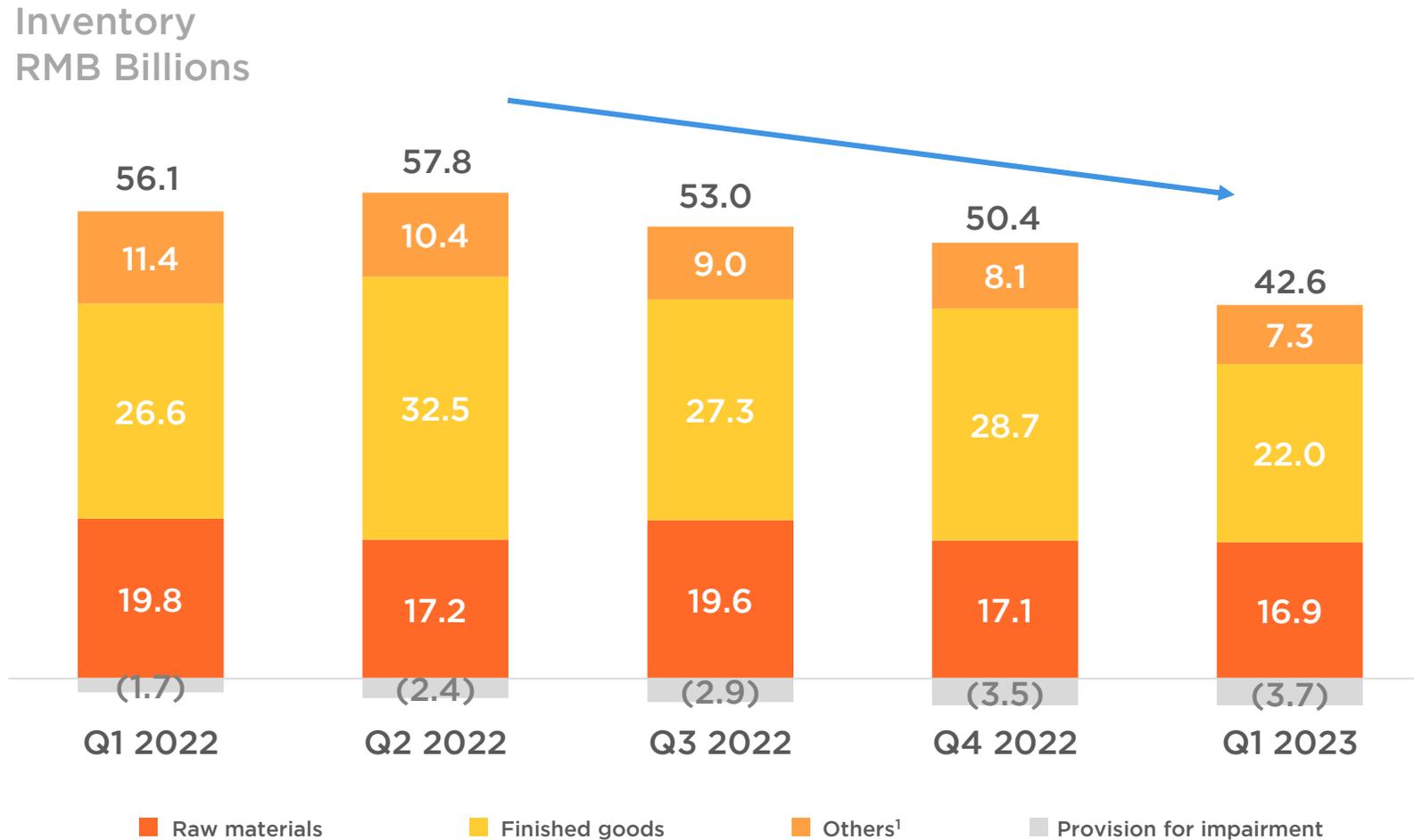


Continued to Control Operating Expenses

Operating Expenses
RMB Billions



Lowest Inventory Levels in 9 Quarters

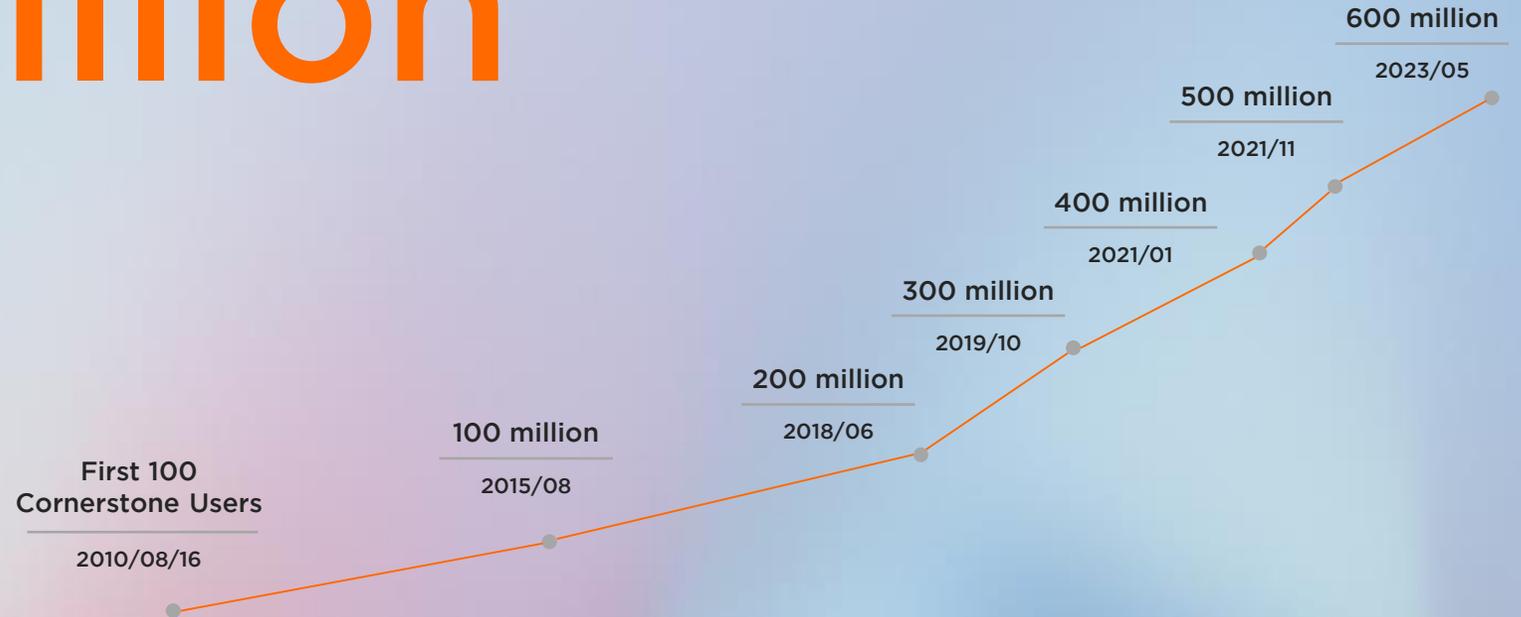


¹Including work in progress, spare parts, and others



Global MIUI MAU¹ exceeded

600 million



¹ Global MIUI MAU as of May 21, 2023 refers to the number of active users in the last 30 days



Smartphones

Resilient Performance Despite Macroeconomic Headwinds



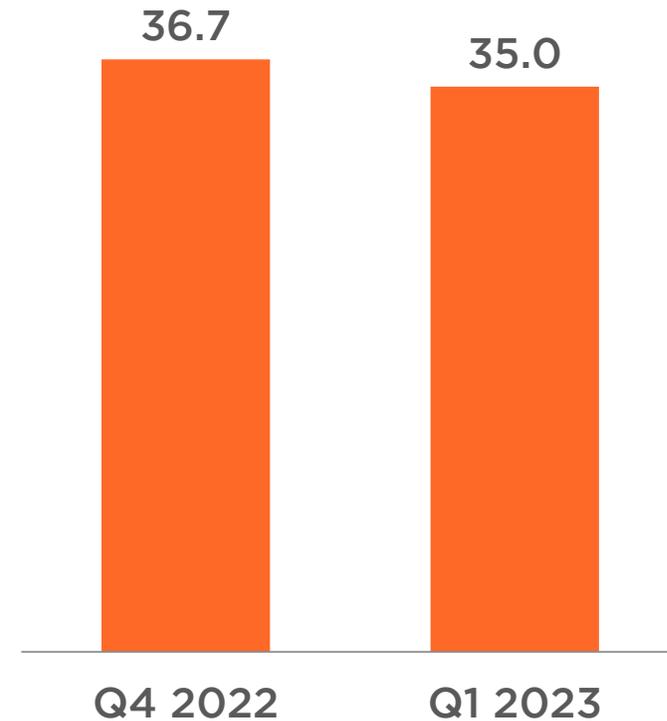
In Q1 2023, smartphones revenue was RMB35.0 billion

Smartphone shipments were 30.4 million units

ASP increased to RMB1,152, up 2.7% QoQ

Gross profit margin reached 11.2%

Smartphones Revenue
RMB Billions



Global Smartphone Shipments Ranked No.3 in Q1 2023



Vendor	Q1 2023 Shipments (Million Units)	Q1 2023 Market Share	QoQ Shipments Changes (Million Units)
Samsung	60.3	22.4%	2.0
Apple	58.0	21.5%	-15.2
Xiaomi	30.5	11.3%	-2.7
OPPO	26.6	9.9%	-1.9
vivo	20.9	7.8%	-3.0
Others	73.4	27.2%	-6.3
Total	269.8	100.0%	-27.1

Mainland China Smartphone Units Sold Ranked No.4 in Q1 2023



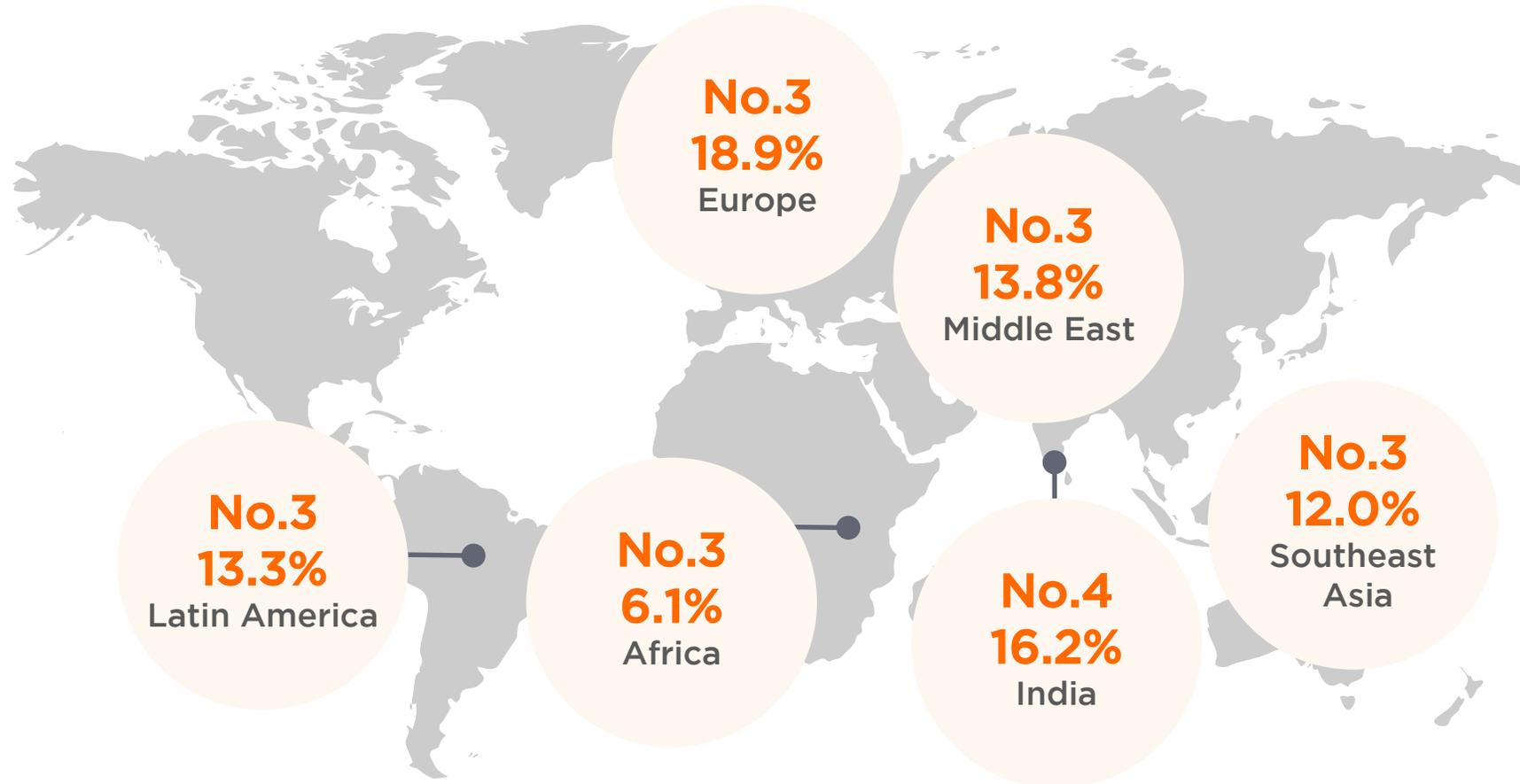
Vendor	Q1 2023 Units Sold (Million Units)	Q1 2023 Market Share	QoQ Units Sold Growth
Apple	13.5	18.9%	-13.2%
OPPO	11.6	16.2%	17.5%
vivo	10.3	14.5%	25.5%
Xiaomi	10.3	14.4%	22.2%
HONOR	10.1	14.2%	10.2%
Others	15.6	21.8%	10.4%
Total	71.3	100.0%	9.2%

Source: Third-party data, by units sold



Leadership Across All Major Markets Globally

Q1 2023 Xiaomi Smartphone Shipments Ranking and Market Share



Smartphone Market Share Ranked Top 3 in **47 Markets** and Top 5 in **64 Markets**



Xiaomi 13 Ultra: Unparalleled Imaging Experience

Launched in Mainland China in April 2023

xiaomi 13 Ultra

小米 | 徕卡 联合研发 



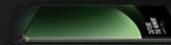
Three Special Edition Colors

Further-upgraded **Summicron Lens** for Mobile Imaging, Co-developed with **Leica**

A **Quad** Camera System with Leica Optical Lens Covering **Six** Focal Lengths



Powerful
Snapdragon 8 Gen 2



2K Display with Peak
Brightness up to **2,600 nits**



Self-developed Surge
P2 Charging Chip and G1 Battery
Management Chip



Redmi Note 12 Turbo: Ultra Performance

Launched in Mainland China in March 2023



WIZARDING WORLD | Harry Potter. × Redmi

Performance



Snapdragon 7+ Gen 2

Display



OLED screen with
super-thin frame

Camera



64MP + OIS

Up to 16GB of RAM and 1TB of storage



Launched together with
Redmi Buds 4 Harry Potter Edition

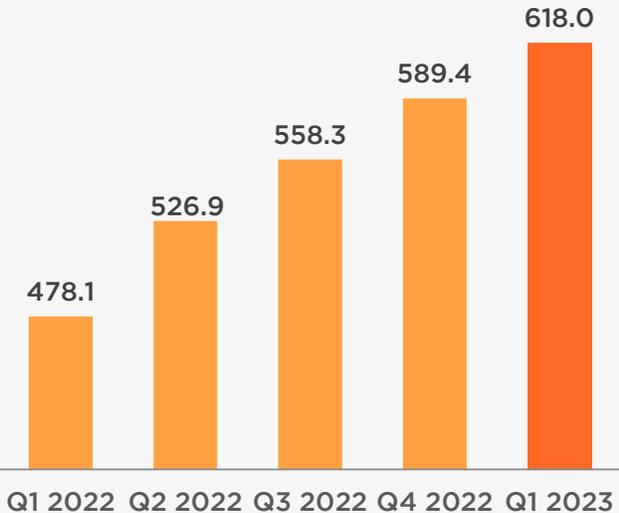


AIoT

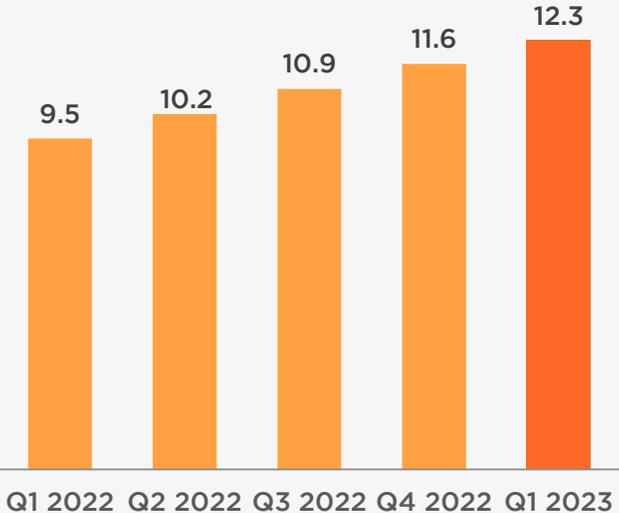
Global Leading Consumer AIoT Platform



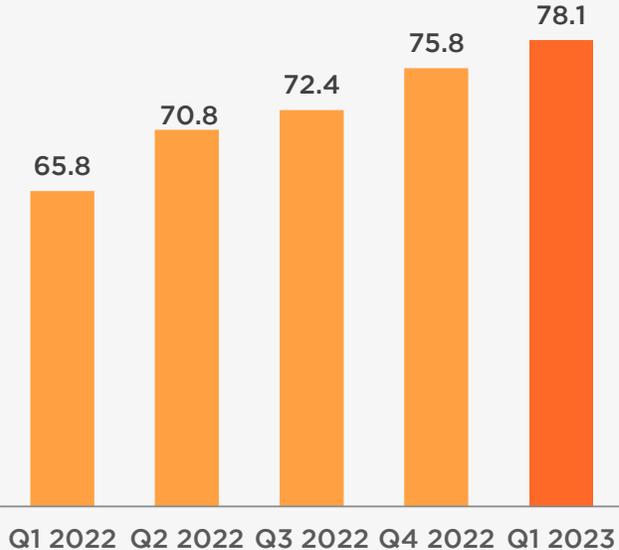
Number of Connected Devices¹
Millions



Users with 5 or More Devices
Connected to Xiaomi's AIoT
Platform¹
Millions



Mi Home App MAU
Millions



¹ Excluding smartphones, tablets and laptops

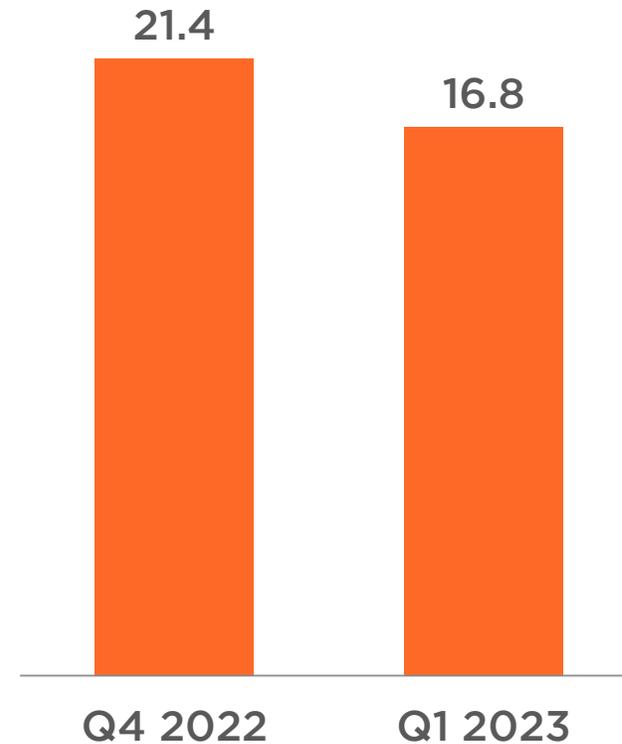
IoT and Lifestyle Products Revenue



In Q1 2023, IoT and lifestyle products revenue reached RMB16.8 billion

Gross profit margin reached 15.7%, a **record high**

IoT and Lifestyle Products Revenue
RMB Billions



Smart Large Home Appliances: Solid Growth

Revenue Grew by **60%+** YoY in Q1 2023

Air Conditioners

Air conditioner shipments **exceeded 420k** units in Q1 2023, up **60%+** YoY



Refrigerators

Refrigerator shipments **exceeded 350k** units in Q1 2023, **tripled** the shipments of Q1 2022



Washing Machines

Washing machine shipments **exceeded 250k** units in Q1 2023



Smart TV: Leading Position Globally



Xiaomi TV Master Mini LED 86"
Launched in Mainland China in April 2023

Global Smart TV Shipments in Q1 2023
2.8 million

Ranked **Top 5** Globally¹



¹ According to AVC, by shipments in Q1 2023

Wearables: Leading Position in Mainland China



Leading Brand

Wearable Bands

Mainland China Shipments¹

No.2



TWS

Mainland China Shipments¹

No.2



New Product Launch

Xiaomi Smart Band 8

Launched in Mainland China in April 2023

A **high-resolution** 1.62" full **AMOLED** screen

A variety of **accessories** that allow affixing the device to shoes or necklaces



¹ According to Canalis, by shipments in Q1 2023. Wearable bands include basic bands, basic watches, and smart watches

Numerous Global Design Awards for Our AIoT Products



reddot winner 2023



best of the best





Internet Services



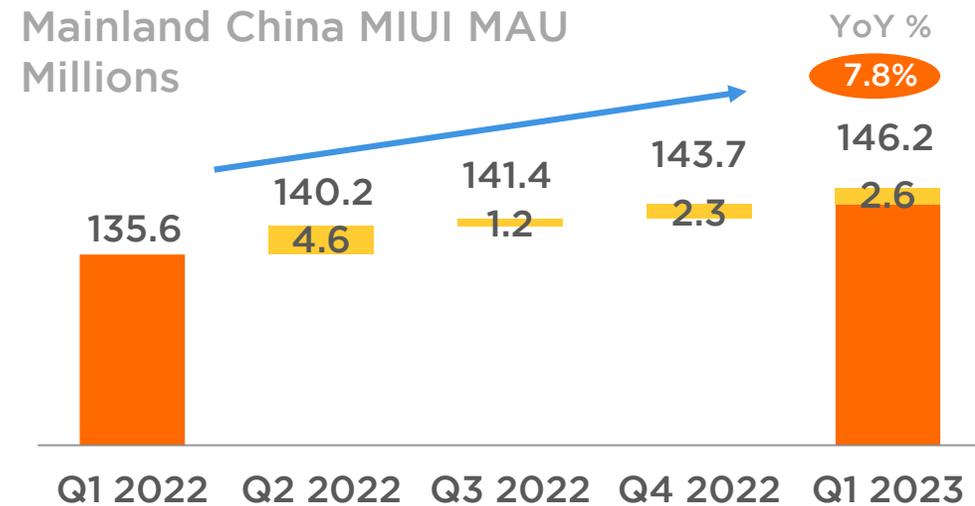
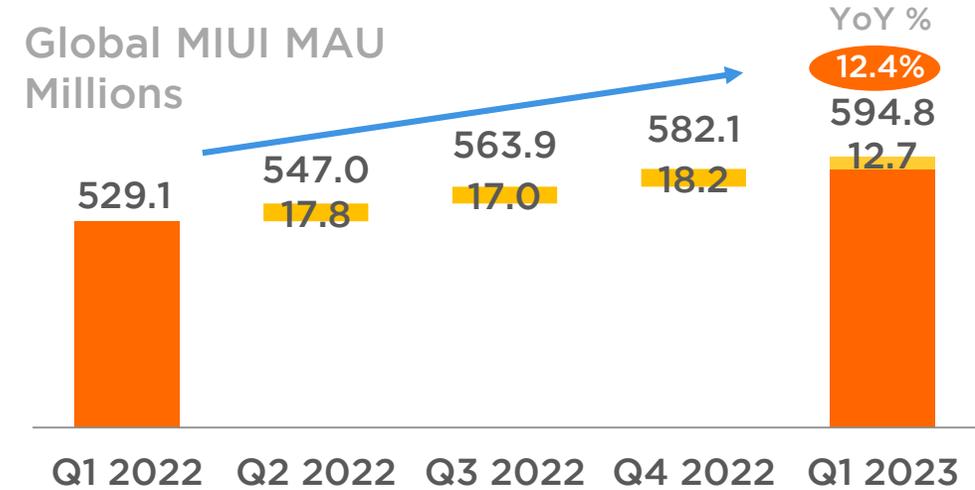
Global MIUI MAU Reached 595 million and Mainland China MIUI MAU Reached 146 million in Q1 2023

Global MIUI MAU¹ reached 594.8 million,
YoY growth of 65.7 million (12.4%)

Mainland China MIUI MAU¹ reached 146.2
million, YoY growth of 10.6 million (7.8%)

Global TV MAU² exceeded 60 million

All three metrics reached **record highs**



¹ In March 2023

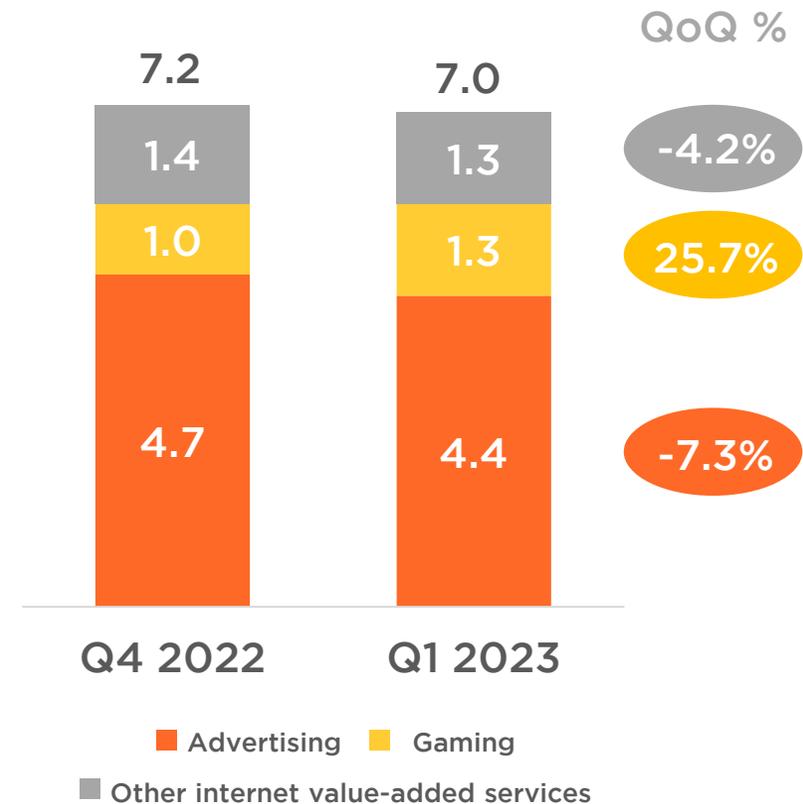
² In March 2023, including TV, TV box and TV stick users

Steady Internet Services Revenue

In Q1 2023, internet services revenue reached RMB7.0 billion

Gaming revenue reached a **record high**

Internet Services Revenue
RMB Billions



Strong Recovery of Gaming Business

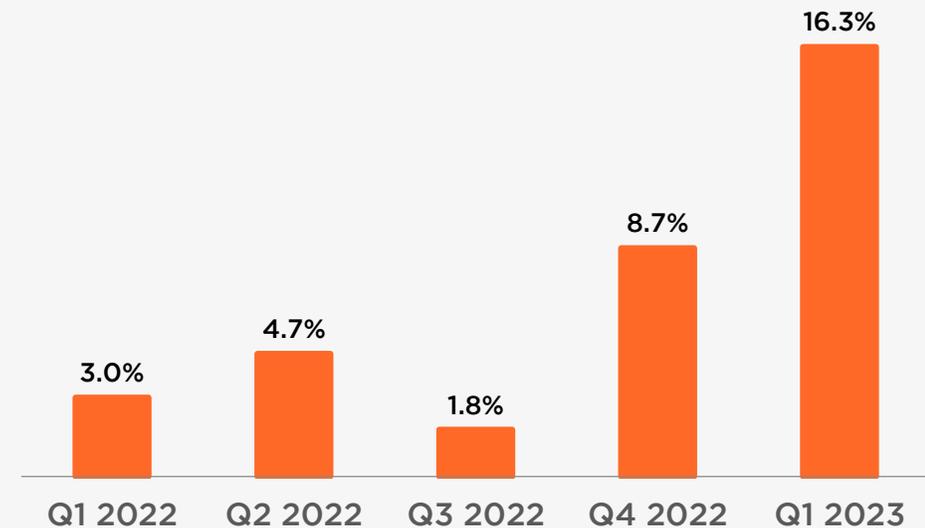
Tiered User Management to Increase Paying Users

Refined Business Operation to Enhance Activation and Conversion

Continued Premium Smartphone User Penetration

Diversified Game Portfolio

Xiaomi Gaming Revenue YoY Growth %



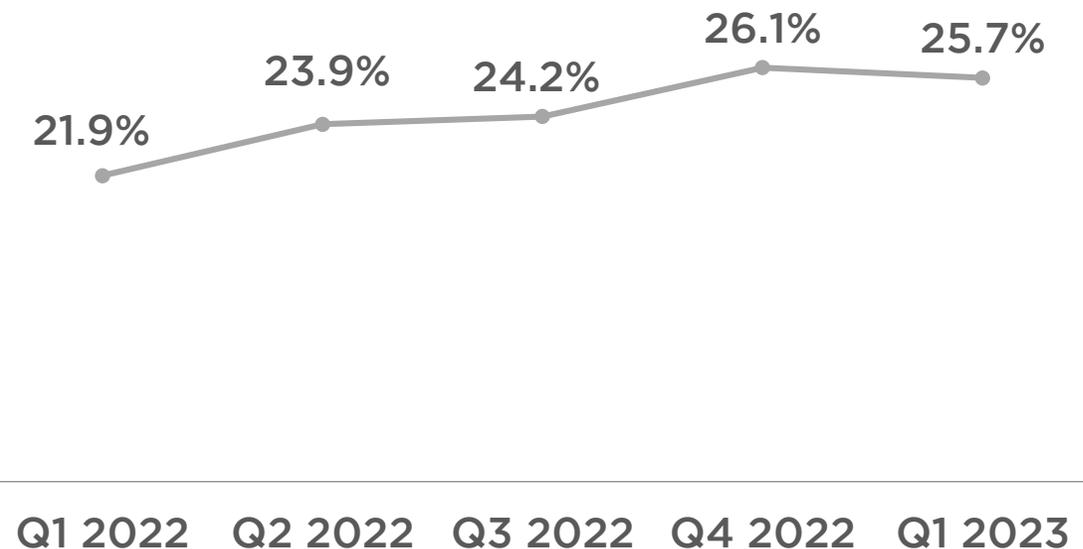


Overseas Internet Services Revenue Continued to Grow

In Q1 2023, overseas internet services revenue reached RMB1.8 billion, up **16.4%** YoY, accounting for 25.7% of total internet services revenue

Overseas performance-based and brand ads revenue reached a **record high**

Overseas Internet Services Revenue as % of Total Internet Services Revenue





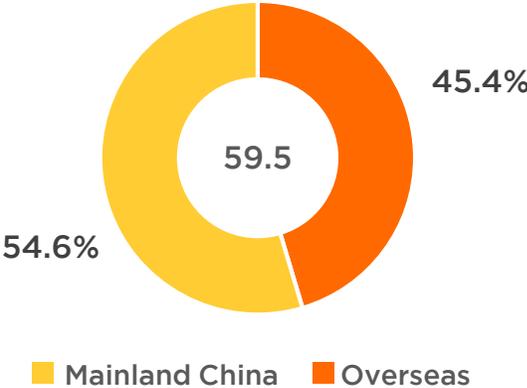
Financials

Q1 2023 Revenue by Region and Segment

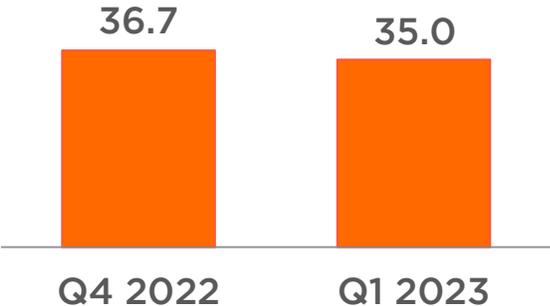
Total Revenue
RMB Billions



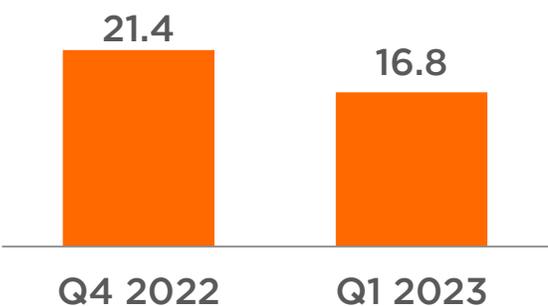
Total Revenue by Region
RMB Billions



Smartphones Revenue
RMB Billions



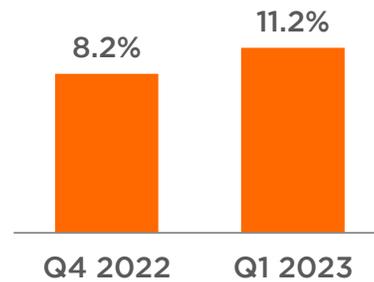
IoT and Lifestyle Products Revenue
RMB Billions



Internet Services Revenue
RMB Billions

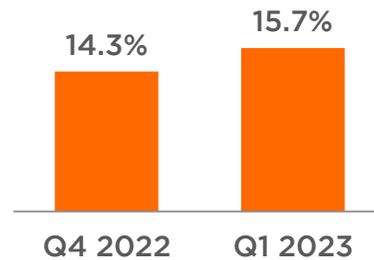


Q1 2023 Gross Profit Margin by Segment



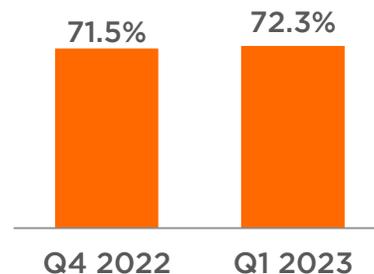
Smartphones

- Decreased warranty provision (one-time cost of approximately RMB0.7 billion in Q4 2022)
- Improved product mix



IoT and Lifestyle Products

- Increased gross profit margin of smart TVs and laptops
- Increased gross profit margin of certain lifestyle products

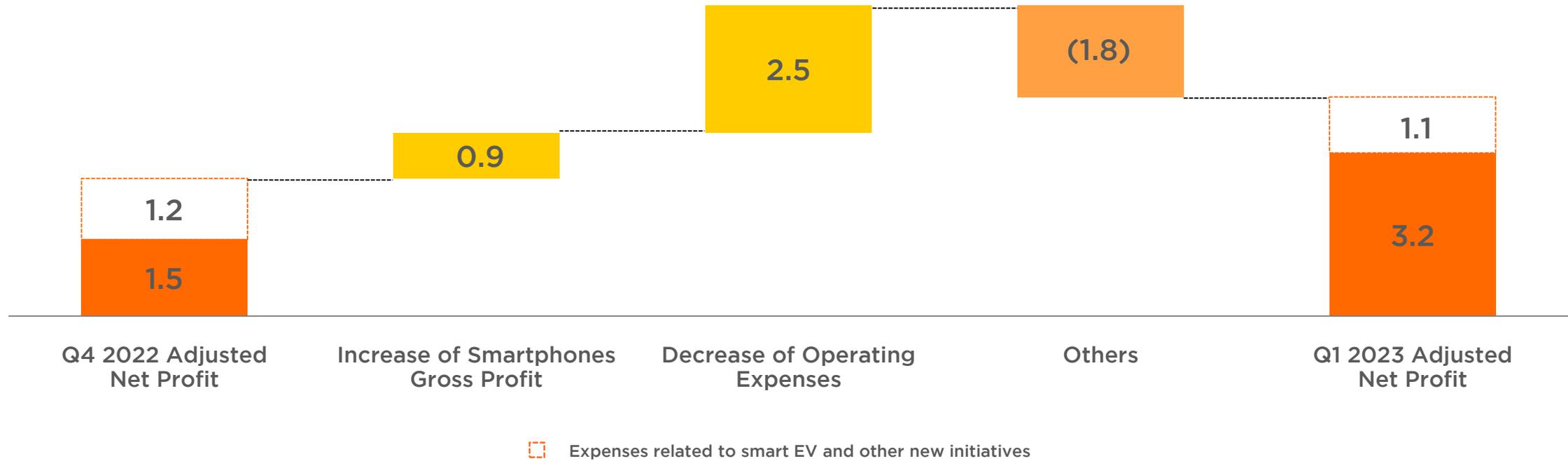


Internet Services

- Increased gross profit margin of gaming business

Adjusted Net Profit up 121.3% QoQ

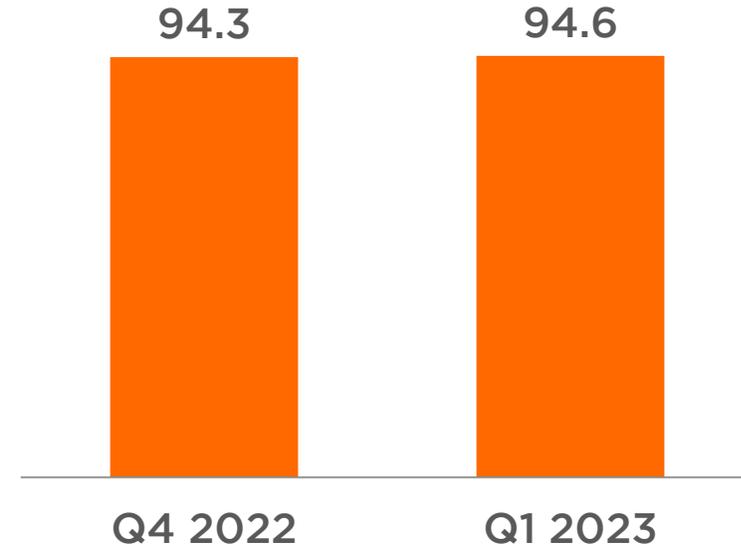
Adjusted Net Profit Movement
RMB Billions



Strong Cash Position



Cash Resources¹
RMB Billions



Our cash resources were approximately
RMB94.6 billion

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



ESG



2022 ESG Report Published (For the 5th Year)

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

About the Report

This is the 5th Environmental, Social and Governance (ESG) Report (the "Report") published by Xiaomi Corporation ("Xiaomi", the "Group", the "Company", or "we"), with the aim to present, on an objective and fair basis, the ESG policies, management, and implementation progress of Xiaomi Corporation and its subsidiaries in 2022.

The Report was prepared in accordance with the requirement of the Environmental, Social, and Governance Reporting Guideline under Appendix 27 to 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 "HKEX"), and with reference to the latest Global Reporting Initiative's (GRI) Sustainability Reporting Standard, the Hardware – Sustainability Accounting Standard of the Sustainability Accounting Standards Board (SASB), the Recommendations of the Task Force on Climate-related Financial Disclosures (TCFD), and the United Nations Sustainable Development Goals (SDGs).

In preparation for the Report, we adhered to the four reporting principles of materiality, balance, quantitative, and consistency, while taking into account comparability, accuracy, verifiability, timeliness, clarity, and sustainability context, to define our reporting boundary and ensuring proper presentation of our reported information.

Materiality: We report and manage material ESG topics which have been identified through stakeholder engagement and materiality assessment exercises. More information can be found in the Stakeholder Engagement and Materiality Assessment sections of this Report.

Balance: This Report discloses both positive and negative aspects of our progress to offer an unbiased presentation of Xiaomi's ESG performance within the reporting period.

Quantitative: The methodologies and standards used for the calculation of Key Performance Indicators (KPIs), including assumptions, tools, and conversion factors, are described in the corresponding section (if applicable) in this Report.

Consistency: This Report was prepared in a manner consistent with previous years to allow for meaningful comparisons over time. Any adjustments are stated in the relevant section of the Report.

This Report covers the period from January 1, 2022 to December 31, 2022 ("in 2022", "this year" or "this reporting period"), and where specified, presents information over a wider time frame spanning before or after 2022, to enhance data comparability and continuity.

The source of information and cases within this Report was mainly derived from the Group's statistical reports, official documents, and financial statements in 2022. The Group 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.

It is recommended to read this Report in conjunction with the section titled Corporate Governance Report as contained in the Group's Annual Report, as well as the Sustainability page (<https://www.mi.com/global/about/sustainability>) on Xiaomi's website.

This Report is published in both Chinese and English. In the event of discrepancies between the Chinese and English version, the Chinese version shall prevail.



ESG ENVIRONMENTAL PERFORMANCE VERIFICATION STATEMENT

Hereby Certified:

Organization:
XIAOMI CORPORATION
(Reg. Address: PO Box 309, Ugland House,
Grand Cayman, KY1-1104, Cayman Islands)

Verification Address:
Yard 33, Hiddle Xierqi Road
Haidian District
Beijing 100085 China

Certificate No.: SRA 787709

Verification Scope:
XIAOMI CORPORATION and its subsidiaries from January 1, 2022 to December 31, 2022
Refer to the attachments for the name and address of Xiaomi Group's subsidiaries.

Opinion Statement

The British Standards Institution is independent of XIAOMI CORPORATION and has no financial relationship with Xiaomi Group other than to assess and verify the environmental performance of XIAOMI CORPORATION in its environmental, social and governance reports.

Based on the verification results, the British Standards Institution concludes that the content of XIAOMI CORPORATION's 2022 ESG Report environmental performance contains no material misstatement, the environmental performance information disclosed by the report shows XIAOMI CORPORATION's efforts to meet the expectations of stakeholders, and the relevant environmental performance data of XIAOMI CORPORATION is complete and accurate.

Methodology

- Reviewing the supporting documentary evidence provided by XIAOMI CORPORATION
- Review XIAOMI CORPORATION's data and information collection system, as well as relevant data analysis and consolidation methods
- Sampled assessment and verification of relevant environmental data of XIAOMI CORPORATION
- Interviewed the management and employees of XIAOMI CORPORATION
- Verification in accordance with AA1000 Accountability Principles (2018)

Assurance Level

The moderate level of assurance provided is in accordance with AA1000 AS V3

Responsibilities

XIAOMI CORPORATION is solely responsible for the relevant environmental data identified in the scope, and the responsibility of the British Standards Institution is to provide professional and independent third-party verification of the accuracy of the reported environmental performance data, as well as the collection, analysis and accounting system and process of the relevant data.

Ability and Independence

The British Standards Institution was founded in 1901 as a global leader in standards and verification. The verification team is composed of members with professional background who have received training in sustainability, environmental and social management standards such as AA1000 AS, ISO 14001, ISO 14064 and ISO 50001. They are qualified as lead auditors. This statement is made in accordance with the British Standards Institution Code of Impartiality.

For and behalf of BSI:
Frank ZHANG, Managing Director, BSI (China)

Issue Date: 03/04/2023

Effective Date: 03/04/2023

...making excellence a habit.™

Page: 1 of 2

The British Standards Institution is independent of the above named client and has no financial interest in the above named client. This Opinion Statement has been prepared for the above named client only for the purposes of verifying its statements relating to its carbon emissions more particularly described in the scope. It was not prepared for any other purpose. The British Standards Institution will not, in providing this Opinion Statement, accept or assume responsibility (legal or otherwise) or accept liability for or in connection with any other purpose for which it may be used or to any person by whom the Opinion Statement may be read. This Opinion Statement is prepared on the basis of review by The British Standards Institution of information presented to it by the above named client. The review does not extend beyond such information and is solely based on it. In performing such review, The British Standards Institution has assumed that all such information is complete and accurate. Any queries that may arise by virtue of this Opinion Statement or matters relating to it should be addressed to the above named client only.

Greenhouse Gas ("GHG") Emissions

(Metric Tons CO ₂ e)	2021	2022
Scope 1 Emissions ¹	9,096.95	7,122.60
Scope 2 Emissions ¹	73,723.21	78,620.01
Scope 3 Emissions	12,368,223.29	Being verified and expected to release in July 2023

2022 Environmental-related data are verified by **British Standards Institution (BSI)**

¹ Scope 1 and Scope 2 GHG emissions of Beijing Xiaomi Science and Technology Campus both decreased in 2022, compared with those of 2021

GHG Emission Reduction Targets

We are committed to reducing our Scope 1 and Scope 2 GHG emissions

By no later than **2030**

Reduce GHG emissions¹ from our main operating segments² by **at least 70%** from the base year³ level

By no later than **2040**

Reduce GHG emissions from our main operating segments by **at least 98%** from the base year level, with pre-conditions in place to achieve net zero emission⁴

Prioritize the use of **low-carbon technologies, long-term green power purchase agreement, and on-site renewable energy generation** to reduce GHG emissions throughout our target period

Encourage **key suppliers** to establish renewable energy usage and GHG emission reduction targets that are comparable to or more ambitious than ours to deliver continuous reduction in our **Scope 3 emissions**

¹ GHG emissions: Refers to the Company's GHG emissions (absolute value) calculated in accordance with standards such as GHG Protocol and ISO 14064 standard

² Main operating segments: Smartphone, IoT and Lifestyle products, Internet Services, and others (same scope as the operating segments stated in the 2022 Annual Report)

³ Base year: 2021

⁴ Net-zero emission: Refers to the ISO Net zero guidelines (IWA 42:2002)'s definition and guidelines on net zero emissions, of which the residual GHG emissions in the target year are in line with the science-based pathways to limit global warming by 1.5 °C



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<https://ir.mi.com/>