Xiaomi Corporation

Q1 2022 Results Announcement
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Q1 2022 Overall Performance

**Robust Financial Performance**

- Revenue: RMB 73.4 billion
- Adjusted Net Profit\(^1\): RMB 2.9 billion

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

**Leading Smartphone Market Position**

- #3 Global Market Share Ranking\(^2\)
- 12.6% Global Market Share\(^2\)

**Growing User Base**

- 529.1 million Global MIUI MAU\(^3\) 24.4% YoY
- 135.6 million Mainland China MIUI MAU\(^3\) 14.3% YoY

**Leading AIoT Platform**

- 478.1 million AIoT Connected Devices\(^4\) 36.2% YoY
- 9.5 million Users with 5 or More Connected Devices\(^4\) 38.7% YoY

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\(^1\) 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

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

Source: Canalys, by shipments in Q1 2022
Strengthened Premium Smartphone Position

Global Smartphone ASP RMB

- 2020: RMB1,040
- 2021: RMB1,098
- Q1 2022: RMB1,189

Premium smartphone\(^1\) shipments reached ~4 million units globally in Q1 2022

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### Mainland China

**No.1**
- RMB4,000-6,000 Android Smartphone Category\(^2\)
- Smartphone Models with Snapdragon® 8 Gen 1 Mobile Platform\(^2\)

### Overseas

**Top 3**
- Premium Smartphone Brand\(^3\) in Europe

**Xiaomi 12 Series Launched Globally**

- Hofburg Palace Vienna, Austria
- Palacio de Cibeles Madrid, Spain
- Eiffel Tower Paris, France

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\(^1\) 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年度联通终端评测报告

No.1 Performance across All Price Segments
in a 5G Smartphone Performance Assessment
by China Telecom

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 11

China Unicom

2021年度联通终端评测报告

No.1 Performance across Multiple Price Segments
in a Smartphone Handset Quality Assessment
by China Unicom

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 Note 11

China Mobile

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

Q1 2021
3.0

Q1 2022
3.5

16.0%

Number of Granted Patents
Globally
26,000+

Number of Patent Applications
Globally
53,000+

Number of R&D Employees
>44%

of total employees

Imaging Technology

Number of Granted Patents
Globally
980+

Number of Patent Applications
Globally
2,400+

Charging Technology

Number of Patent Applications
Globally
1,550+

Number of Patent Applications
Globally for Wired Fast Charging
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

<table>
<thead>
<tr>
<th>Year</th>
<th>2020</th>
<th>2021</th>
<th>Q1 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Share (%)</td>
<td>23.4%</td>
<td>33.6%</td>
<td>32.3%</td>
</tr>
</tbody>
</table>

Focus on Efficiency Improvement for 10,500+ Offline Stores

- Carrier Business Penetration
- Sales and Services Integration
- Staff Training Program
- AIoT Cross-selling

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

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

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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.
New Flagship Smartphones Attracted New Users

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.

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.

Mainland China MIUI MAU

<table>
<thead>
<tr>
<th></th>
<th>Q1 2021</th>
<th>Q1 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millions</td>
<td>118.6</td>
<td>135.6</td>
</tr>
</tbody>
</table>

\[14.3\%\]

50%+

% of New Users\(^1\)  % of New Users\(^2\)

\(^1\) 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

✓ 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 Users\(^1\) 50%+

\(^1\) From 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

- **No.3 13.9%**  
  Latin America
- **No.3 12.5%**  
  Middle East
- **No.3 6.3%**  
  Africa
- **No.1 21.0%**  
  India
- **No.5 13.9%**  
  Mainland China
- **No.3 15.2%**  
  South East Asia
- **No.3 19.7%**  
  Europe

Source: Canalys, by shipments in Q1 2022
Smartphone Market Share Ranked Top 3 in 49 Markets and Top 5 in 68 Markets in Q1 2022

No.1
- India
- Peru
- Colombia
- Nepal
- Ukraine
- Belarus
- Russia

No.2
- Spain
- Italy
- Greece
- Portugal
- Chile
- Turkey
- Poland
- Romania
- Hungary
- Bulgaria
- Ecuador
- Slovakia
- Croatia

No.3
- Vietnam
- Malaysia
- Laos
- Myanmar
- Serbia
- Latvia
- Lithuania
- Kuwait
- Sri Lanka
- Kazakhstan

No.4
- France
- Germany
- Belgium
- Ireland
- Mexico
- Brazil
- Austria
- Czech Republic
- Slovenia
- Qatar
- Israel
- Iraq
- Algeria

No.5
- UK
- Switzerland
- Denmark
- Sweden
- Norway
- Argentina
- Saudi Arabia
- South Africa
- Indonesia
- Philippines
- Cambodia
- Thailand

Source: Canalys, by shipments in Q1 2022. Markets are ranked in no particular order
Continued Expansion of Overseas Carrier Markets

Market Share of Carrier Channels in Europe\(^1\)

<table>
<thead>
<tr>
<th>Year</th>
<th>2020</th>
<th>2021</th>
<th>Q1 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share</td>
<td>7.9%</td>
<td>16.8%</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

Market Share of Carrier Channels in Latin America\(^1\)

<table>
<thead>
<tr>
<th>Year</th>
<th>2020</th>
<th>2021</th>
<th>Q1 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share</td>
<td>4.6%</td>
<td>12.3%</td>
<td>17.7%</td>
</tr>
</tbody>
</table>

Overseas Smartphone Shipments Through Carrier Channels in Q1 2022\(^2\)

- Over 5.7 million Units
- YoY Growth 10%+

Smartphone Shipments Through Carrier Channels\(^1\) in Q1 2022

- Top 3 in 38 Overseas Markets

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1 According to Canalys, by shipments in Q1 2022
2 Excluding India, Nepal, Bangladesh and Sri Lanka
AloT
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 Globally\(^1\)

- No.1 TV Brand in Mainland China for 13 Consecutive Quarters\(^1\)

- No.1 Smart TV Brand in India for 15 Consecutive Quarters\(^2\)

- TV Internet Services Revenue Reached a Record High

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\(^1\) 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 Goods\(^1\) Grew by \(25\% +\) YoY in Q1 2022

Air Conditioners

Smart Air Conditioner with Ventilation Vertical 3 HP\(^2\)
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**

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\(^1\) 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 Canalys, by shipments in Q1 2022
Wearables: Leading Brand Globally and in Mainland China

According to Canalys, by shipments in Q1 2022

Redmi

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, a record high, YoY growth of 103.8 million.

Mainland China MIUI MAU reached 135.6 million, a record high, YoY growth of 17.0 million.

Global TV MAU exceeded 50 million.

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1 In March 2022
2 In March 2022, including TV, TV box and TV stick users
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.
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 MAU\(^1\) increased 60%+ YoY and Latin America MIUI MAU\(^1\) increased 70%+ YoY

\(^1\)In 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

TV VAS

- Q1 2022 TV VAS 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 subscribers

TV Ads

- Q1 2022 TV ads revenue reached a record high
- Mainly driven by brand ads of luxury goods and high-end automobiles

No.1 TV Brand in Mainland China

Entails Significant Monetization Opportunities

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1. TV VAS primarily includes subscription services
2. In March 2022
Financials
### Quarterly Revenue by Region and Segment

#### Total Revenue

<table>
<thead>
<tr>
<th>Region</th>
<th>Q1 2021 (RMB Billions)</th>
<th>Q1 2022 (RMB Billions)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mainland China</td>
<td>76.9</td>
<td>73.4</td>
<td>51.1%</td>
</tr>
<tr>
<td>Overseas</td>
<td>48.9%</td>
<td>48.9%</td>
<td></td>
</tr>
</tbody>
</table>

#### Revenue by Segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>Q1 2021 (RMB Billions)</th>
<th>Q1 2022 (RMB Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphones</td>
<td>51.5</td>
<td>45.8</td>
</tr>
<tr>
<td>IoT and Lifestyle Products</td>
<td>18.2</td>
<td>19.5</td>
</tr>
<tr>
<td>Internet Services</td>
<td>6.6</td>
<td>7.1</td>
</tr>
</tbody>
</table>

**Note**: The percentage values are approximate due to rounding.
Quarterly Gross Margin by Segment

Overall

<table>
<thead>
<tr>
<th></th>
<th>Q1 2021</th>
<th>Q4 2021</th>
<th>Q1 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>18.4%</td>
<td>17.1%</td>
<td>17.3%</td>
</tr>
</tbody>
</table>

Smartphones

<table>
<thead>
<tr>
<th></th>
<th>Q1 2021</th>
<th>Q4 2021</th>
<th>Q1 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>IoT and Lifestyle Products</td>
<td>14.5%</td>
<td>13.0%</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

Internet Services

<table>
<thead>
<tr>
<th></th>
<th>Q1 2021</th>
<th>Q4 2021</th>
<th>Q1 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Services</td>
<td>72.4%</td>
<td>76.1%</td>
<td>70.8%</td>
</tr>
</tbody>
</table>

**Q1 2021**
- Overall: 18.4%
- IoT and Lifestyle Products: 14.5%
- Internet Services: 72.4%

**Q4 2021**
- Overall: 17.1%
- IoT and Lifestyle Products: 13.0%
- Internet Services: 76.1%

**Q1 2022**
- Overall: 17.3%
- IoT and Lifestyle Products: 15.6%
- Internet Services: 70.8%
Continue to Invest in R&D

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

Software Department¹ and Wearables Business Department²

Youpin E-commerce Department

Group IT Department and Data Services Platform

Smartphone Department

China Region Business

Group IT Department

¹ Software and Experience Department, IoT Platform Department and Smartphone System Software Department combined into Software Department
² Under IoT and Lifestyle Products Department
Our cash resources reached approximately **RMB95.0 billion**

Cash Resources¹
RMB Billions

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>108.0</td>
</tr>
<tr>
<td>2021</td>
<td>106.0</td>
</tr>
<tr>
<td>Q1 2022</td>
<td>95.0</td>
</tr>
</tbody>
</table>

¹Including (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 the Company 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") as stipulated 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 accordance with the Core Option of the Global Reporting Initiative (GRI) Sustainability Reporting Standard, the Framework - 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 reasserted that this Report is prepared in compliance with the section titled "Corporate Governance Report" as contained in the Group's Annual Report.

In preparation for the Report, we seek to ensure that the information disclosed herein follows the four reporting principles: clarity, materiality, comparability, and transparency.

The reporting period of the Report is from January 1, 2021 to December 31, 2021 (this year). To enhance the comparability and completeness of this 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 bears 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. It is hereby disclaiming between the two versions shall prevail for all purposes.

4. Key Performance Indicators

4.1 Key Performance Indicators – Environmental

Based on our current operations, our resources and energy consumption and pollutant discharge mostly take place in the cities of Shenzhen, Beijing, Shijiazhuang and Shenzhen, China. The following data reflects the operations of China region.

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

¹ By Xiaomi Foundation Limited
² By Beijing Xiaomi Foundation
Earthquake Early Warning Function Launched in Indonesia

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.