



# Xiaomi Corporation

Q3 2023 Results Announcement



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# Q3 2023 Overall Financial Highlights

Revenue | RMB  
**70.9 billion**  
0.6% YoY

Gross Profit Margin | %  
**22.7%**  
6.1ppt YoY

Adjusted Net Profit<sup>1</sup> | RMB  
**6.0 billion**  
182.9% YoY

Including expenses related to smart EV and other new initiatives<sup>2</sup>  
**RMB1.7 billion**

Cash Resources<sup>3</sup> | RMB  
**127.6 billion**  
35.4% 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 Expenses related to smart EV and other new initiatives exclude share-based compensation expenses related to smart EV and other new initiatives of RMB0.2 billion

3 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

# Q3 2023 Overall Business Highlights



## Smartphones

**#3**

Global  
Market Share Ranking<sup>1</sup>

**14.1%**

Global Market Share<sup>1</sup>

**55 markets**

Ranked Top 3<sup>1</sup>

**65 markets**

Ranked Top 5<sup>1</sup>

## AIoT

**698.9 million**

AIoT Connected Devices<sup>2</sup>  
25.2% YoY

**13.7 million**

Users with 5 or More  
Connected Devices<sup>2</sup>  
26.0% YoY

## Internet Services

**623.1 million**

Global MIUI MAU<sup>3</sup>  
10.5% YoY

**151.9 million**

Mainland China MIUI MAU<sup>3</sup>  
7.4% YoY

<sup>1</sup> According to Canalys, by shipments in Q3 2023

<sup>2</sup> As of September 30, 2023, excluding smartphones, tablets and laptops

<sup>3</sup> In September 2023



# Strategy Upgrade



## Goal for the Next Decade 2020-2030

Committed to sustainable investments in foundational core technologies,  
dedicated to **becoming a leader in the evolving realm of global cutting-edge technologies**

## Xiaomi Technology Philosophy

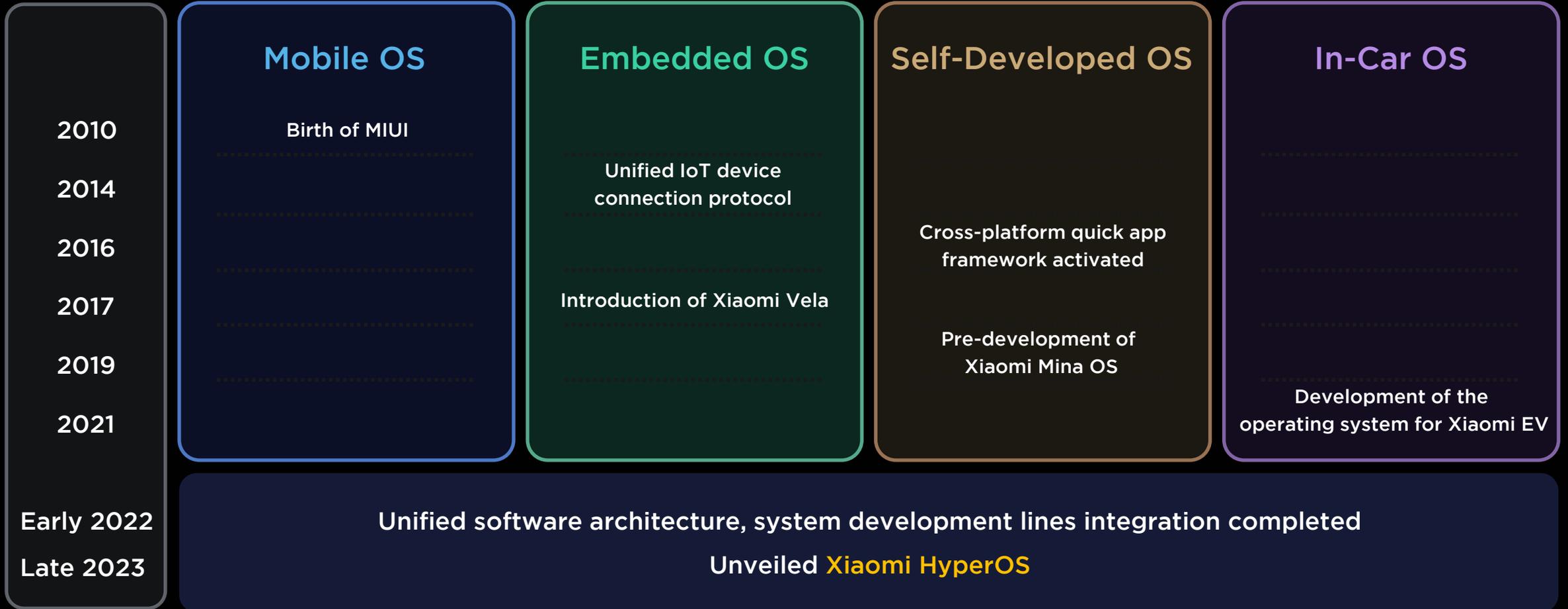
**Continuously invest in technologies that will benefit humanity**

# Strategy Upgrade: 「 Human x Car x Home 」



All your needs in one smart ecosystem

# Xiaomi HyperOS: 13 Years of Exploration



# Xiaomi HyperOS: a Human-centric Operating System Designed for 「Human x Car x Home」 Ecosystem



## Xiaomi HyperOS



**Comprehensive Refactoring:**  
Optimize performance for individual device



**Cross-Device Intelligent Connectivity:**  
Create seamless cross end-device connections



**Proactive Intelligence:**  
Serve as an intelligence hub delivering intelligent services to users



**End-to-End Security:**  
Ensure robust cross-device and system-wide privacy and security



**Open Platform:**  
Foster ecosystem development collaboration with global developers

# IoT Open Platform



「 Smart Device Partners 」  
Open Access to  
Over 200 Categories

「 Home Industry Partners 」  
Extend Connectivity  
Standards

 xiaomi vela  
Open-Source  
the Vela System

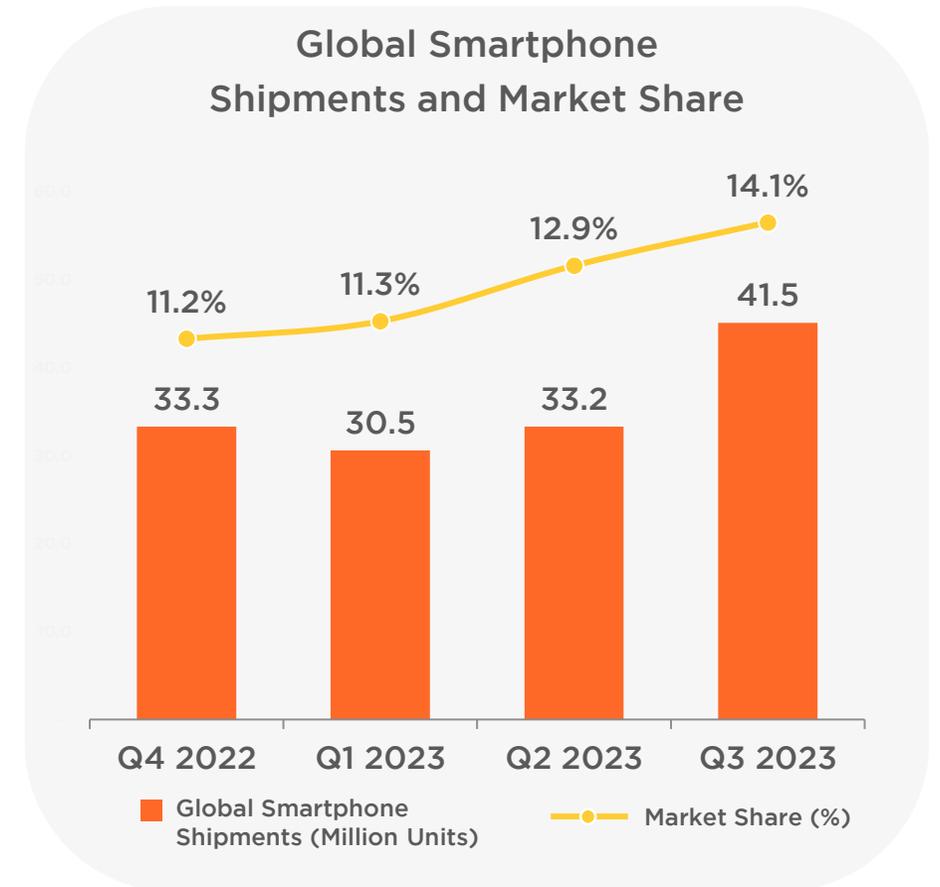
「 Individual Developers 」  
Full Access



# Business and Financial Highlights

# Global Smartphone Shipments Market Share Increased for 3 Consecutive Quarters

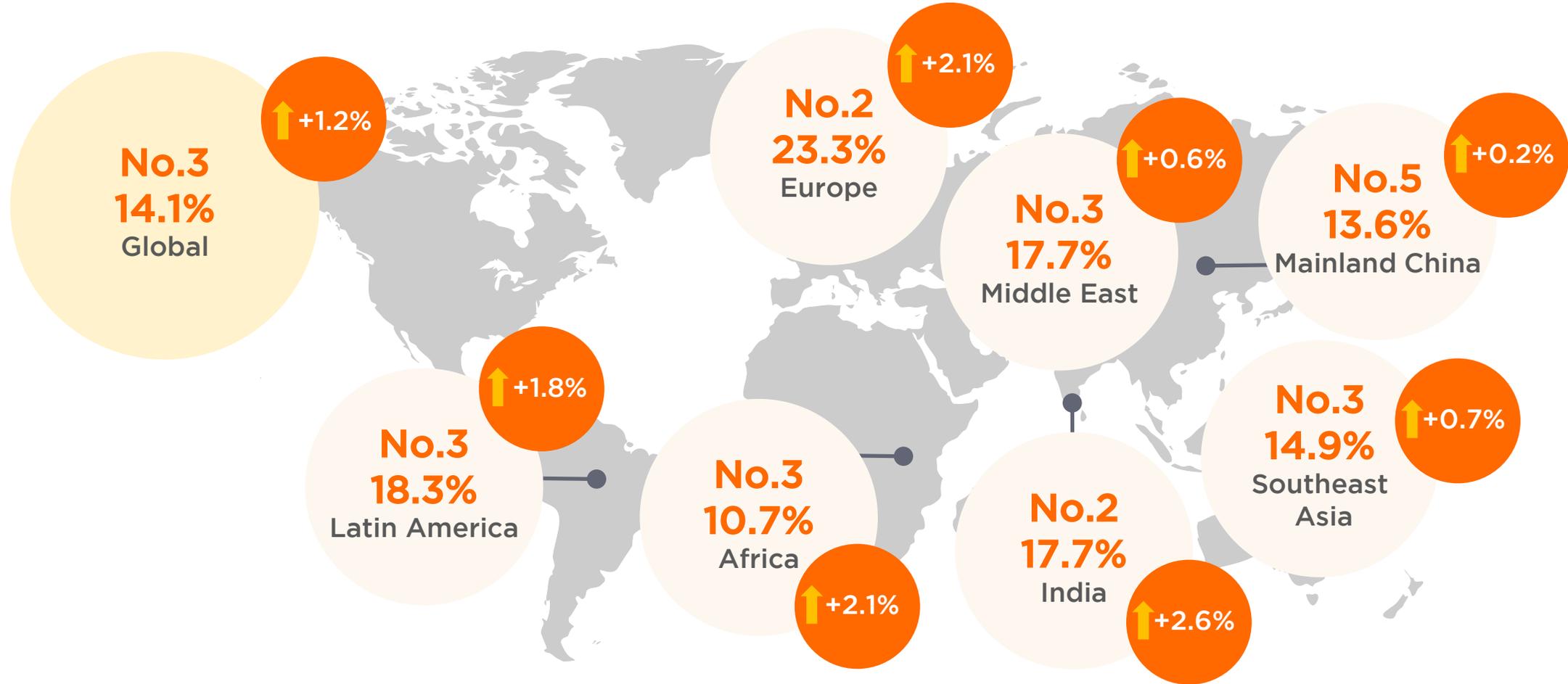
Vendor	Q3 2023 Shipments (Million Units)	Q3 2023 Market Share	YoY Shipments Changes
Samsung	58.6	19.9%	-8.5%
Apple	50.0	17.0%	-5.5%
<b>Xiaomi</b>	<b>41.5</b>	<b>14.1%</b>	<b>2.4%</b>
OPPO	26.4	9.0%	-7.5%
Transsion	26.0	8.8%	39.5%
Others	92.1	31.2%	-1.1%
<b>Total</b>	<b>294.6</b>	<b>100.0%</b>	<b>-1.1%</b>



# Market Share Increased in All Major Markets Globally in Q3 2023



## Q3 2023 Smartphone Shipments Ranking and Market Share



↑ Market Share Improvement Compare with Q2 2023

# Xiaomi 14 Series: Our New Flagship with Enhanced Technologies and Xiaomi HyperOS



Launched in Mainland China in October 2023



Sales Volume **6** times of Last Series<sup>1</sup>



## Summilux

Leica Summilux  
Optical Lenses



Industry-leading  $f/1.42 - f/4.0$  Variable Aperture Capability



World's First  
**Snapdragon® 8 Gen 3**  
Mobile Platform

## Xiaomi HyperOS

小米澎湃OS

**Xiaomi HyperOS**  
Unleashing the Full  
Performance Potential of  
*Xiaomi 14 Series*



**Xiaomi Ceramic Glass**  
10x Higher Drop  
Resistance and 1.25x  
Higher Scratch Resistance

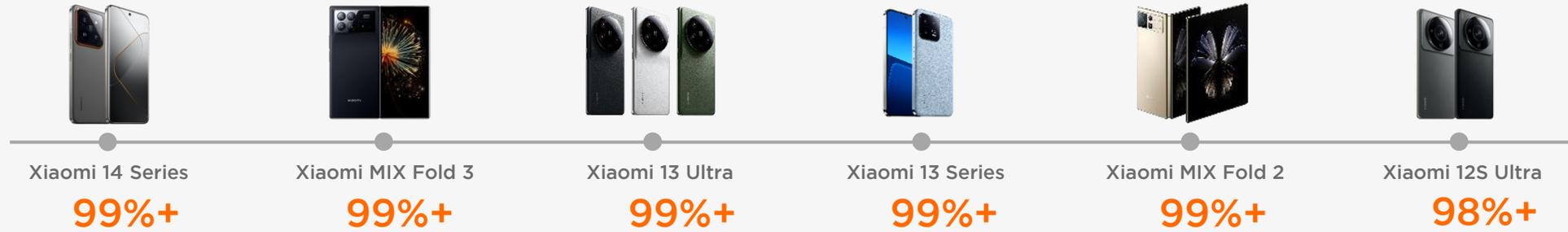


Innovative **All-Around  
Liquid Display**

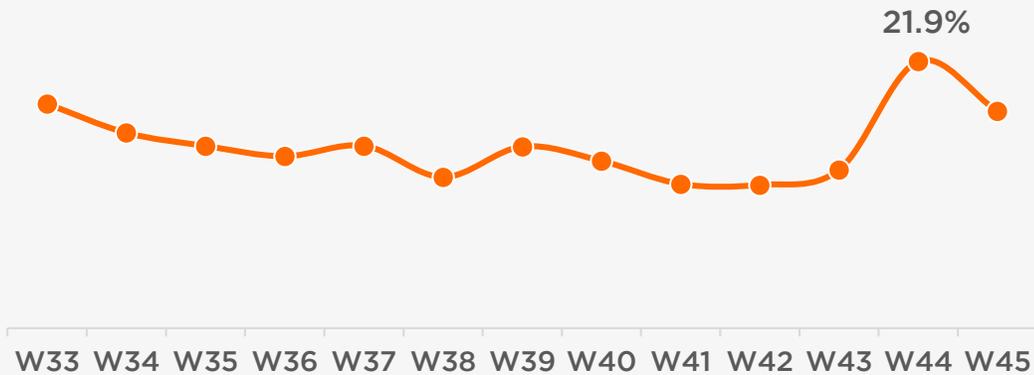
# Steadfast Execution of Smartphone Premiumization Strategy



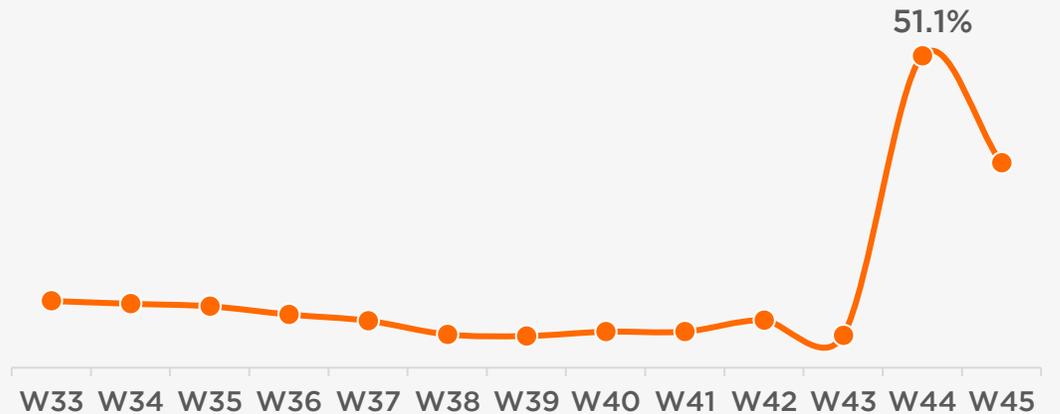
## Increasing Positive Ratings from Our Users<sup>1</sup>



## Smartphone Market Share<sup>2</sup> by Week in Mainland China



## RMB4,000-6,000 Smartphone Market Share<sup>2</sup> by Week in Mainland China



<sup>1</sup> Positive review rate on JD.com in one month after product launch. For *Xiaomi 14 Series*, the positive review rate on JD.com was collected by the end of November 19, 2023. Based on ratings from Xiaomi JD self-operated flagship store

<sup>2</sup> By units sold in mainland China, according to third-party data. W33-W45 refer to the week starts from Monday August 14, 2023 to Monday November 06, 2023

# Record Results During Double 11 Shopping Festival



Cumulative Paid GMV Over  
**RMB22.4 billion**<sup>1</sup>  
Registered a Shopping  
Festival Record High



*Xiaomi 14*  
**No.1 Domestic Smartphone Model  
Across 4 Platforms**<sup>2</sup>



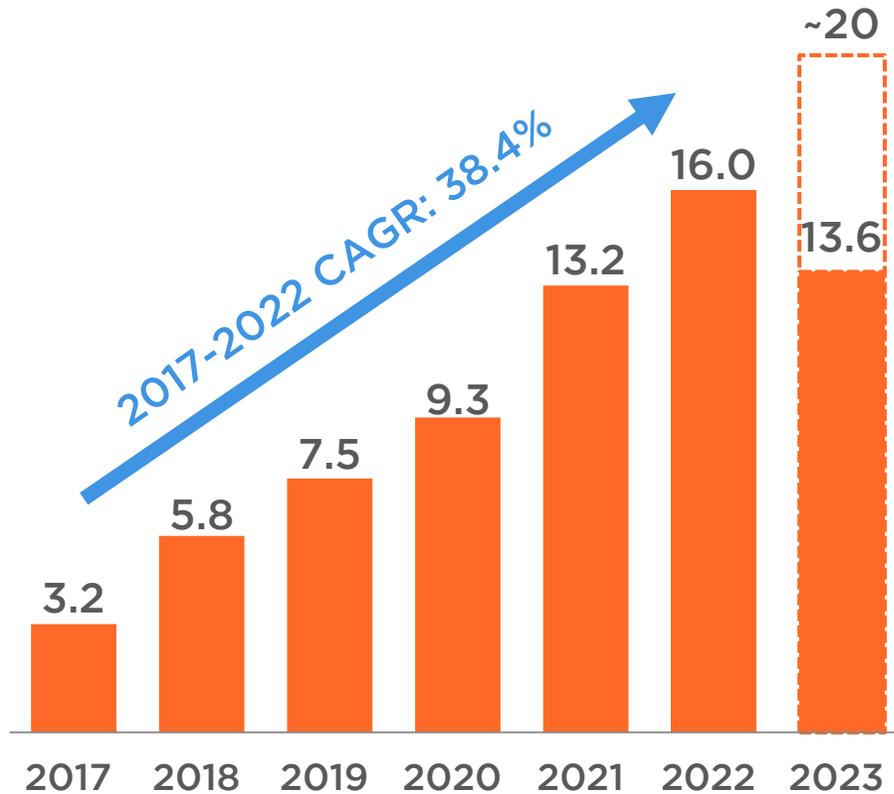
Offline Retail Store GMV  
**up 77% YoY**

<sup>1</sup> Across all channels and platforms, From 20:00:00 October 23, 2023 to 23:59:59 November 11, 2023

<sup>2</sup> RMB4,000-6,000 No.1 domestic smartphone brand by sales volume and sales value, from 20:00:00 October 23, 2023 to 23:59:59 November 11, 2023 across JD.com; No.1 domestic smartphone brand by sales volume, from 20:00:00 October 24, 2023 to 23:59:59 November 11, 2023 across Tmall.com; No.1 domestic smartphone brand by sales volume and sales value, from 20:00:00 October 20, 2023 to 23:59:59 November 11, 2023 across Douyin; RMB4,000-6,000 No.1 domestic smartphone brand by sales volume and sales value, from 20:00:00 October 20, 2023 to 23:59:59 November 11, 2023 across Pinduoduo

# R&D Expenses Ramped up to RMB5.0 billion in Q3 2023

R&D Expenses  
RMB Billions



Q3 2023  
R&D Expenses  
Up **22%** YoY

2022 R&D Expenses  
as % of Nationwide R&D  
Expenses<sup>1</sup>  
**0.5%+**

Number of  
R&D Employees<sup>2</sup>  
**53%+**  
of Total Employees

Number of Granted  
Patents Globally<sup>2</sup>  
**35,000+**

<sup>1</sup> Source: National Bureau of Statistics

<sup>2</sup> As of September 30, 2023

# Fully Embrace AI

## Enhance User Experience



AI Real-time Translation



AI Input Method



AI Portrait



AI Smart painting



AI Assistant Text-to-Image Generation



AI Image Extender & AI Image Search

## Improve Operational Efficiency



Sales Forecasts



Intelligent Decision Support



Intelligent Customer Service



# Q3 2023 Revenue Achieved YoY and QoQ Growth

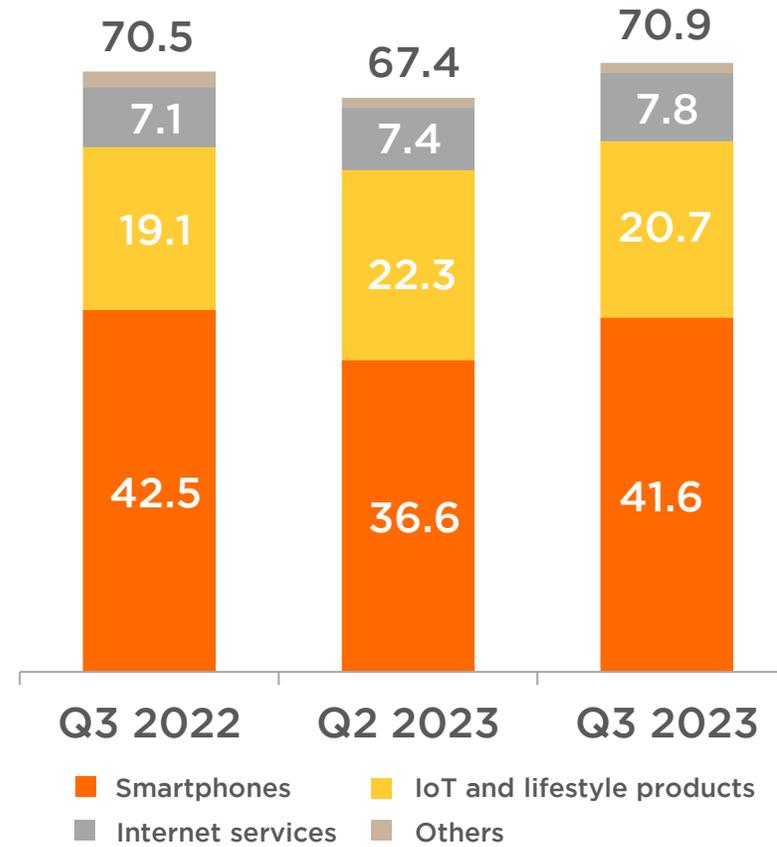
Total revenue RMB70.9 billion, up **5.3%** QoQ and achieved YoY growth

Smartphones revenue grew **13.8%** QoQ

IoT and lifestyle products revenue grew **8.5%** YoY

Internet services revenue reached a **record high**, grew **9.7%** YoY

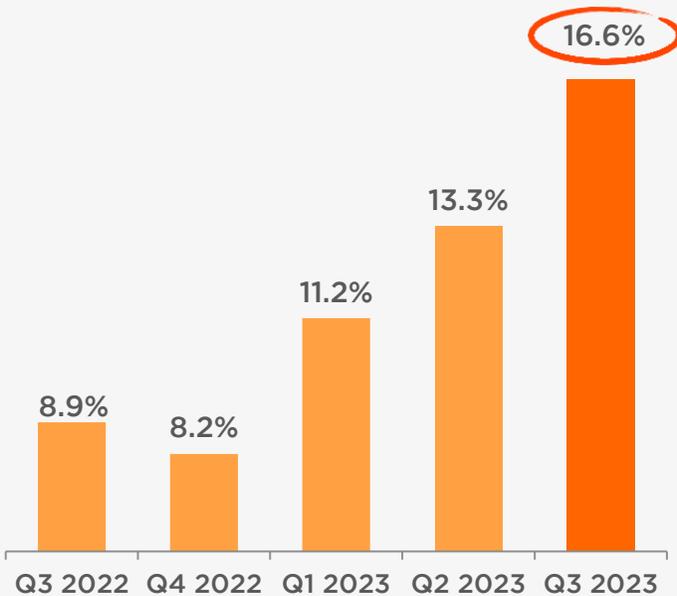
Revenue  
RMB Billions



# Gross Profit Margins Reached Record Highs

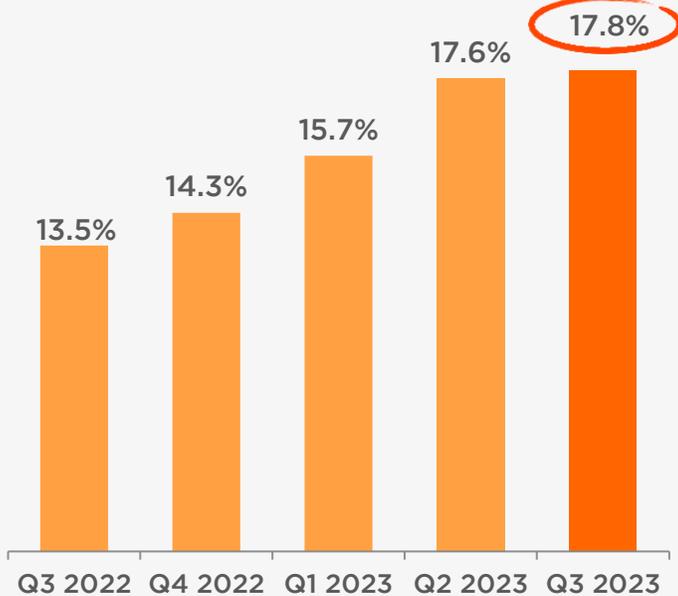
## Smartphone Gross Profit Margin

%



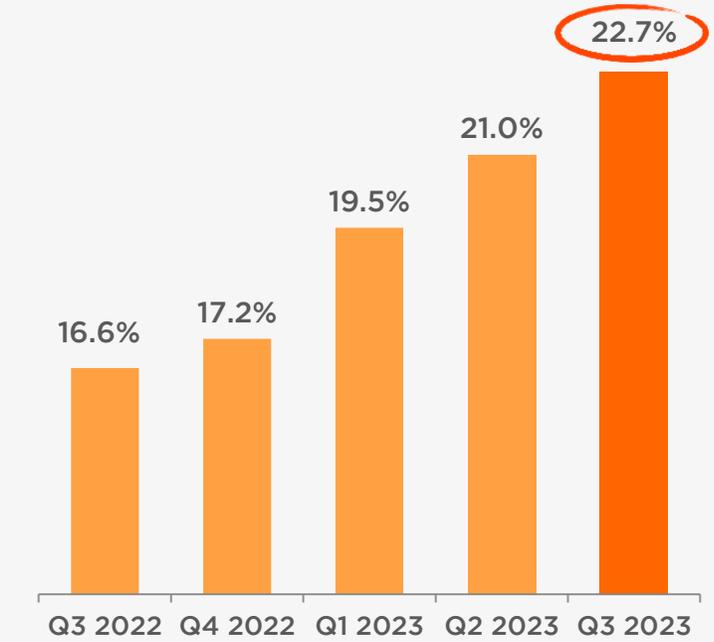
## IoT Gross Profit Margin

%



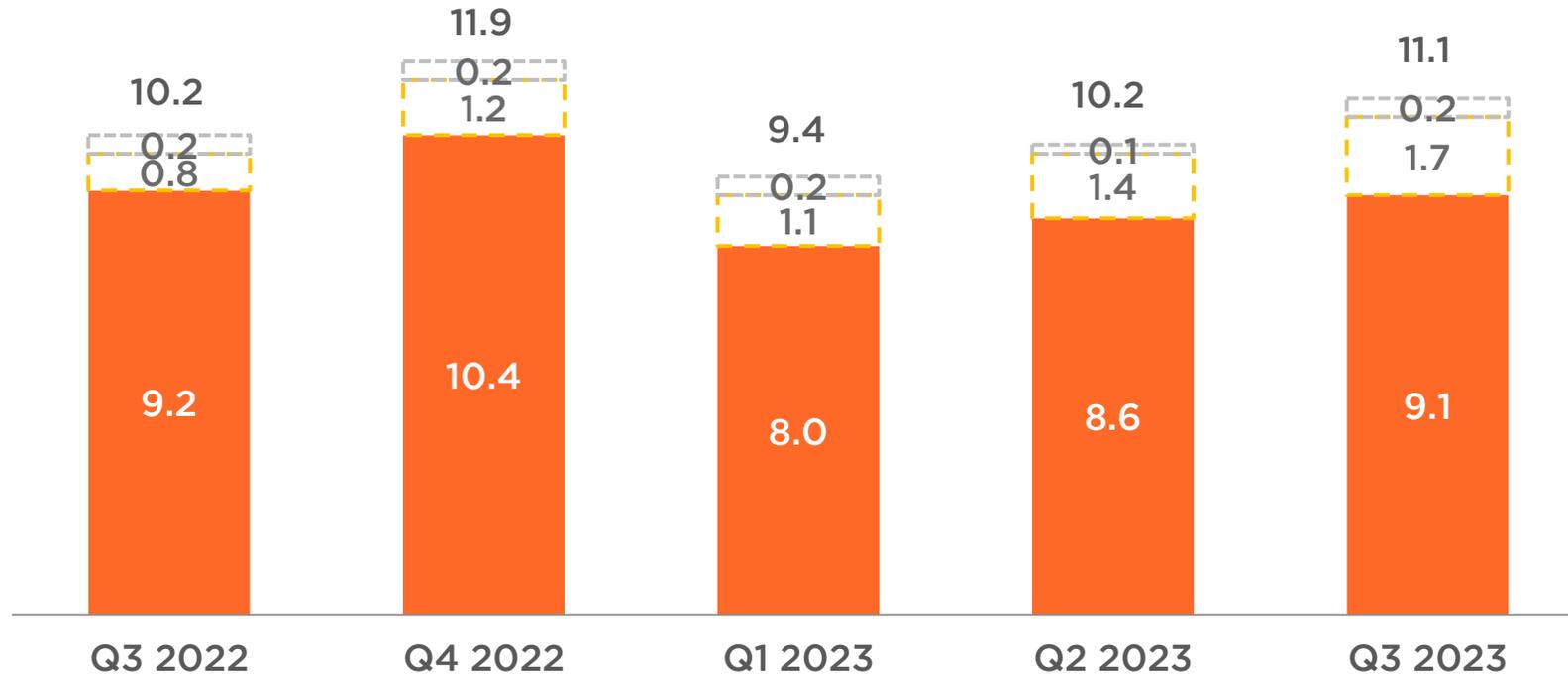
## Overall Gross Profit Margin

%



# Maintained Discipline in Managing Operating Expenses

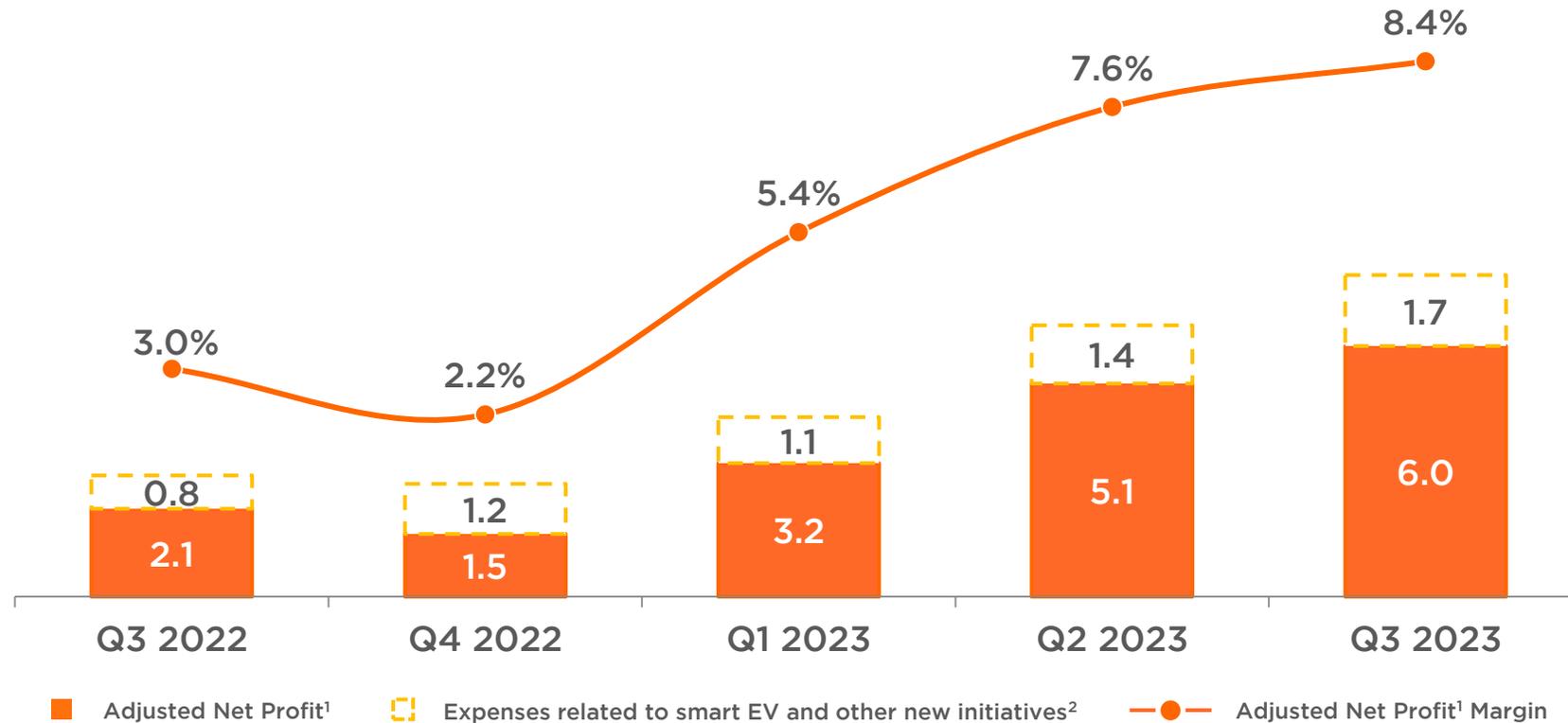
Operating Expenses  
RMB Billions



- Operating expenses (excluding expenses related to smart EV and other new initiatives)
- ▤ Expenses related to smart EV and other new initiatives excluding share-based compensation (SBC) expenses
- ▤ SBC expenses related to smart EV and other new initiatives

# Adjusted Net Profit Increased 182.9% YoY

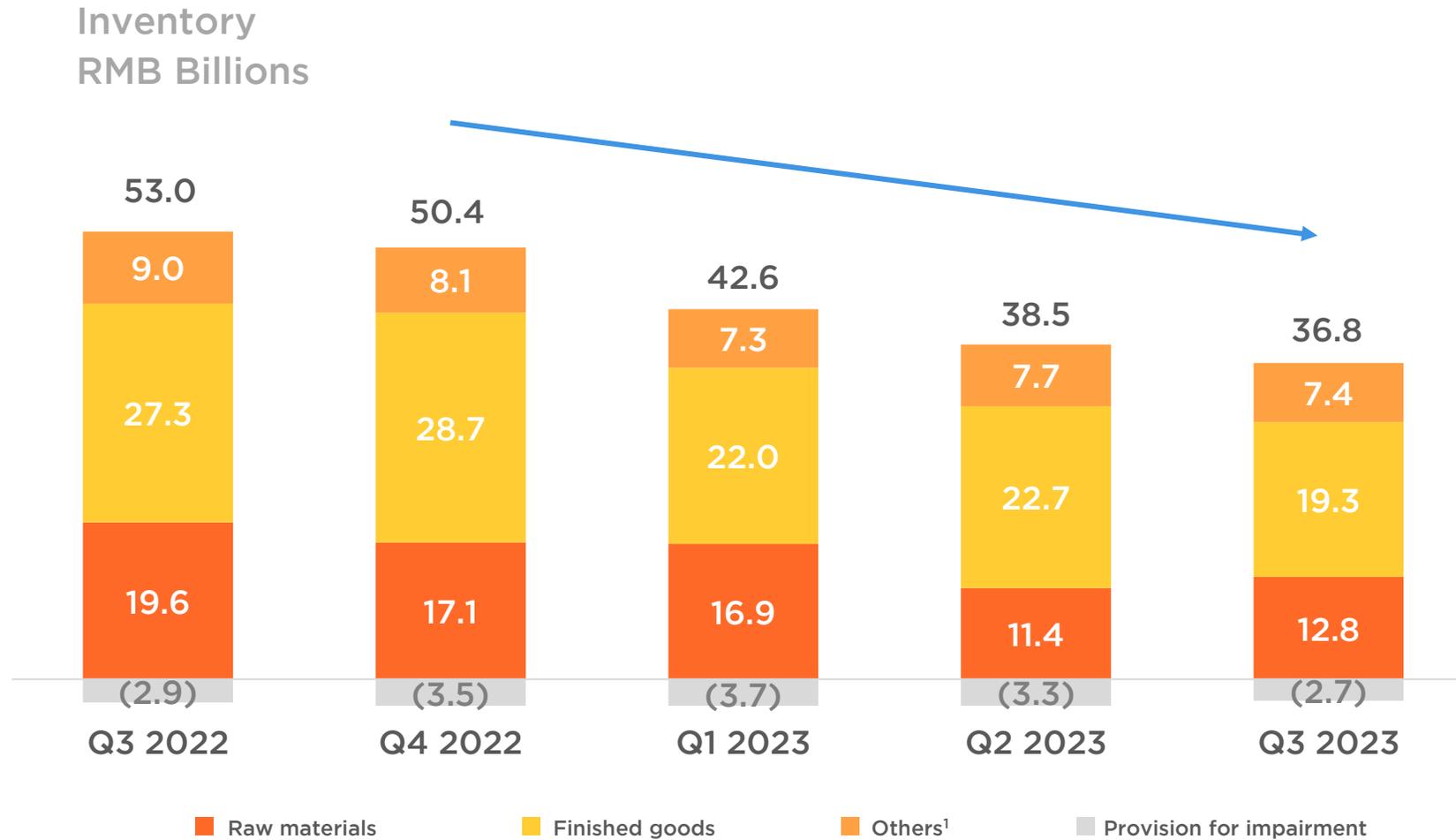
Adjusted Net Profit<sup>1</sup>  
RMB Billions



<sup>1</sup> Defined as profit for the period, as adjusted by adding back (i) share-based compensation, (ii) net fair value changes on investments, (iii) amortization of intangible assets resulting from acquisitions, (iv) changes of value of financial liabilities to fund investors, and (v) income tax effects of non-IFRS adjustments

<sup>2</sup> Expenses related to smart EV and other new initiatives exclude share-based compensation expenses related to smart EV and other new initiatives

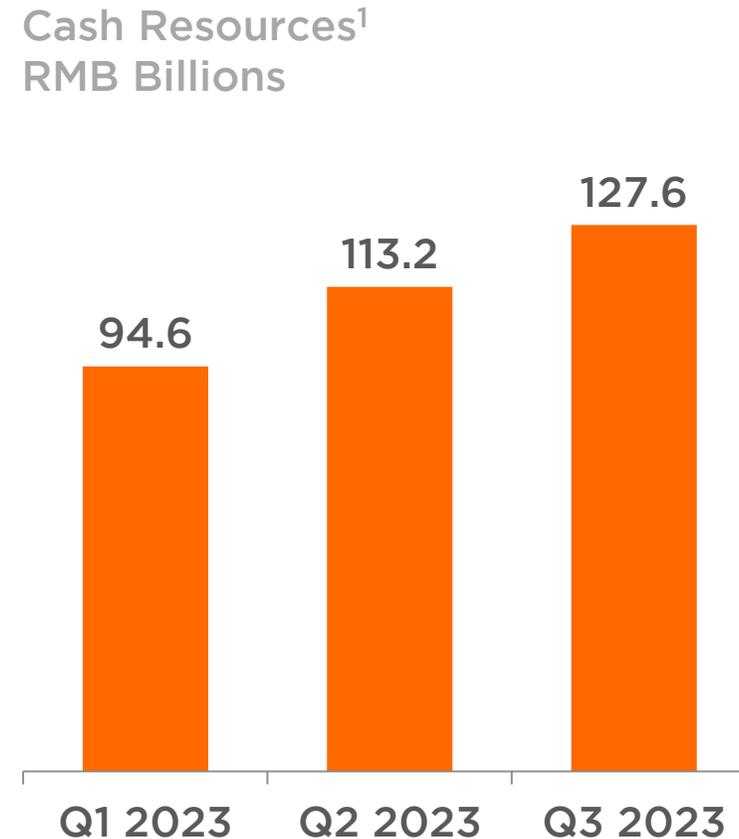
# Lowest Inventory Levels in 11 Quarters Leveraging Our Comprehensive Management System



<sup>1</sup> Including work in progress, spare parts, and others

# Record High Cash Position

Our cash resources were over  
**RMB127.6 billion**



<sup>1</sup> Including but not limited to (i) cash and cash equivalents, (ii) restricted cash, (iii) short-term bank deposits, (iv) short-term investments measured at fair value through profit or loss, (v) short-term investments measured at amortized cost, (vi) long-term bank deposits and (vii) other investments included in long-term investments measured at fair value through profit or loss



**ESG**

# Fully Integrated ESG Management into Our Business Operations



## Carbon Neutrality

By 2040



Achieve **carbon neutrality** in our own operations of our existing businesses<sup>1</sup>



100% renewable energy

Carbon Neutralization Action Report by the end of 2023

## ESG Ratings

Score Improved from both  
**MSCI & Sustainalytics**



Opportunities in Clean Tech



Data Privacy and Security



Electronic Waste



Human Rights - Supply Chain



Privacy & Data Security



Carbon - Own Operations



## World's Best Employer

Recognized on the

**2023 WORLD'S BEST EMPLOYERS**

List by Forbes

On the list for  
**3 consecutive years**

<sup>1</sup> Based on our latest earnings announcement, our existing businesses include smartphones, IoT and lifestyle products, internet services, and others

# Giving back to Our Society



## Poverty and Disaster Relief

Cumulative Donation of  
**RMB156 million**<sup>1</sup>

## Talent Development

Xiaomi Scholarships Program  
Covered **60** Colleges and  
Universities<sup>1</sup>

## Technology Innovation

Xiaomi Innovation Joint Fund  
Cumulative Donation of  
**RMB108 million** and **74** Scientific  
Projects<sup>1</sup>



# Smartphones



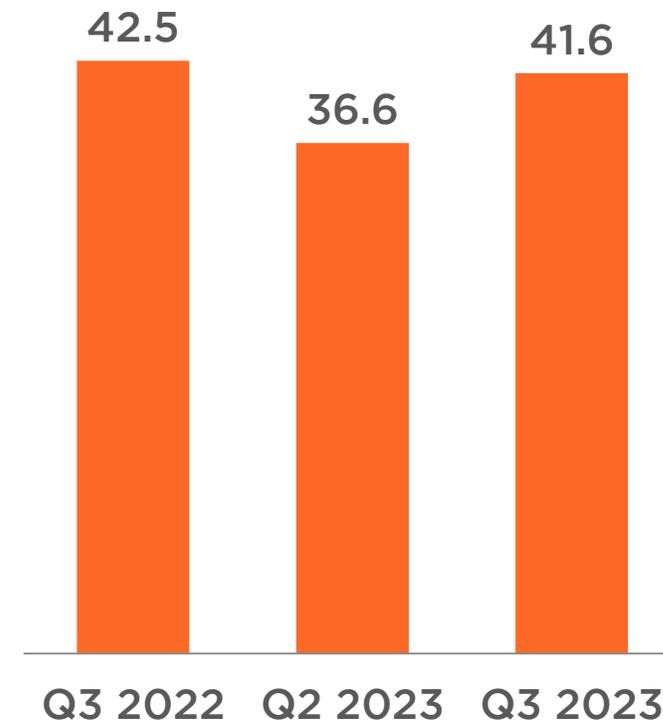
# Smartphone Shipments Exceeded 41 million Units in Q3 2023 Achieved Both YoY and QoQ Growth

In Q3 2023, smartphones revenue was RMB41.6 billion

Smartphone shipments were 41.8 million units, rose **27%** QoQ

Gross profit margin reached 16.6%, registered a **record high**

Smartphones Revenue  
RMB Billions



# Mainland China Smartphone Shipments Ranked No.5 in Q3 2023



Vendor	Q3 2023 Shipments (Million Units)	Q3 2023 Market Share	YoY Shipments Changes
HONOR	11.8	17.7%	-1.0%
OPPO	10.9	16.4%	-9.7%
Apple	10.6	15.9%	-5.8%
vivo	10.4	15.6%	-26.0%
<b>Xiaomi</b>	<b>9.1</b>	<b>13.6%</b>	<b>0.4%</b>
Others	13.9	20.8%	21.3%
Total	66.7	100.0%	-4.5%

# Redmi Note 13 Series: Flagship Experience for Mass Market



Launched in Mainland China in September 2023



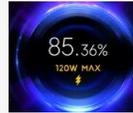
## Camera

200MP Samsung ISOCELL HP3 Sensor



## Display

1.5K FHD+AMOLED  
1,800nit Peak  
Brightness



## Charging

5,000mAh  
Battery 120W  
Fast-charging



Xiaomi Imaging  
Mastermind



Corning Gorilla  
Glass Victus

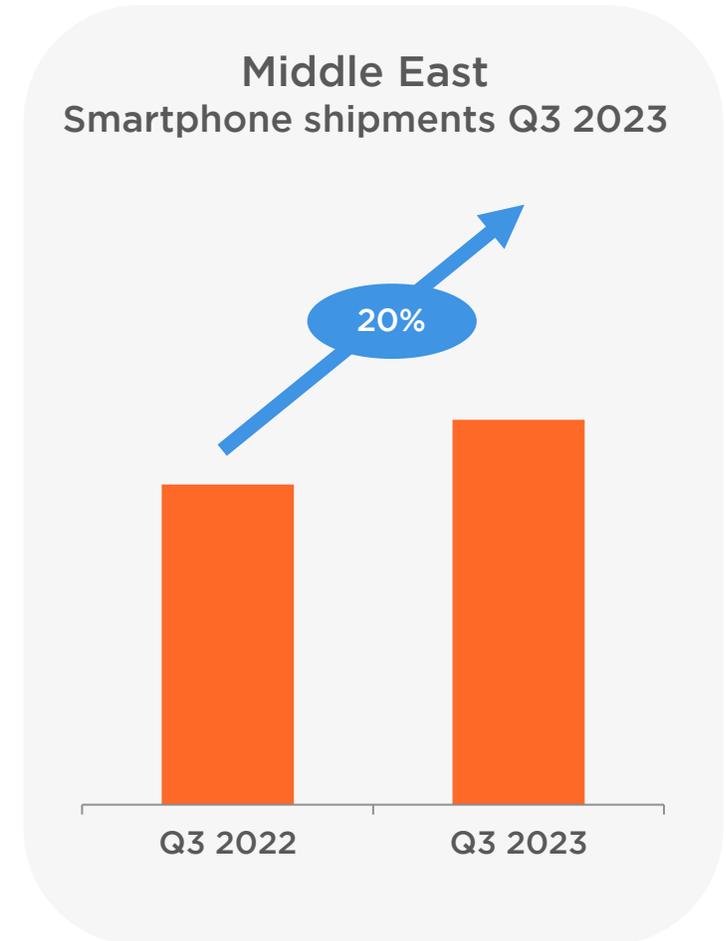
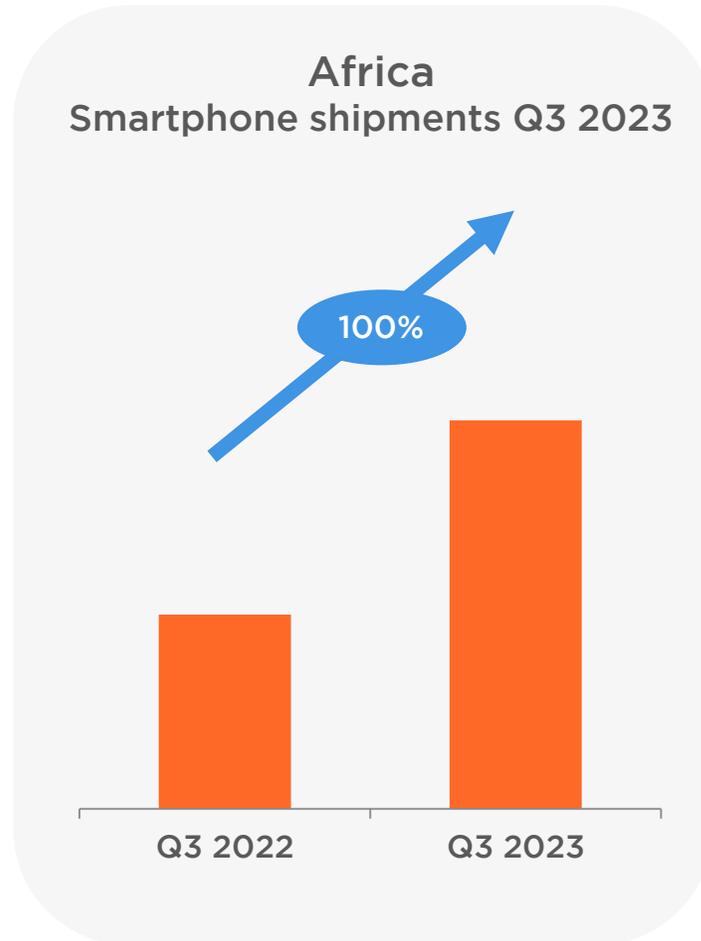
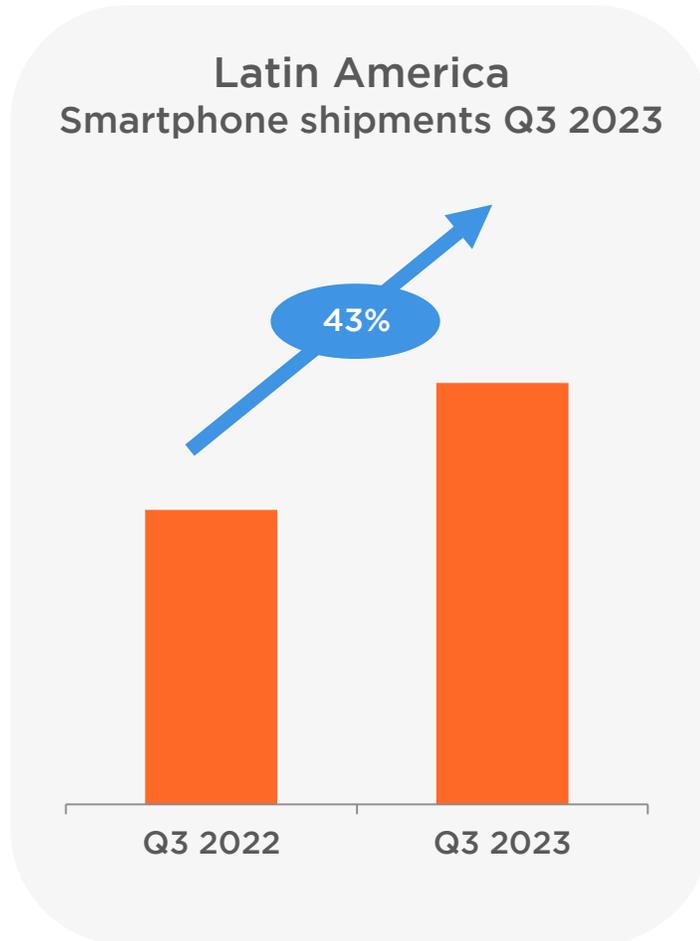


Redmi x AAPE  
Limited Edition



Sales Volume Exceeded **410,000** Units  
in the First Hour of Sales Launch

# Reinforce Global Presence



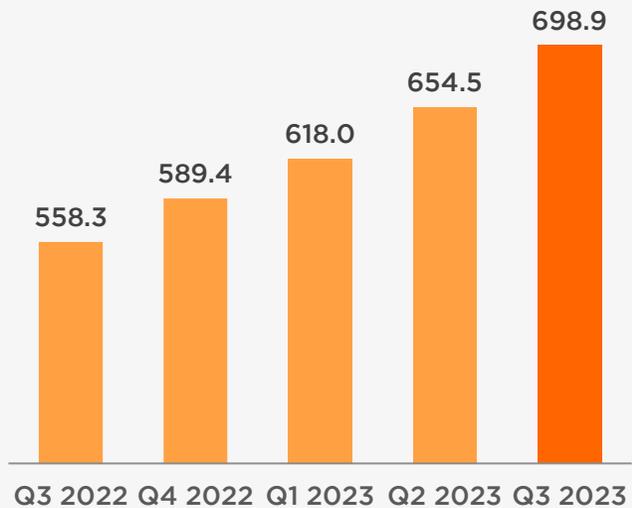


# AIoT

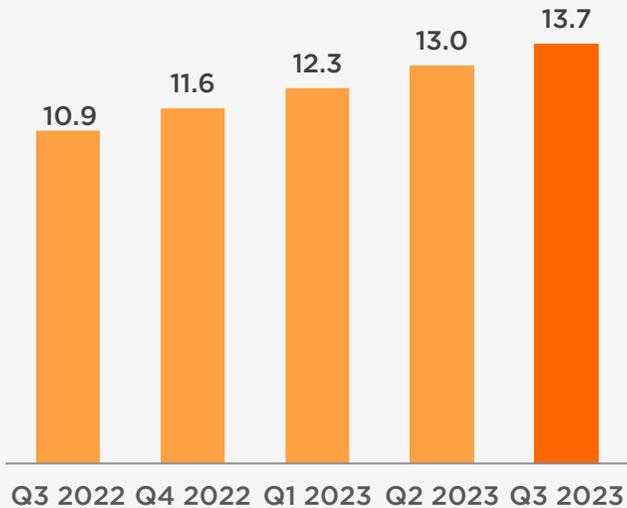


# Global Leading Consumer AIoT Platform

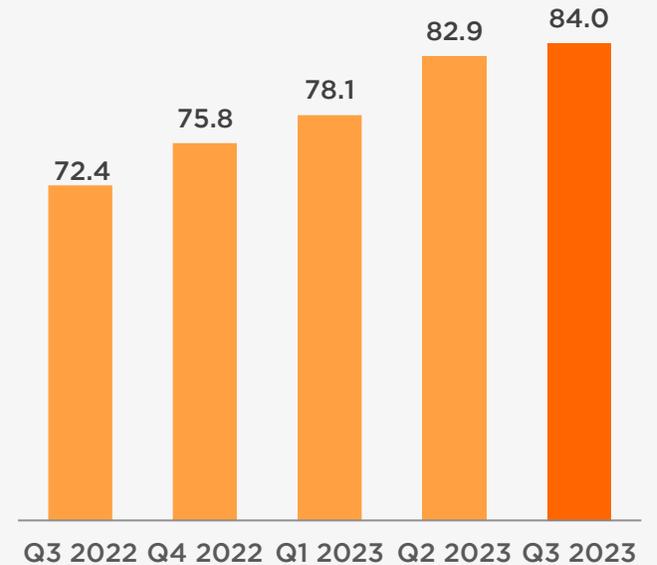
Number of Connected Devices<sup>1</sup>  
Millions



Users with 5 or More Devices  
Connected to Xiaomi's AIoT  
Platform<sup>1</sup>  
Millions



Mi Home App MAU  
Millions



<sup>1</sup> Excluding smartphones, tablets and laptops

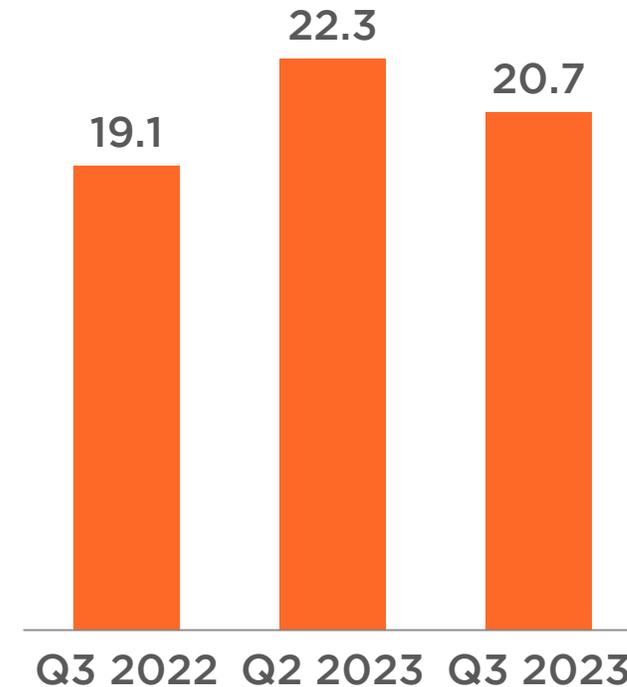
# Resilient IoT and Lifestyle Products Revenue



In Q3 2023, IoT and lifestyle products revenue reached RMB20.7 billion, up **8.5%** YoY

Gross profit margin reached 17.8%, registered a **record high**

IoT and Lifestyle Products Revenue  
RMB Billions



# Smart TV: No.1 TV Shipments in Mainland China in Q3 2023



**No.1** TV Shipments  
in Mainland China in Q3 2023<sup>1</sup>

Global Smart TV Shipments  
Reached **2.7 million** in Q3 2023

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



# Smart Large Home Appliances: Momentum Continued



## Air Conditioners

The number of air conditioner shipments by the end of Q3 2023 **exceeded** 2022 full year level



## Refrigerators

Refrigerator shipments reached a **record high** of **over 670k** units in Q3 2023, up **95% YoY**



## Washing Machines

Washing machine shipments **exceeded 310k** units in Q3 2023, up **28% YoY**



# Tablets: Ranked among Top 5 Globally

Global Shipments<sup>1</sup> in Q3 2023

up **120%** YoY

Ranked **Top 5**

Globally<sup>1</sup> in Q3 2023 for the **First Time**

Ranked **Top 3**

in Mainland China<sup>1</sup> in Q3 2023

## Redmi Pad SE

*Launched in Overseas in August 2023*

*Launched in Mainland China in September 2023*



# Wearables: Leading Position in Mainland China

## Leading Brand

TWS

Mainland China  
Shipments<sup>1</sup>

**No.2**



## New Product Launch

Xiaomi Smart Watch S3

*Launched in Mainland China in October 2023*

A **1.43" AMOLED** display featured a smooth **60Hz** refresh rate

Innovative interchangeable bezel design

Leveraging **L1+L5 dual-frequency GNSS chip** for precise positioning





# Internet Services



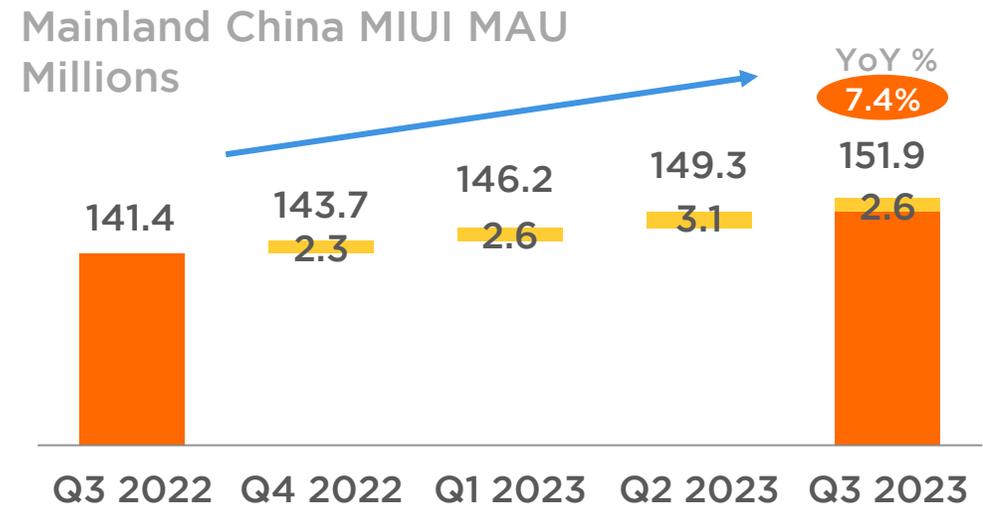
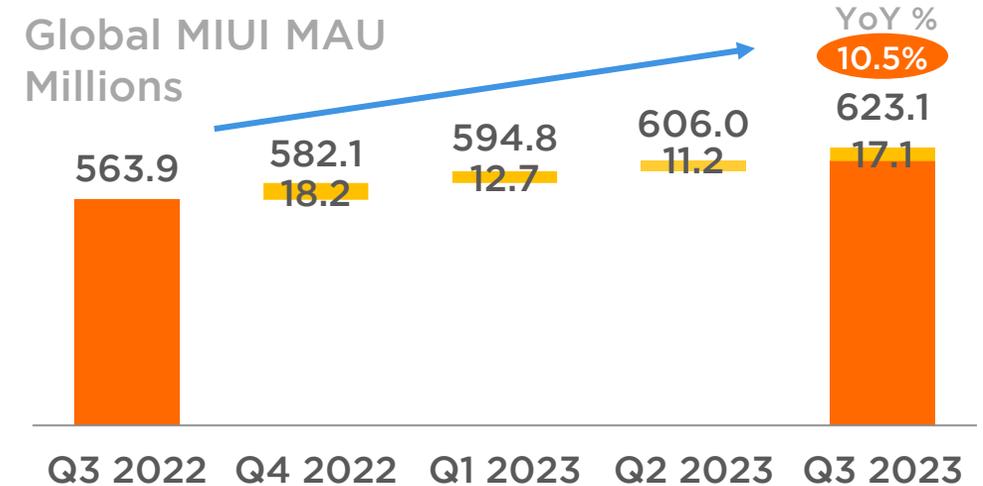
# Global MIUI MAU Reached 623 million and Mainland China MIUI MAU Reached 152 million in Q3 2023

Global MIUI MAU<sup>1</sup> reached 623.1 million,  
YoY growth of 59.1 million

Mainland China MIUI MAU<sup>1</sup> reached 151.9  
million, YoY growth of 10.5 million

Global TV MAU<sup>2</sup> exceeded 64 million

All three metrics reached **record highs**



1 In September 2023

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

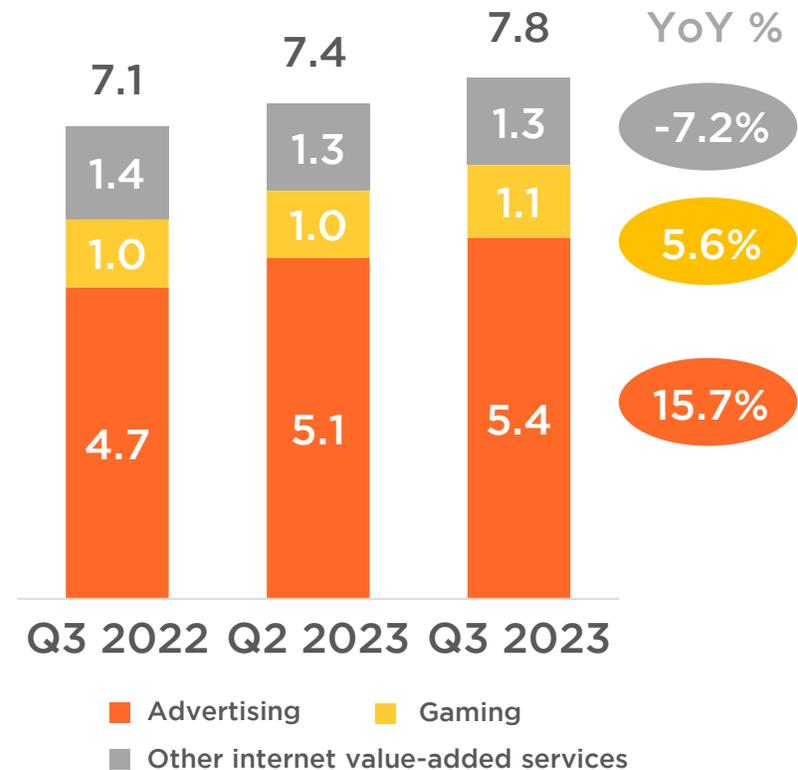
# Internet Services Revenue Achieved Another Record High

In Q3 2023, internet services revenue reached RMB7.8 billion, a **record high**

Advertising revenue reached a **record high**, up **15.7%** YoY

Gaming revenue continued to grow YoY for **ninth consecutive quarters**

Internet Services Revenue  
RMB Billions

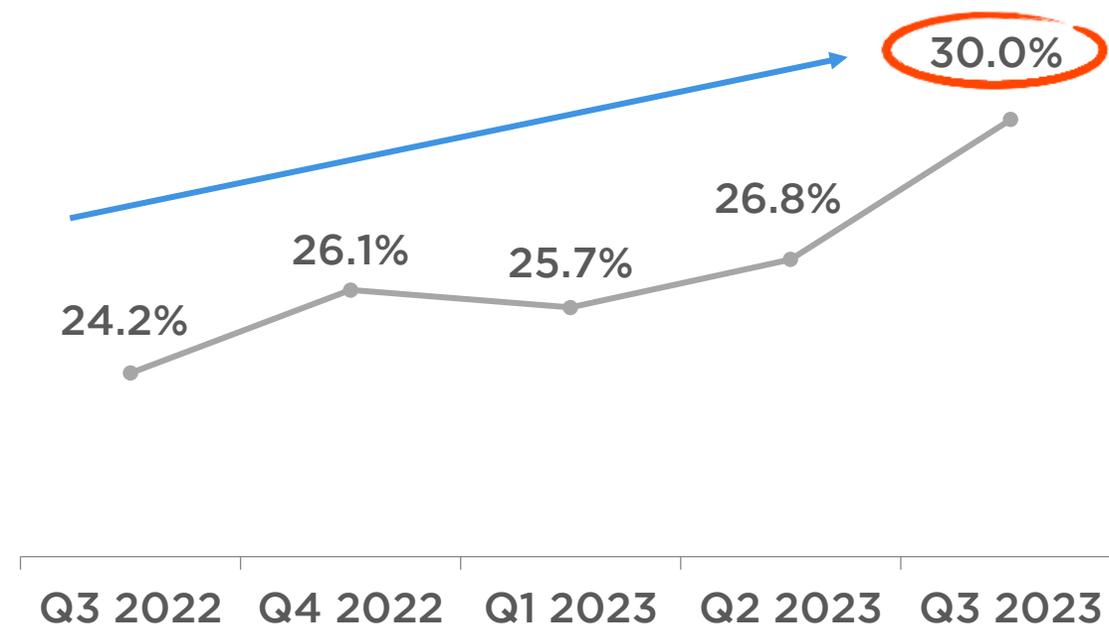


# Overseas Internet Services Revenue Reached a Record High



In Q3 2023, overseas internet services revenue reached a **record high** of RMB2.3 billion, up **35.8%** YoY, accounting for **30.0%** of total internet services revenue

Overseas Internet Services Revenue as % of Total Internet Services Revenue





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