



# Xiaomi Corporation

Q1 2021 Results Announcement



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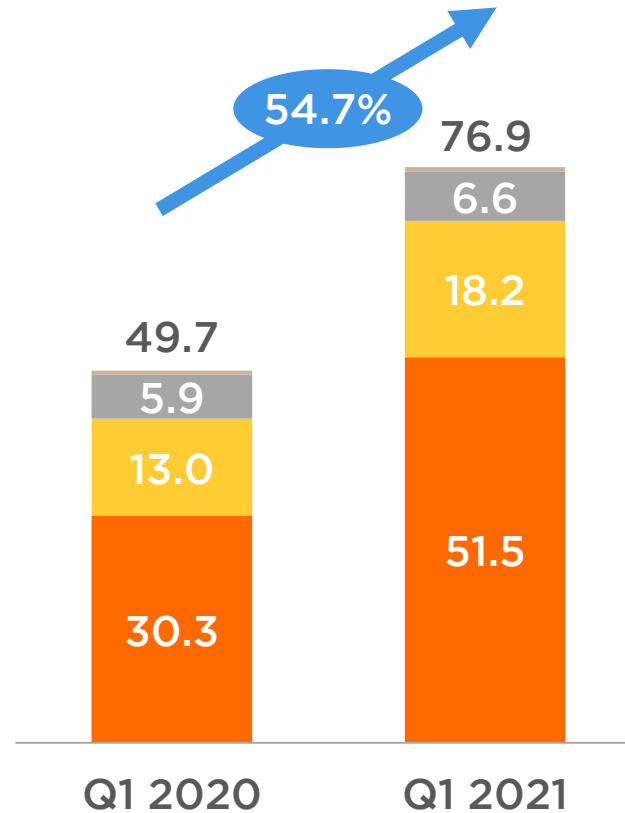
In Q1 2021

Total revenue was RMB76.9 billion, up **54.7%** YoY

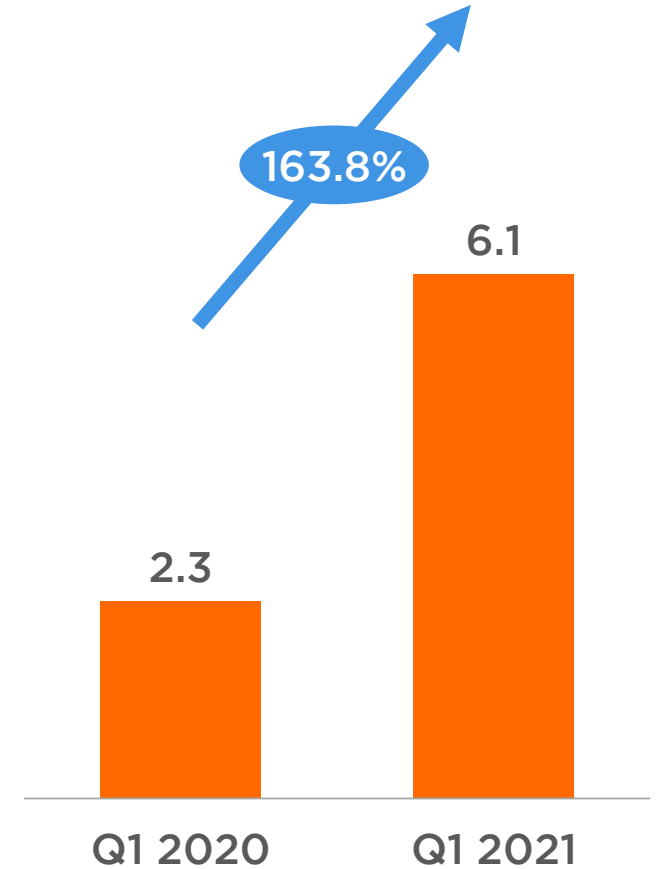
Adjusted net profit<sup>1</sup> was RMB6.1 billion, up **163.8%** YoY

Both quarterly total revenue and adjusted net profit achieved record highs

Revenue  
RMB billions



Adjusted net profit  
RMB billions



■ Smartphones    ■ IoT and lifestyle products  
■ Internet services    ■ Others

<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

# #3 market share globally with the highest YoY growth<sup>1</sup> in Q1 2021



Million units

Worldwide smartphone shipments and market share					
Vendor	Q1 2021 shipment volume	Q1 2021 market share	Q1 2020 shipment volume	Q1 2020 market share	Shipment YoY growth
Samsung	76.5	22.0%	59.6	21.9%	28.4%
Apple	52.4	15.1%	37.1	13.6%	41.3%
Xiaomi	49.0	14.1%	30.2	11.1%	61.9%
OPPO	37.6	10.8%	23.5	8.6%	60.4%
vivo	36.0	10.4%	24.2	8.9%	48.6%
Others	95.9	27.6%	97.8	35.9%	-1.8%
Total	347.4	100.0%	272.5	100.0%	27.6%

Source: Canalsys

<sup>1</sup> Among top 5 smartphone vendors, by shipments

# Strengthened our position in the premium smartphone market



## Expanded our premium smartphone portfolio



Mi 11

RMB3,999+



Mi 11 Pro

RMB4,999+



Mi 11 Ultra

RMB5,999+

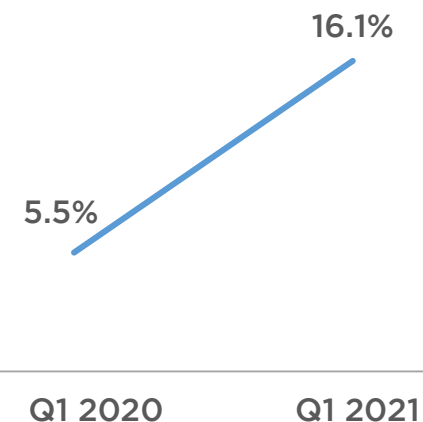


Mi MIX FOLD

RMB9,999+

## Premium smartphone market share<sup>1</sup>

RMB4,000-6,000 Xiaomi market share %



Total orders for Mi 11, Mi 11 Pro and Mi 11 Ultra exceeded **3 million units** from January to April 2021

Mi 11 Series ranked **No.1** among RMB4,000-6,000 Android smartphones in mainland China<sup>2</sup>

Premium smartphone<sup>3</sup> shipments reached over **4 million units** globally in Q1 2021

<sup>1</sup> According to third-party data, by smartphone shipments at retail price between RMB4,000-6,000 in mainland China

<sup>2</sup> According to third-party data, by Mi 11, Mi 11 Pro and Mi 11 Ultra smartphone shipments from January 1 to April 30, among all RMB4,000 - 6,000 Android smartphone series

<sup>3</sup> Smartphones with mainland China major retail price at RMB3,000 and above or with overseas major retail price at €300 and above in Q1 2021

## Camera & Imaging



No.1 DXOMARK camera score

- Mi 11 Ultra achieved best overall score across photo and video categories
- Jointly developed GN2 sensor, the largest smartphone camera sensor currently on the market

## Charging



Silicon-oxygen anode battery

- Enables faster charging and thinner smartphone body
- Sets a new benchmark with 67W wireless charging support



## Camera & Imaging



### Surge C1 image signal processor

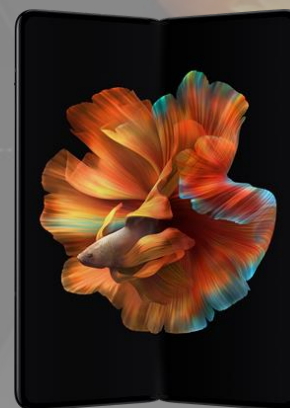
- Improved algorithm for more accurate auto focus, auto exposure and auto white balance, significantly improving image quality



### Liquid lens

- Single lens combining macro and telephoto capabilities
- The world's first smartphone to use liquid lens technology

## Display



### Flexible 8.01" OLED display

- Offers an ultra-large 4:3 aspect ratio
- Xiaomi's own color calibration algorithm brings an impressive color accuracy

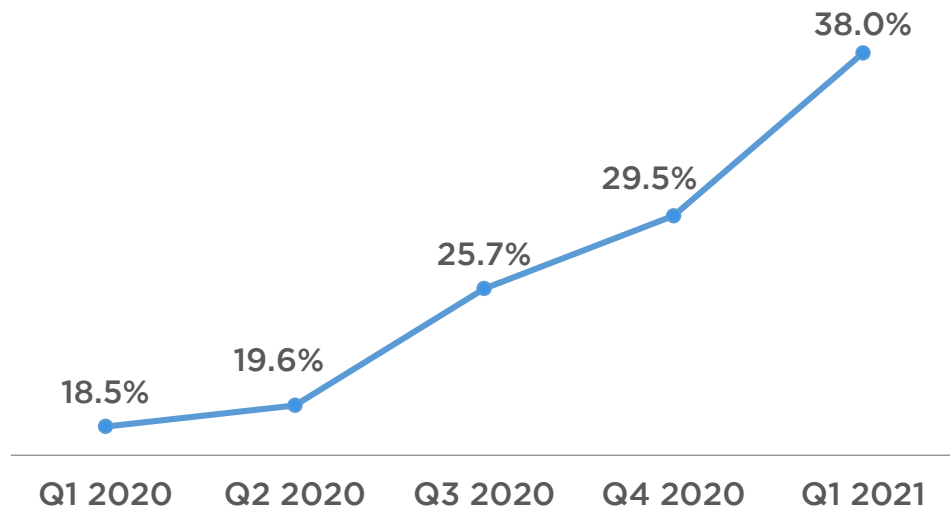


# Continued improvements in our online and offline channel capabilities

## Online

Xiaomi's online smartphone market share in mainland China<sup>1</sup>

%



Strengthened our **No.1** leadership position online

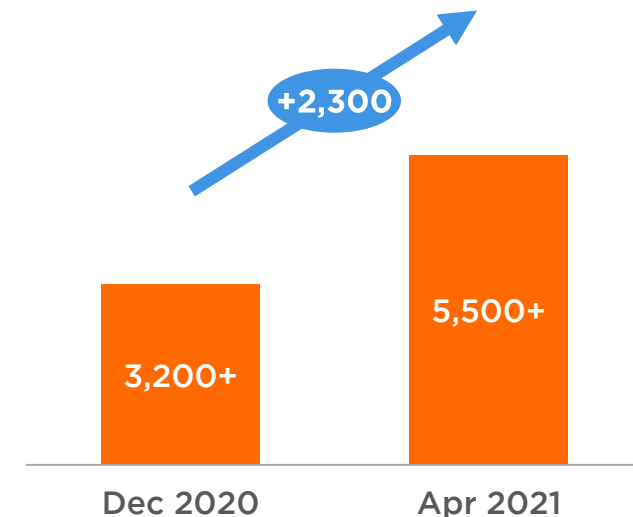
## Offline



Mi Home in West Lake, Hangzhou

Offline retail stores

#



Rapid expansion in offline retail coverage

<sup>1</sup> According to third-party data, by smartphone shipments in mainland China



# Global new branding efforts



## New branding identity



Announced new logo and unveiled new “alive” branding identity

## Brand promotion

### Mi 11 promotional advertisements



Dubai



London



Bangkok

Invested in brand building and increased promotion for premium products

# Entry into the smart electric vehicles business

## Our strategy

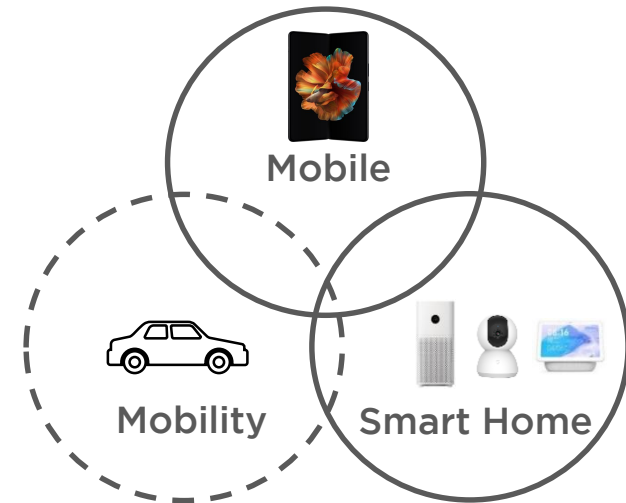
Structure: Set up a wholly-owned subsidiary to operate the smart EV business

Initial Investment: RMB10 billion

Total Investment: USD10 billion over the next 10 years (estimated)

Mr. Lei Jun will concurrently serve as CEO of the smart EV business

## Our ecosystem



## Our advantages

Internet business model

Hardware + software integration

Brand and user base advantages

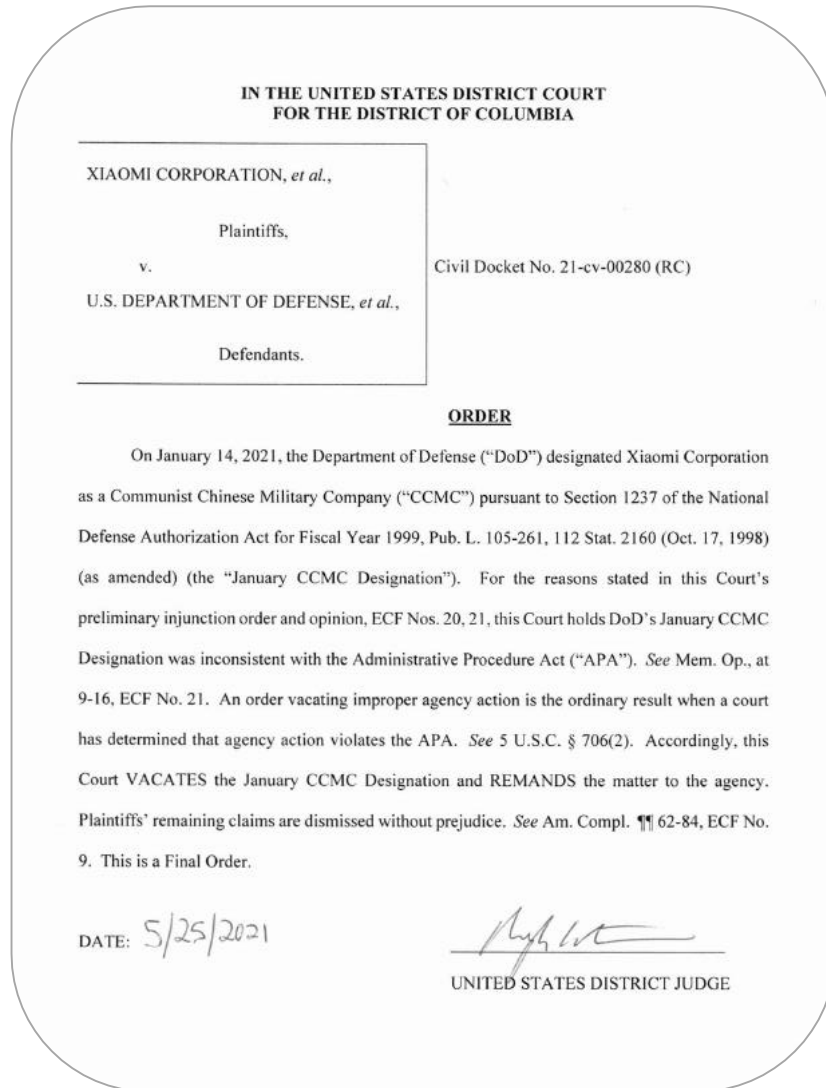
Distribution channels

Technology

Cash resources

To let everyone in the world enjoy smart living anytime, anywhere

# Updates on DoD litigation



- 2021

May 25

◆ Court issued final order to **vacate Xiaomi’s designation as a CCMC**
- Apr 27

◆ U.S. DoD reported it will not appeal the Court’s preliminary injunction
- Mar 12

◆ Court granted injunction to remove restrictions on purchasing and holding Xiaomi securities by U.S. persons
- Jan 29

◆ Xiaomi filed proceedings in U.S. District Court against the designation
- Jan 14

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



# Smartphones

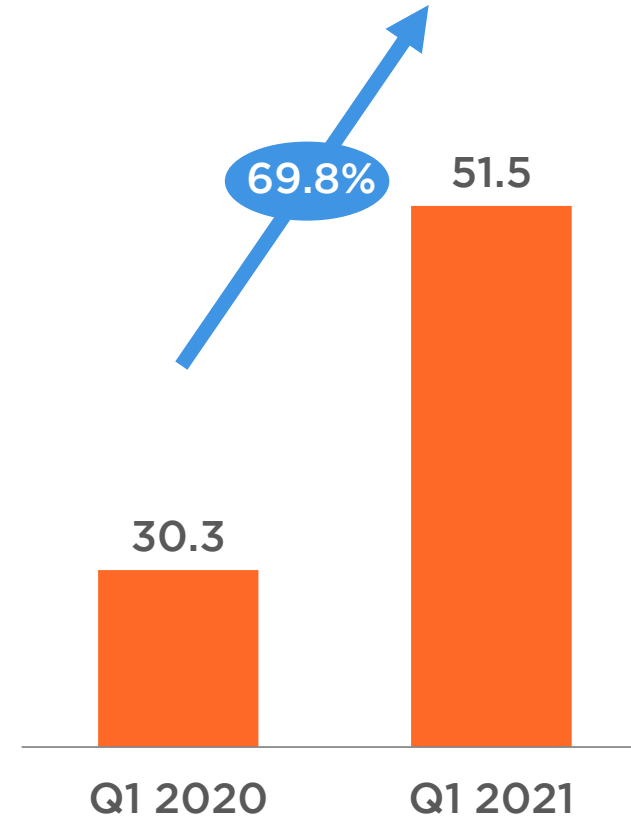
In Q1 2021

Smartphone revenue reached RMB**51.5** billion, up **69.8%** YoY

Smartphone shipments achieved RMB**49.4** million units, up **69.1%** YoY, a record high

Smartphone gross margin increased to **12.9%**

Smartphone revenue  
RMB billions



# Continued to improve our market position in mainland China



Million units

## Mainland China smartphone shipments and market share

Vendor	Q1 2021 shipment volume	Q1 2021 market share	Q1 2020 shipment volume	Q1 2020 market share	Shipment YoY growth
vivo	21.6	23.3%	12.1	16.6%	78.9%
OPPO	20.6	22.2%	12.5	17.2%	64.5%
Huawei	14.9	16.1%	30.1	41.5%	-50.5%
Xiaomi	13.5	14.6%	7.8	10.7%	74.6%
Apple	11.8	12.7%	6.2	8.5%	89.5%
Others	10.2	11.0%	4.0	5.5%	155.4%
Total	92.5	100.0%	72.6	100.0%	27.4%

Source: Canalys

# Extending our dual brand strategy to targeted markets



Mi MIX FOLD

RMB9,999+



Business executives & power users



Mi 11 Lite

RMB2,299+



Young generation & female users



Redmi K40 Gaming

RMB1,999+



Gamers

Launched differentiated products to target new users in key market segments



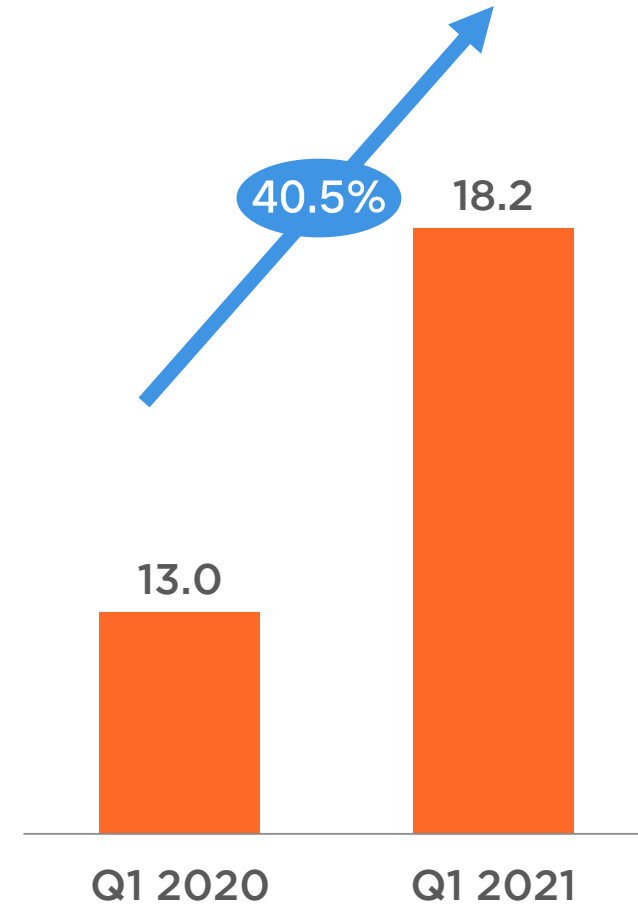
**AIoT**



In Q1 2021

IoT and lifestyle product revenue reached RMB18.2 billion, up **40.5%** YoY

IoT and lifestyle product revenue  
RMB billions





# Global leading consumer AIoT platform



**351.1 million**

Connected devices<sup>1</sup>  
Up **35.6%** YoY



**6.8 million**

Users with 5 or more devices  
connected to Xiaomi's AIoT platform<sup>1</sup>  
Up **48.9%** YoY



**93.0 million**

AI assistant MAU<sup>2</sup>  
Up **31.9%** YoY



**49.2 million**

Mi Home App MAU<sup>2</sup>  
Up **22.8%** YoY

<sup>1</sup> As of March 31, 2021, excluding smartphones and laptops

<sup>2</sup> In March 2021

# Upgraded our IoT product portfolio

## Computing

Mi Laptop Pro 15"



E4 OLED +  
3.5K resolution display

## Connectivity & peripherals

Mi Router AX9000



9,000Mbps  
5GHz Esports spectrum

Mi Multi-coil Wireless Charging Pad



Charges 3 devices  
simultaneously

## Smart home

Mi Smart AC with Ventilation



All-in-one air conditioner,  
fresh air fan, and air purifier

Mi Robot Vacuum Pro



AI route planning and  
smart obstacle avoidance

Xiaomi Smart Pure-humidifier Pro



Humidifier with 99% water  
sterilization rate



reddot winner 2021

## Mi Smart AC with Ventilation

- Dual-hybrid turbine system with fresh air volume of up to 60m<sup>3</sup>/h.
- Achieving 99.9% sterilization of the air in the entire house using UV-C deep ultraviolet sterilization
- A miniature health screen displays the concentration of carbon dioxide in the room in real-time
- Priced at **RMB3,599**



# AIoT leadership across key categories in mainland China

## Video Entertainment



Smart TV  
Ranked **No. 1**  
( Market share 18.4% ) <sup>1</sup>

## Wearables



Mi band  
Ranked **No. 2**  
( Market share 37.5% ) <sup>2</sup>



TWS Earbuds  
Ranked **No. 3**  
( Market share 14.8% ) <sup>2</sup>

## Appliances



Air Purifier  
Ranked **No. 1**  
( Market share 52.5% ) <sup>1</sup>



Robot Vacuum Cleaner  
Ranked **No. 2**  
( Market share 23.1% ) <sup>1</sup>

## Home monitor & security



Smart door lock  
Ranked **No. 1**  
( Market share 24.8% ) <sup>1</sup>



Smart temperature controller  
Ranked **No. 1**  
( Market share 90.6% ) <sup>1</sup>



Smart sensor  
Ranked **No. 1**  
( Market share 53.8% ) <sup>1</sup>

## Speaker



Smart speaker  
Ranked **No. 2**  
( Market share 29.4% ) <sup>3</sup>

<sup>1</sup> According to IDC, by shipments in Q4 2020

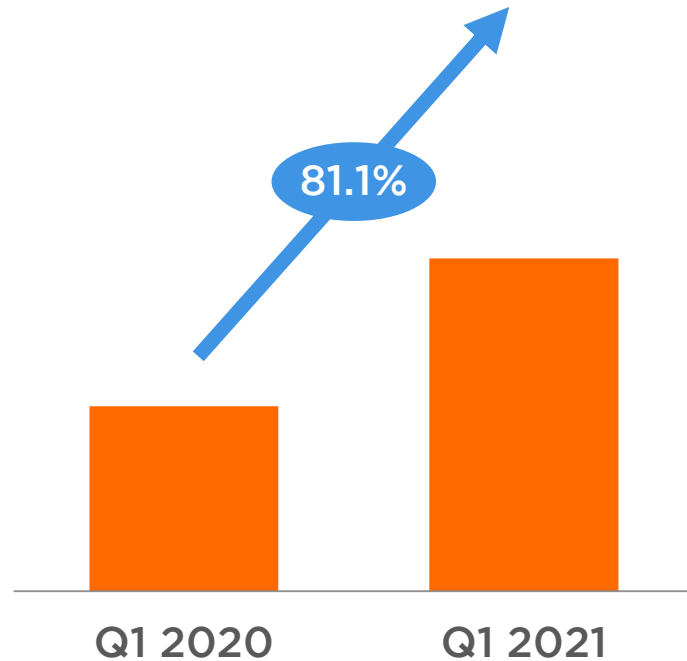
<sup>2</sup> According to Canalys, by shipments in Q4 2020

<sup>3</sup> According to AVC, by retail sales volume in Q4 2020

# Overseas IoT business maintained high growth potential

## Revenue

Overseas IoT and lifestyle product revenue



Overseas IoT and lifestyle product revenue increased by **81.1%** YoY in Q1 2021

## Product expansion



Mi TV Q1 75"



Mi 360 ° Home Security Camera 2K Pro



Mi Smart Clock



Mi Electric Scooter Pro 2 Mercedes-AMG Petronas F1 Team Edition



Mi Smart Projector 2 Pro



Mi Smart Band 6



# Internet Services

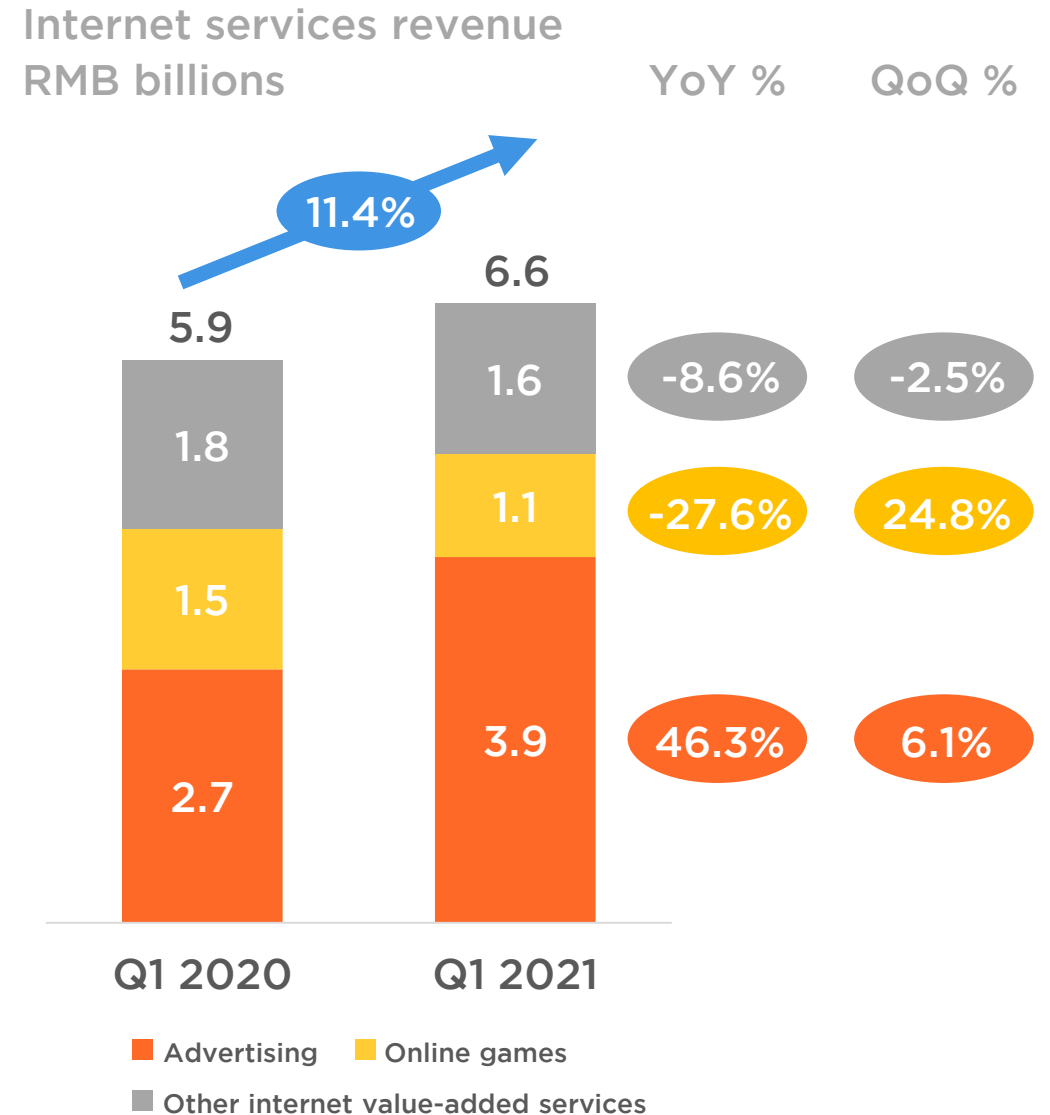
In Q1 2021

Internet services revenue reached RMB6.6 billion, up 11.4% YoY

Quarterly advertising revenue reached historical high

Gaming revenue decreased due to strong industry performance during the pandemic in Q1 2020

Other internet VAS revenue decreased due to the impact of fintech business

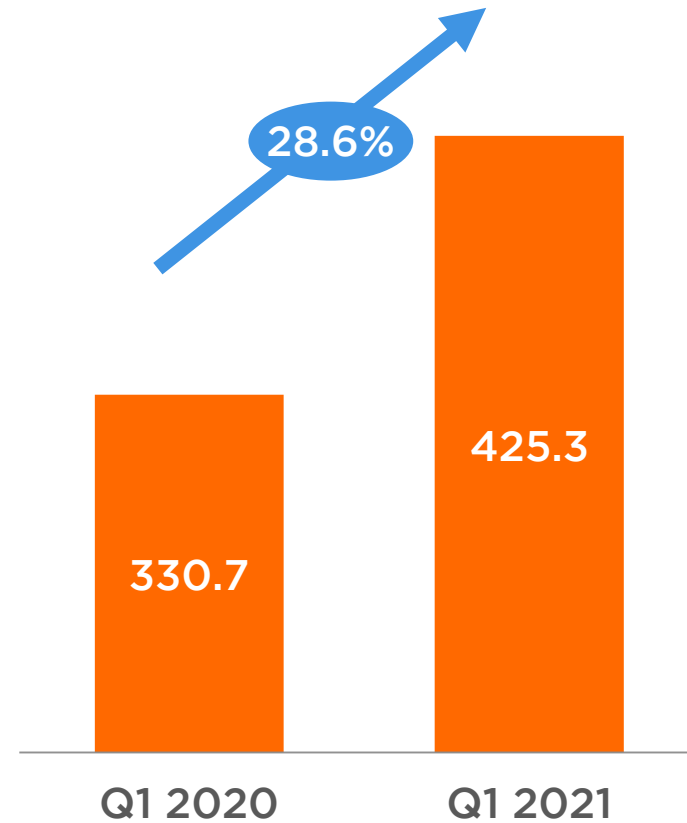




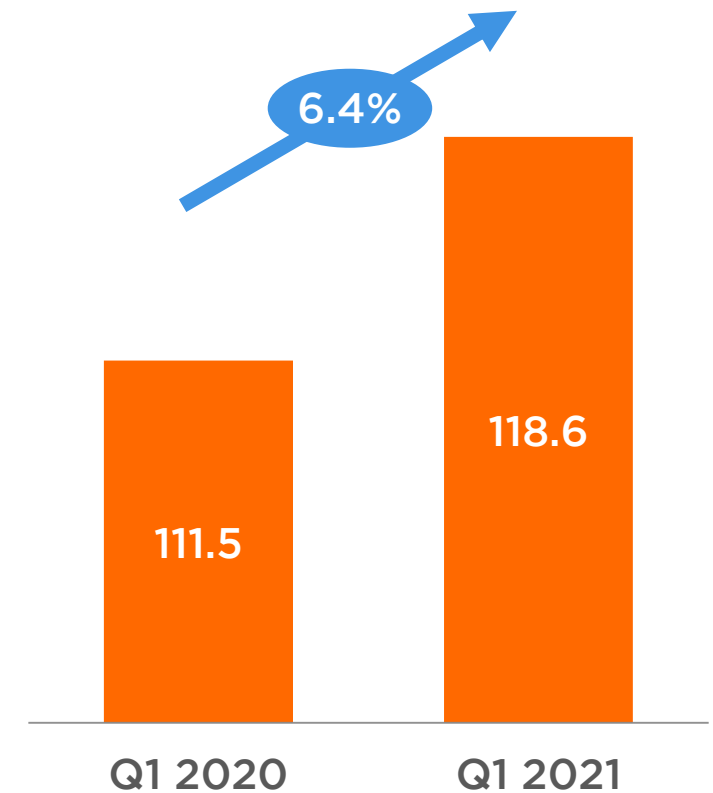


# Strong user growth

MIUI MAU<sup>1</sup>  
Millions



Mainland China MIUI MAU<sup>1</sup>  
Millions



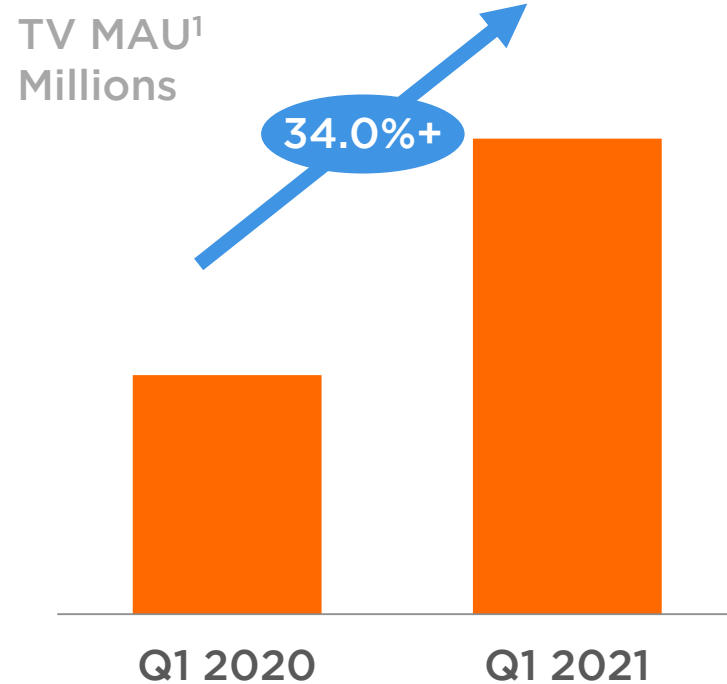
Global MIUI MAU<sup>1</sup> reached **425.3 million**, an increase of **28.6% YoY**

Mainland China MIUI MAU<sup>1</sup> in Q1 2021 reached **118.6 million**

<sup>1</sup>As of March in respective quarters

# Continued to expand our smart TV internet services

## User expansion



Our TV MAU<sup>1</sup> grew over **34.0%** YoY in Q1 2021

<sup>1</sup>As of March in respective quarters, including both TV and TV box users

## Diversified services offerings



Advertisement



Subscription



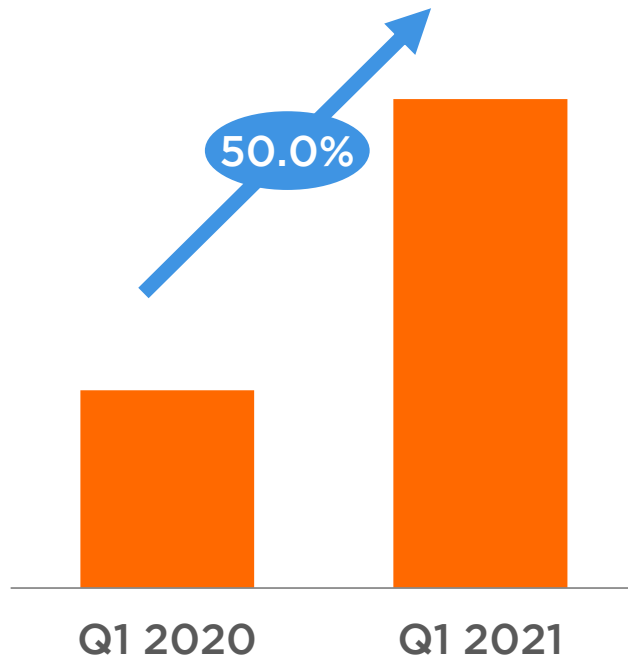
On-demand service

Continue to offer diversified value added services including video entertainments, e-learning, kids mode and karaoke

# Huge growth potential for overseas internet services

## Revenue

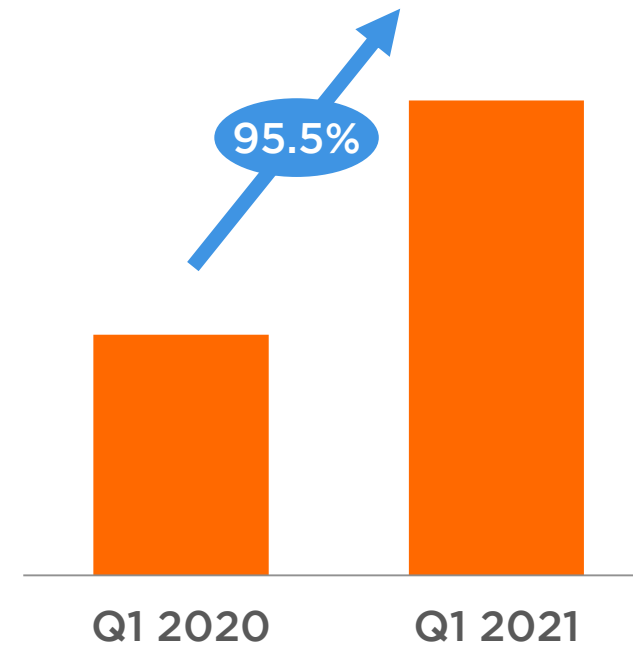
Overseas internet services revenue



Overseas internet services revenue increased by **50.0%** YoY in Q1 2021, accounting for 13.8% of total internet services revenue

## User expansion

Western Europe MIUI MAU<sup>1</sup>



Rapid MIUI MAU growth in key overseas regions

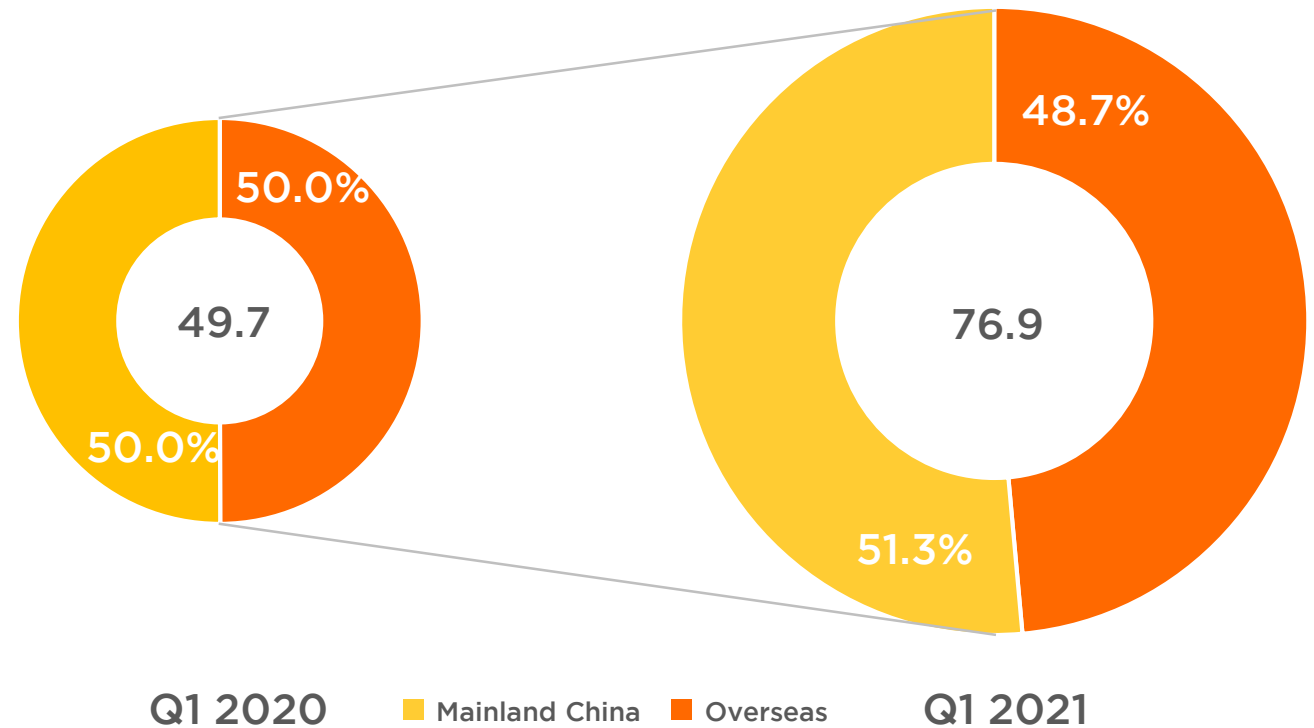
<sup>1</sup>As of March in respective quarters



# Overseas

Q1 Revenue breakdown  
RMB billion

Overseas revenue reached RMB37.4 billion in Q1 2021, up **50.6%** YoY, contributing to **48.7%** of total revenue



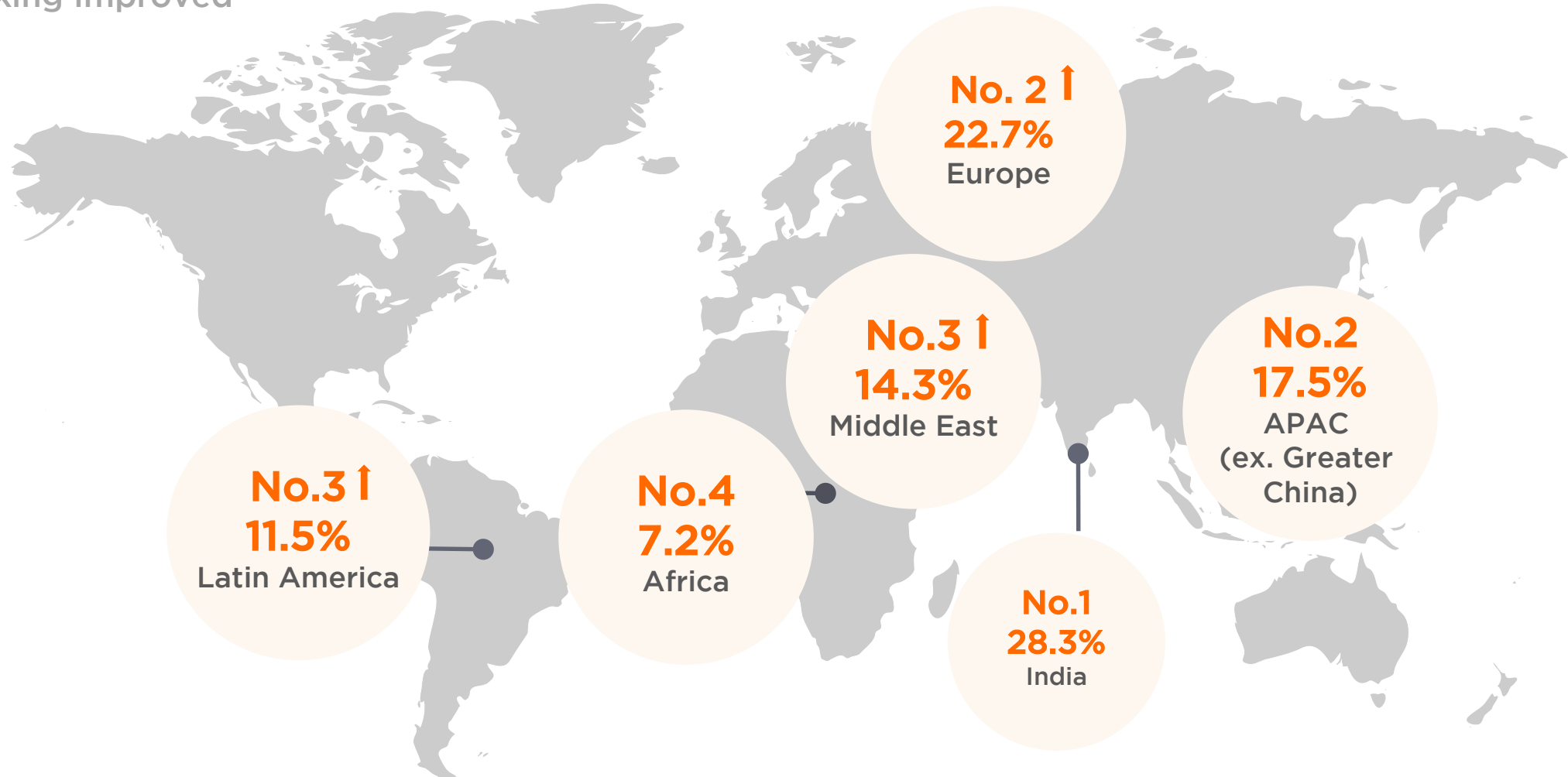
# Smartphone market share ranked No. 1 in 12 markets and top 5 in 62 markets



# Achieved significant scale in key overseas markets

2021 Q1 Xiaomi smartphone market share & ranking

↑ Ranking improved



# Ranked No. 2 in Europe for the first time

Europe smartphone market share			
Rank	Vendor	Q1 2021 market share	Shipment YoY growth
#1	Samsung	34.7%	21.1%
#2	Xiaomi	22.7%	85.1%
#3	Apple	18.9%	22.3%
#4	OPPO	3.6%	153.0%
Total		100%	16.5%



Spain #1

Market share  
35.1%

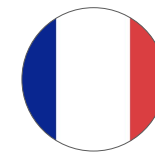
Shipment YoY growth  
44.6%



Italy #2

Market share  
25.2%

Shipment YoY growth  
90.8%



France #3

Market share  
20.9%

Shipment YoY growth  
131.0%



Germany #3

Market share  
11.5%

Shipment YoY growth  
101.2%

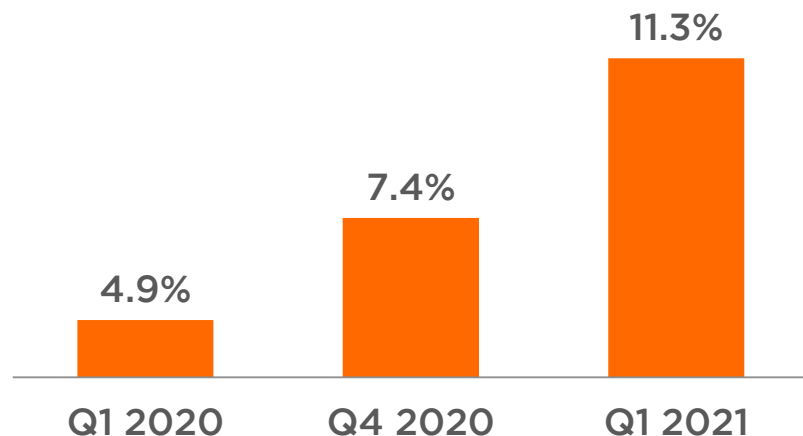




# Continued to expand our overseas channels

## Carrier channel

Xiaomi's smartphone market share in Western Europe carrier channels<sup>1</sup>  
%



Covered **150+** carrier channels worldwide<sup>2</sup>

Overseas (excluding India) smartphone shipments through carrier channels exceeded **5 million** units in Q1 2021, up **310%+** YoY

<sup>1</sup> According to Canalis, by shipments

<sup>2</sup> As of March 31, 2021, including carrier subsidiaries

<sup>3</sup> Including Mi.com and other E-commerce platforms

## Online channel

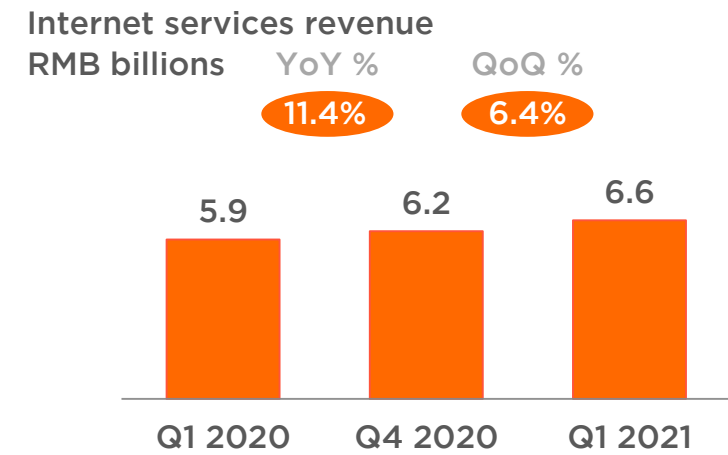
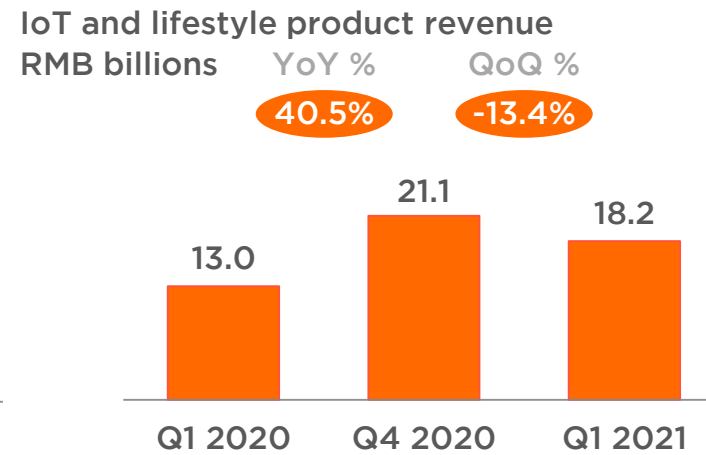
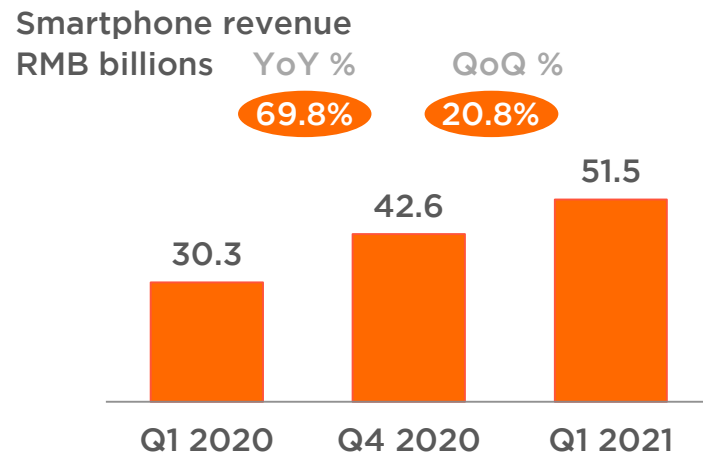
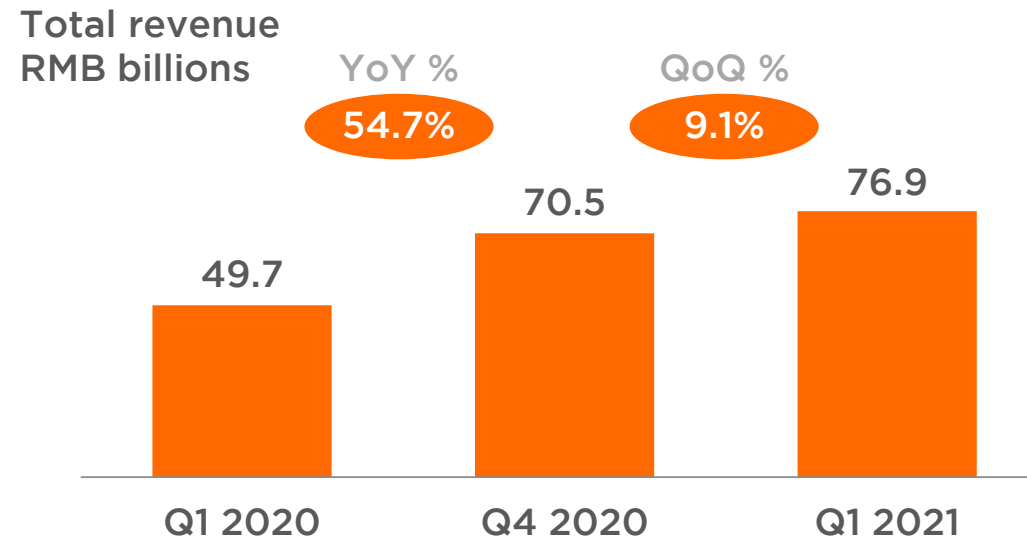


Overseas (excluding India) smartphone shipments through online channels<sup>3</sup> exceeded **5 million** units in Q1 2021, up **100%+** YoY



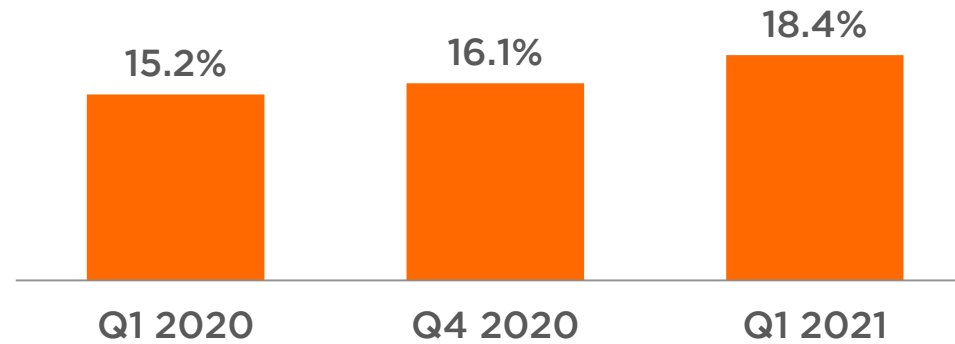
# Financials

# Revenue by segment

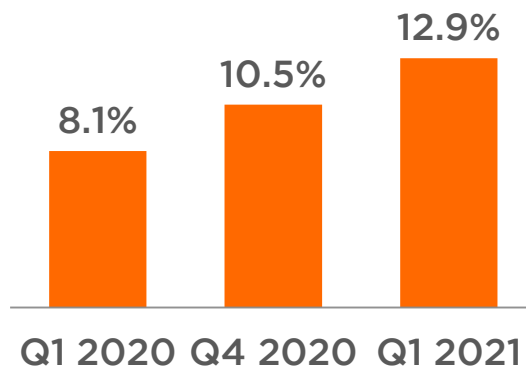


# Gross margin by segment

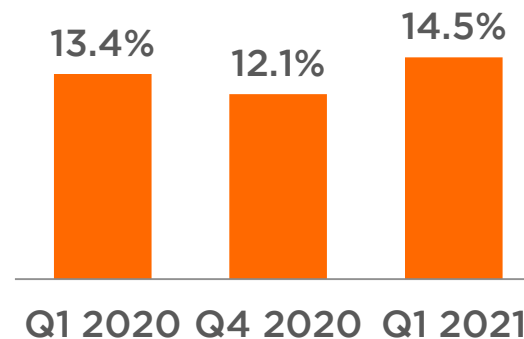
Overall gross margin



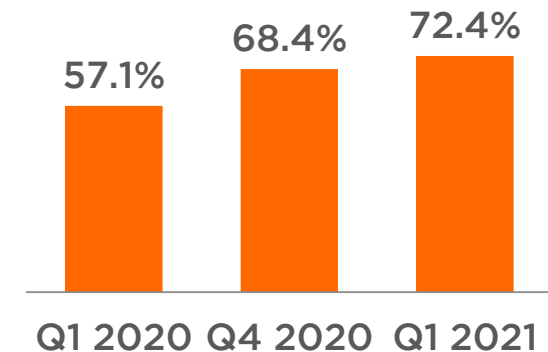
Smartphone gross margin



IoT and lifestyle products gross margin



Internet services gross margin

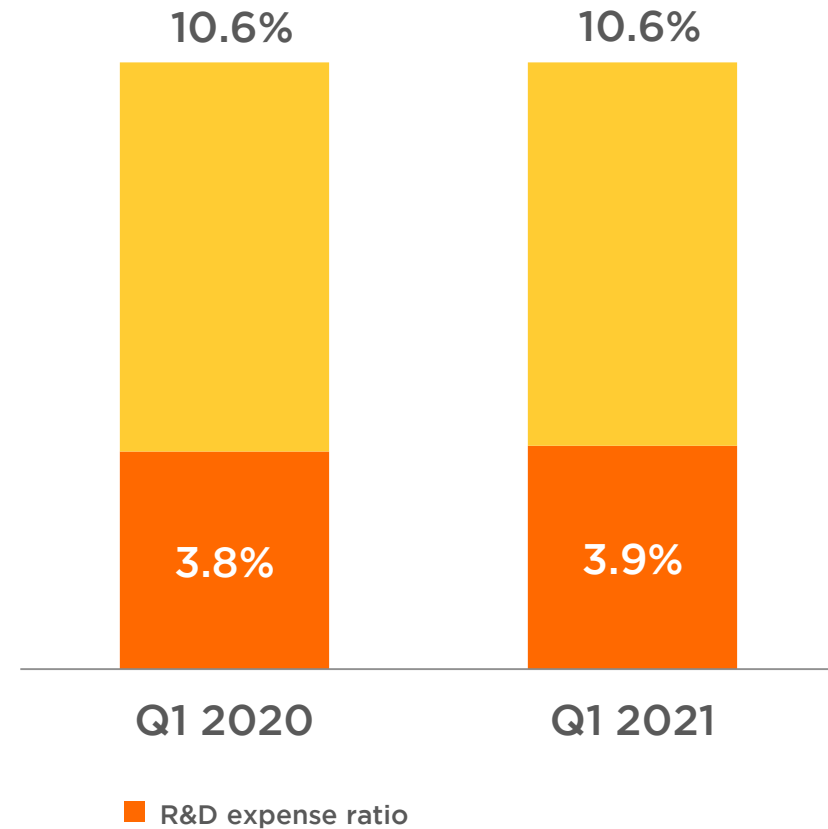


Continued to step up investments in brand building and R&D

R&D expenses increased by **61.0%** YoY to RMB3.0 billion in Q1 2021

Expect to recruit another **5,000+** engineers in 2021

Operating expense ratio



# Adjusted net profit saw strong growth

Adjusted net profit saw steady growth in Q1 2021, reaching a record high of RMB6.1 billion, up **163.8%** YoY

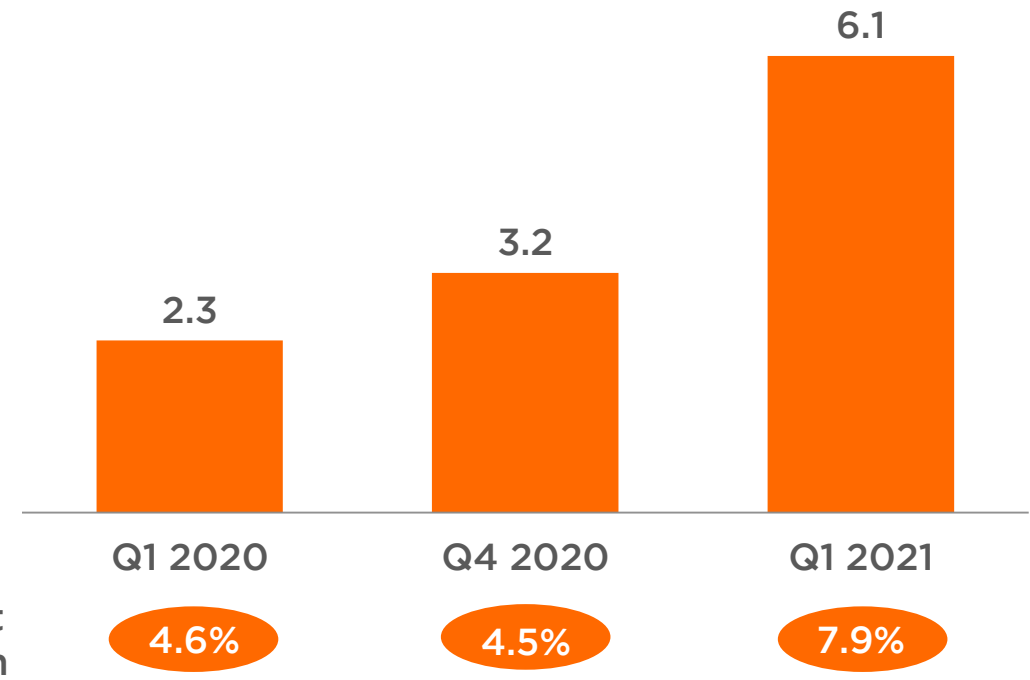
Adjusted net profit  
RMB billions

YoY %

163.8%

QoQ %

89.4%



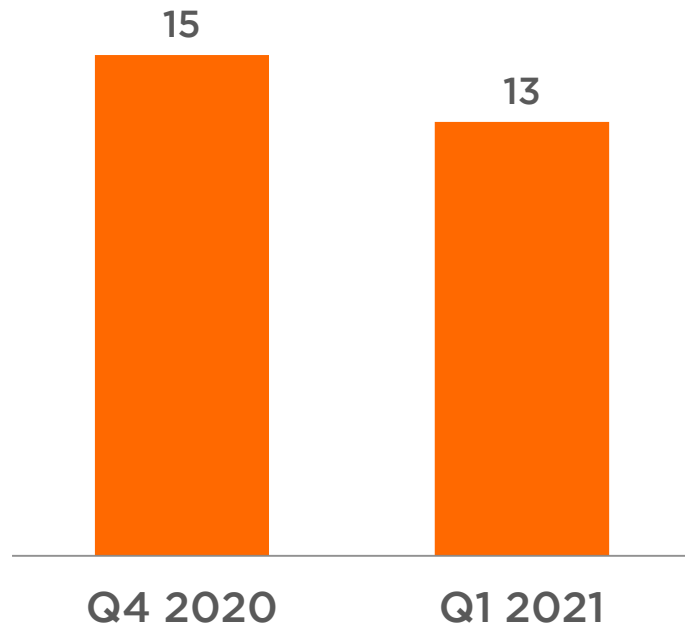
Adjusted net  
profit margin

<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

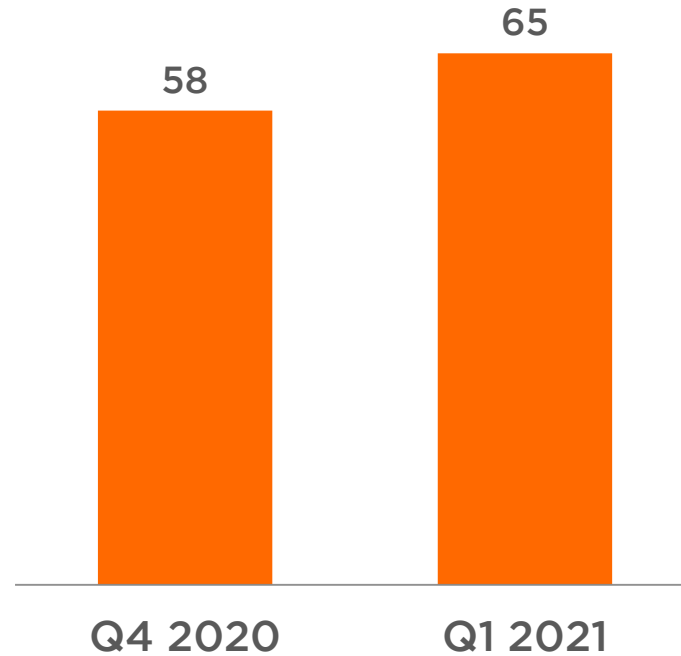
# Efficient working capital management



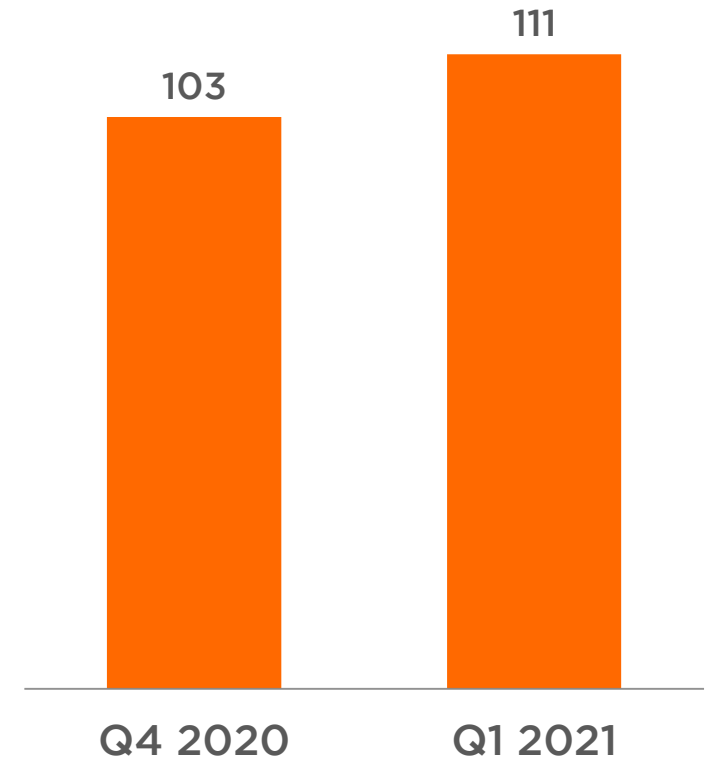
AR turnover days



Inventory turnover days

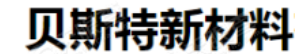


AP turnover days



# Additional earnings growth through strategic investments

Selected investee companies in 2021 Q1



**320+** companies invested as of Q1 2021

After-tax net gains on disposal of investments was **RMB0.4 billion** in 2021 Q1

Total value of investment<sup>1</sup> was **RMB69.7 billion**, **HKD3.3 per share**<sup>2</sup>

<sup>1</sup> Include (i) fair value of our stakes in listed investee companies (based on the stock price on March 31, 2021), (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 March 31, 2021

<sup>2</sup> RMB to HKD exchange rate of 1:1.18 on March 31, 2021



