



Xiaomi Corporation

Q3 2021 Results Announcement



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Q3 2021 Key Highlights

Robust Financial Performance

Revenue

78.1 billion

RMB

8.2% YoY

Adjusted Net Profit¹

5.2 billion

RMB

25.4% YoY

Leading Smartphone Market Position²

#3

Global
Market Share

#4

Mainland China
Market Share

Growing User Base

485.9 million

Global MIUI MAU³

32.0% YoY

127.3 million

Mainland China MIUI MAU³

16.4% YoY

Leading AIoT Platform

400.1 million

AIoT Connected Devices⁴

33.1% YoY

8.0 million

Users with 5 or More
Connected Devices⁴

42.8% 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

² According to Canalys, by shipments in 3Q 2021

³ In September 2021

⁴ As of September 30, 2021, excluding smartphones, laptops and tablets

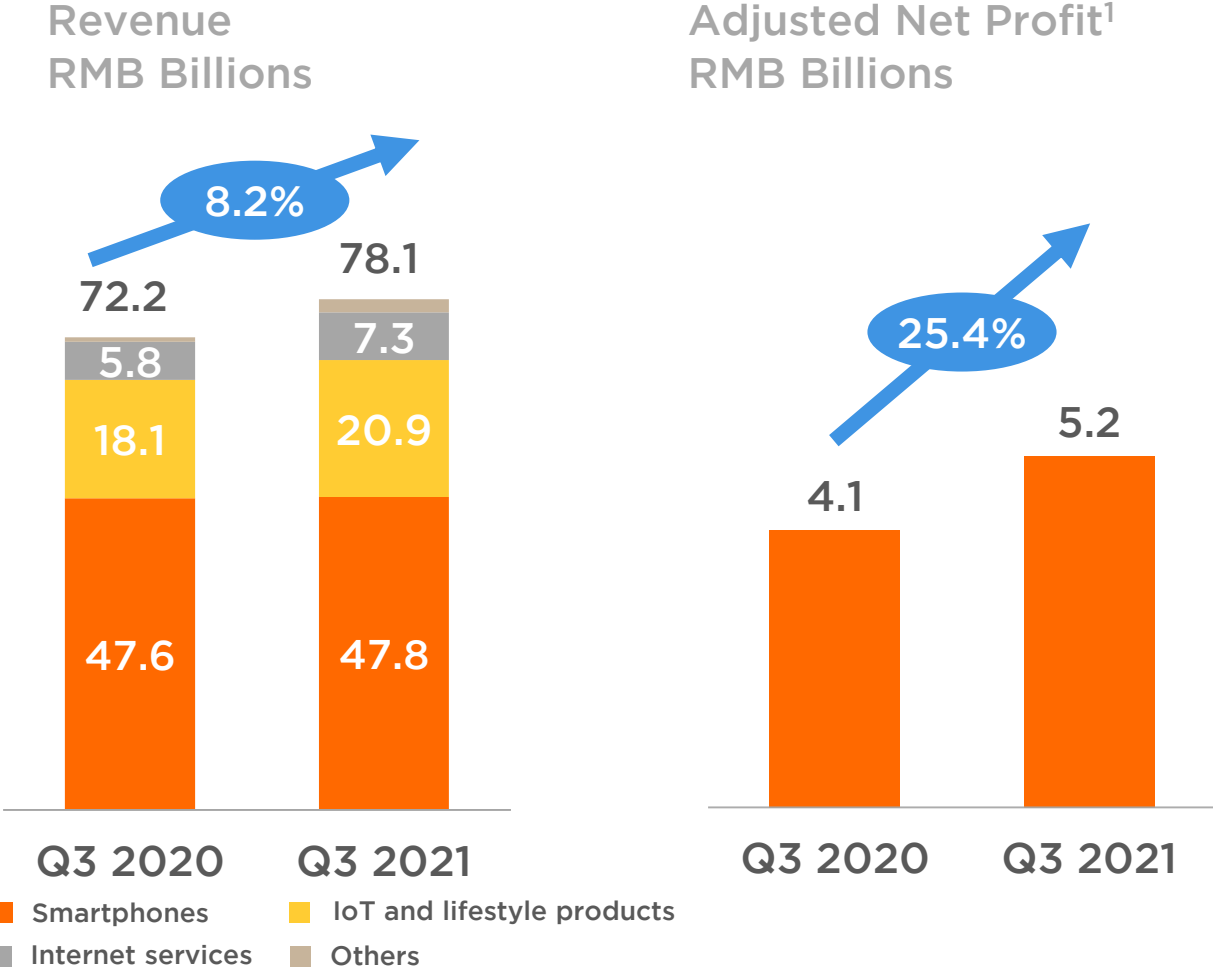
Growing Revenue and Adjusted Net Profit



In Q3 2021

Total revenue was RMB78.1 billion, up **8.2%** YoY

Adjusted net profit¹ was RMB5.2 billion, up **25.4%** 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

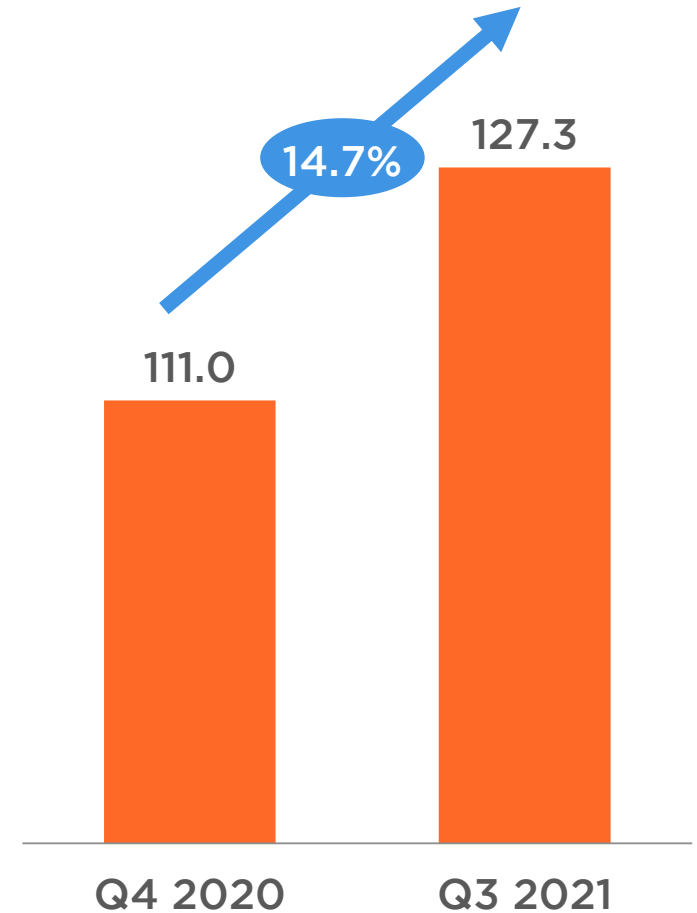


Successfully Attracting New Smartphone Users

Percentage of New Users Since Product Launch¹



Mainland China MIUI MAU Millions



¹ As of October 31, 2021; new user is defined as first-time Xiaomi user or returning user who switches back to Xiaomi smartphone products after using other smartphone products for longer than 30 days, based on internal data since June 1, 2018

Increasing Market Share in the Premium Smartphone Market



Premium smartphone² shipments reached **~18 million** units globally in 9M 2021, versus ~10 million units in 2020

¹ By smartphone shipments in 9M 2021 in mainland China, according to third-party data

² Smartphones with mainland China retail price at RMB3,000 and above or with overseas retail price at €300 and above

Best 5G Performance in Mainland China



5G性能评测

5000元以上

小米11 Pro	93.5
HONOR Magic3 Pro	93.4
小米MIX4	92.7
vivo iQOO 8 Pro	92.4
vivo X60 Pro+	89.1

3500-5000元

红米K40 Pro	94.5
HONOR Magic3	93.6
oppo Find X3	92.7
oppo Reno5 Pro+	91.4
SAMSUNG 三星S20 FE	91.2

2000-3500元

红米K40	93.8
oppo Reno6 Pro	92.6
vivo iQOO Neo5	91.1
小米K40 Gaming	90.8
SAMSUNG 三星A52	89.6

2000元以下

红米Note9	93.9
vivo Y53s t1版	93.7
vivo Y31s标准版	90.4
oppo OPPO A95	87.5
SAMSUNG 三星F52	86.8

Ranked **No.1** among Peers across **All** Price Ranges

in a 5G Smartphone Performance Assessment by China Telecom

Remarkable Results During Double 11 Shopping Festival



Cumulative Paid GMV
RMB19.3 billion
 Up **35%** YoY



No.1 Smartphone Brand
 by Sales Volume¹



208 No.1 Rankings
 by Sales Value or Sales Volume
 across AIoT Categories¹

Note: From 00:00:00 November 1, 2021 to 23:59:59 November 11, 2021 for Tmall.com and Mi Home; from 20:00:00 October 31, 2021 to 23:59:59 November 11, 2021 for other channels and platforms

¹ Across JD.com, Tmall.com and Suning.com



As of November 22, 2021, global MIUI MAU exceeded

500 million



Commitment to Research and Development

9M 2021 R&D Expenses
RMB

9.3 Billion

Up **51.4%** YoY

Number of R&D
Employees¹

~14,000

>44% of total employees¹

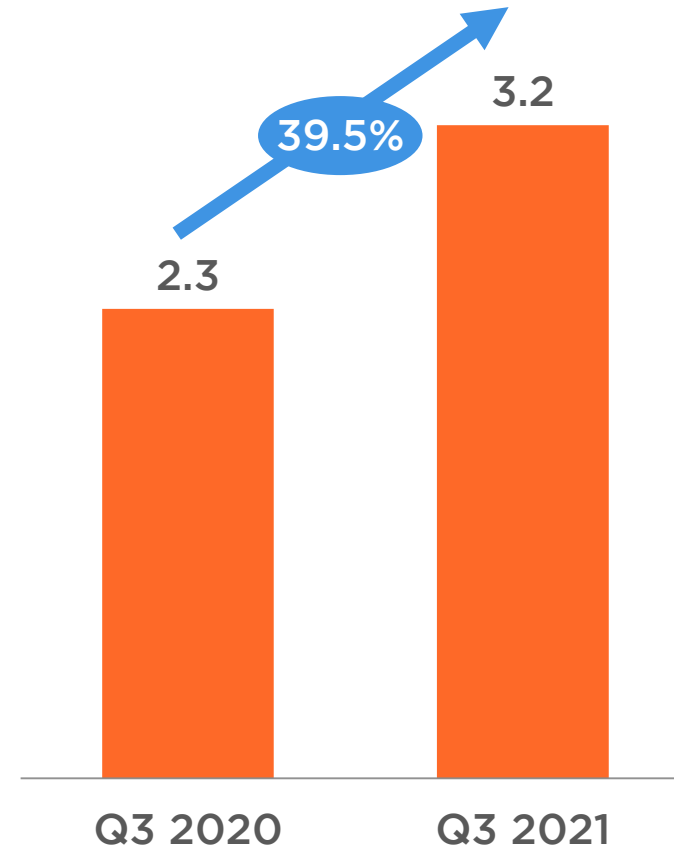
Number of Awarded
Patents Globally¹

23,000+

Number of Patent
Applications Globally¹

48,000+

R&D Expenses
RMB Billions



¹ As of September 30, 2021

Smart EV Progressing Ahead of Schedule



Total Applications Received

20,000+

Current Team Size

500+ People

Mass Production Expected

1H 2024



Smartphones

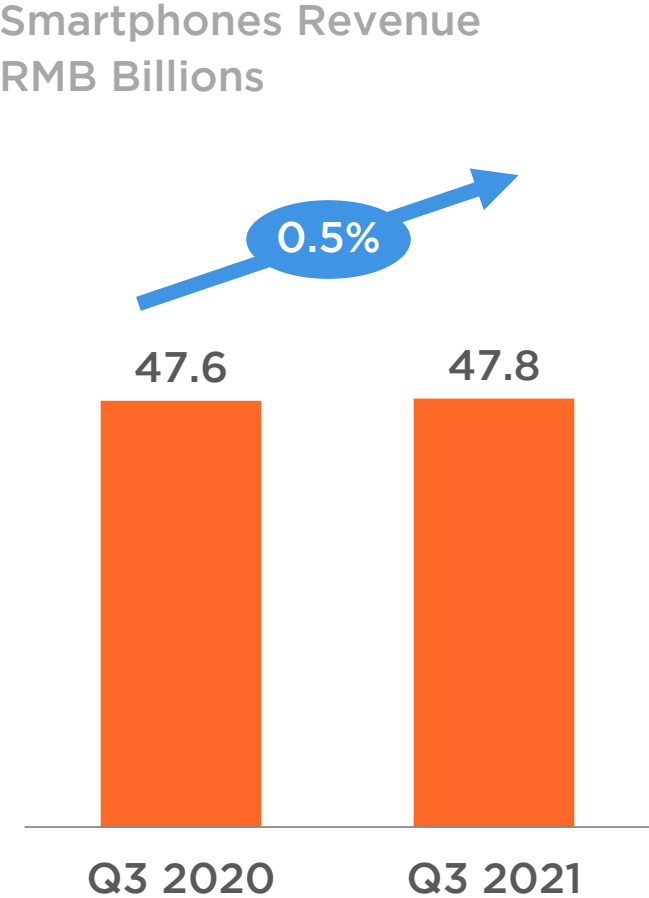
Stable Smartphones Revenue Despite Global Supply Shortage



In Q3 2021

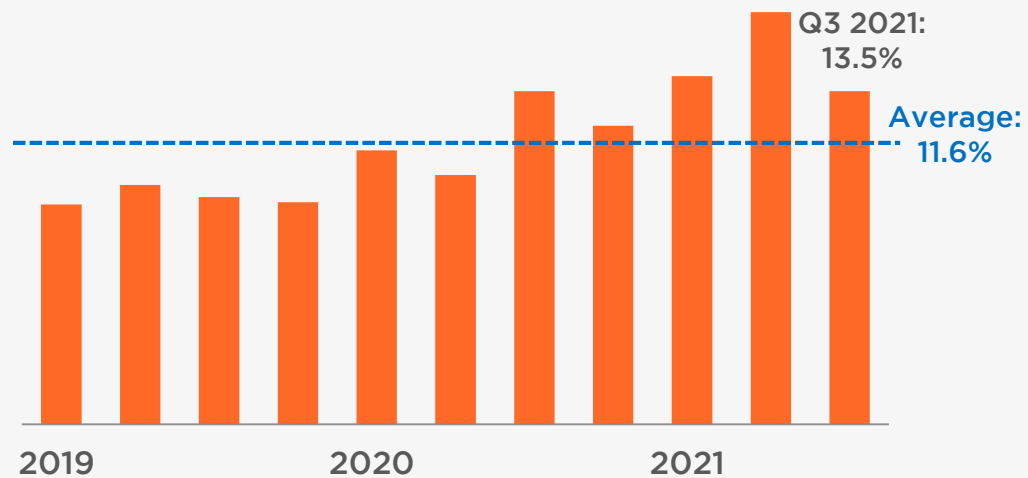
Smartphone revenue reached RMB47.8 billion, up 0.5% YoY

Due to global supply shortage of key components, smartphone shipments declined by 5.8% YoY, but smartphones revenue remained stable as ASP increased 6.7% YoY

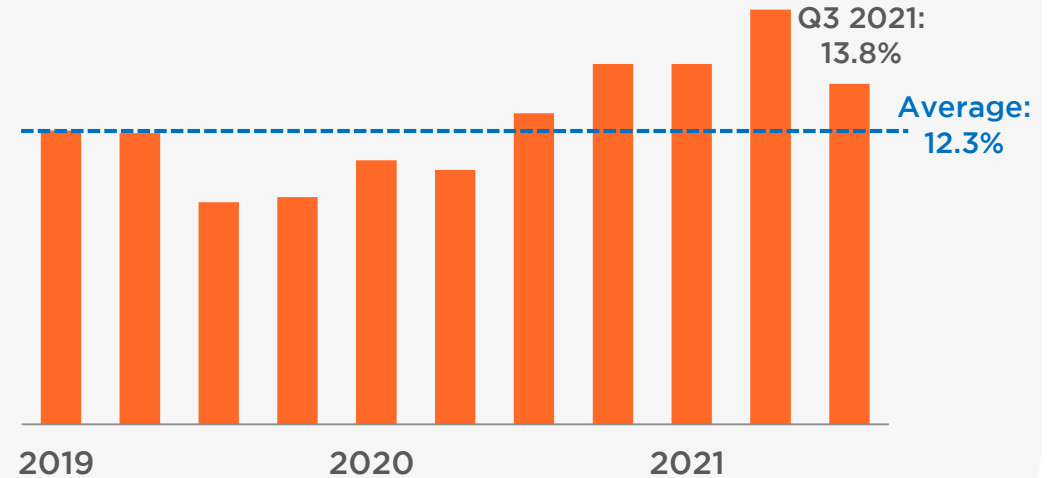


Increasing Smartphone Market Share Over Time

Global Smartphone Market Share by Quarter
%



Mainland China Smartphone Market Share by Quarter
%



Xiaomi Civi: Attracting Fashion-conscious Users



xiaomi CIVI

天生好看

Redmi Note 11 Pro/Pro+: The Best Redmi Note Devices to Date



Flat Edge | 8.34mm
Design



AMOLED | 120Hz
Display



Dual Speakers | JBL
Sound System



120W
4500mAh
for Note 11 Pro+

67W
5160mAh
for Note 11 Pro

Battery

108MP
Imaging System



Dimensity 920
SoC Debut

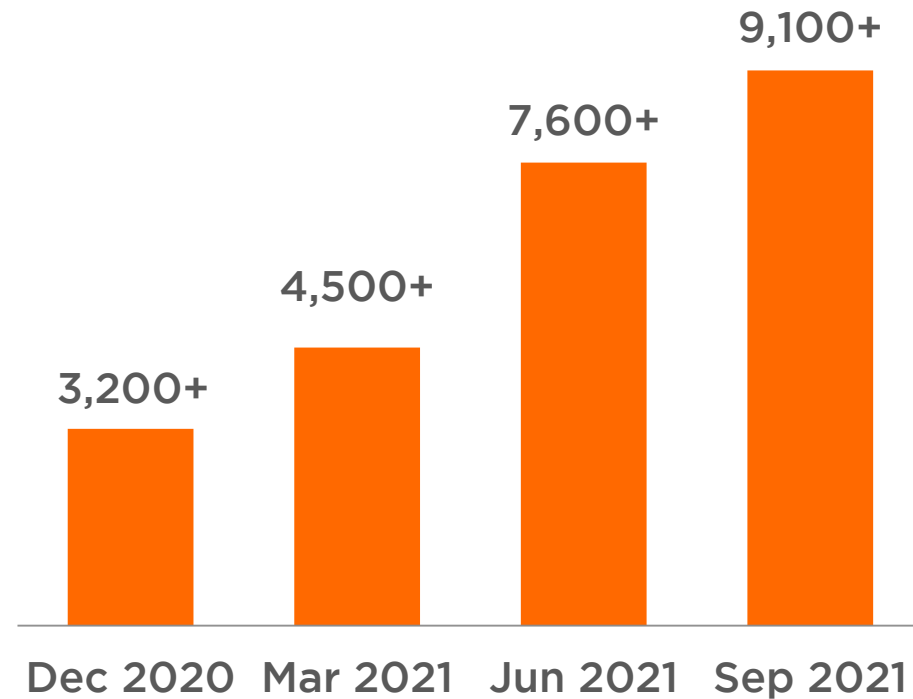


Redmi Note 11 Series sold **over 1 million units** in mainland China¹

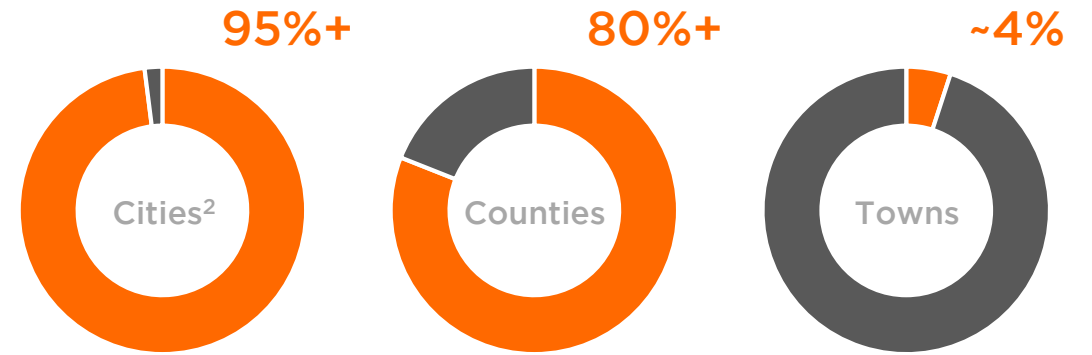
¹ As of November 11, 2021; Redmi Note 11 Series includes Redmi Note 11, Redmi Note 11 Pro and Redmi Note 11 Pro+

Offline Retail Stores Exceeded 10,000 in Mainland China

Offline Retail Stores in Mainland China
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Retail Store Coverage in Mainland China¹



Significant Growth Opportunities in
Lower-tier Markets

¹ As of September 30, 2021

² Prefectural-level cities and municipalities in mainland China

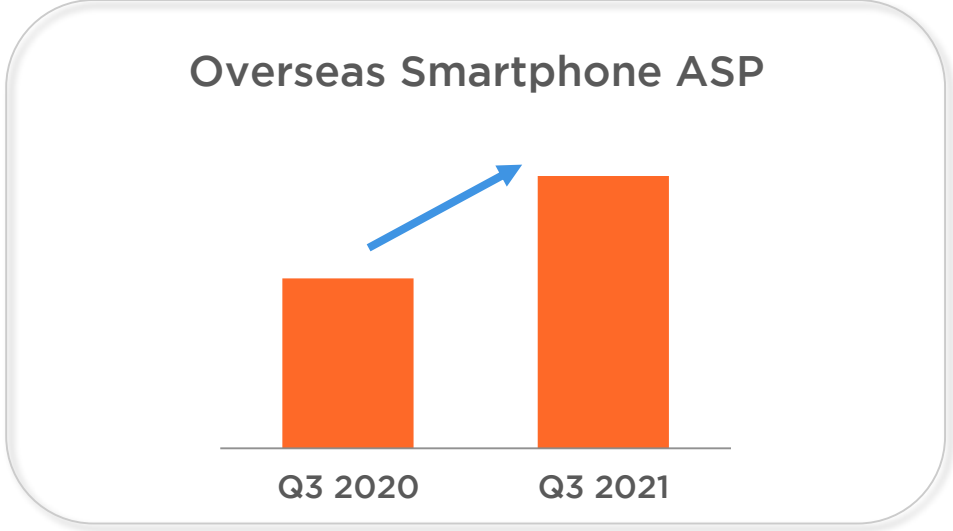
Strong Performance of Overseas Premium Smartphone Market



Overseas premium smartphone¹ shipments in Q3 2021

up **180+%** YoY

Mainly in **Latin America, Western Europe and Middle East**



Well-received Overseas Premium Smartphones



Mi 11
€749+



Xiaomi 11T Pro
€649+



Xiaomi 11T
€499+



Xiaomi 11 Lite
€369+

...

¹ Smartphones with overseas retail price at €300 and above

Smartphone Market Share Ranked No. 1 in 11 Markets and Top 5 in 59 Markets



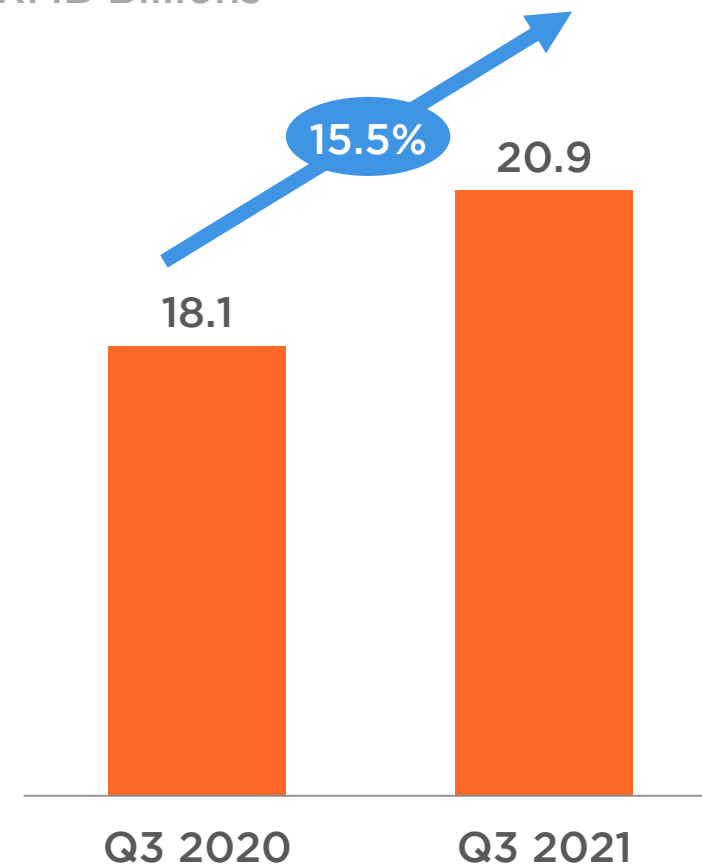


AIoT

Revenue of IoT and Lifestyle Products Grew Steadily



IoT and Lifestyle Products Revenue
RMB Billions



In Q3 2021

IoT and lifestyle products revenue reached RMB20.9 billion, up **15.5%** YoY

Overseas IoT and lifestyle products revenue reached a record high

Global Leading Consumer AIoT Platform



400.1 million

Connected Devices¹
Up **33.1%** YoY



8.0 million

Users with 5 or More Devices
Connected to Xiaomi's AIoT Platform¹
Up **42.8%** YoY



105.1 million

AI Assistant MAU²
Up **34.1%** YoY



59.9 million

Mi Home App MAU²
Up **39.0%** YoY

¹ As of September 30, 2021, excluding smartphones, laptops and tablets

² In September 2021

Rapidly Expanding Global Smart TV Footprint



3.0 million

Global Smart TV
Shipments in Q3
2021

No.1

TV Brand
in Mainland China

for **11**
Consecutive
Quarters¹

No.1

Smart TV Brand
in India

for **13**
Consecutive
Quarters²



Xiaomi OLED TV

Ranked **No.1** in Mainland China for **2** Consecutive Months
after New Products Launched in August 2021³

¹ According to AVC, by shipments in Q3 2021

² IDC Worldwide Quarterly Smart Home Device Tracker, Q2 2021 Release; by shipments in Q2 2021

³ According to AVC, by retail sales volume in August and September 2021

Continued to Penetrate High-end White Goods Market



Enhance Traditional White Goods with **Smart** Technologies

Make **Premium** Products Available to the **Mass** Market

In October 2021,
Launched our **first premium** smart refrigerator
Xiaomi 550L four-door smart refrigerator, priced at RMB5,999



Record Home Appliances Sales During Double 11 Shopping Festival



No.3
by Sales Value
in Home Appliances Category on JD.com¹



No.1
by both Sales Volume and Sales Value
in AC with Ventilation Category²

¹ From 20:00:00 October 31, 2021 to 23:59:59 November 11 2021 for JD.com, including both first-party and third-party products

² Across Tmall.com and JD.com. From 00:00:00 November 1, 2021 to 23:59:59 November 11, 2021 for Tmall.com; from 20:00:00 October 31, 2021 to 23:59:59 November 11, 2021 for JD.com

No.2 Wearable Band Vendor Globally



2

Global Shipments of
Wearable Bands¹



¹ According to Canalis, by shipments in Q3 2021. Wearable bands include basic bands, basic watches, and smart watches



Internet Services

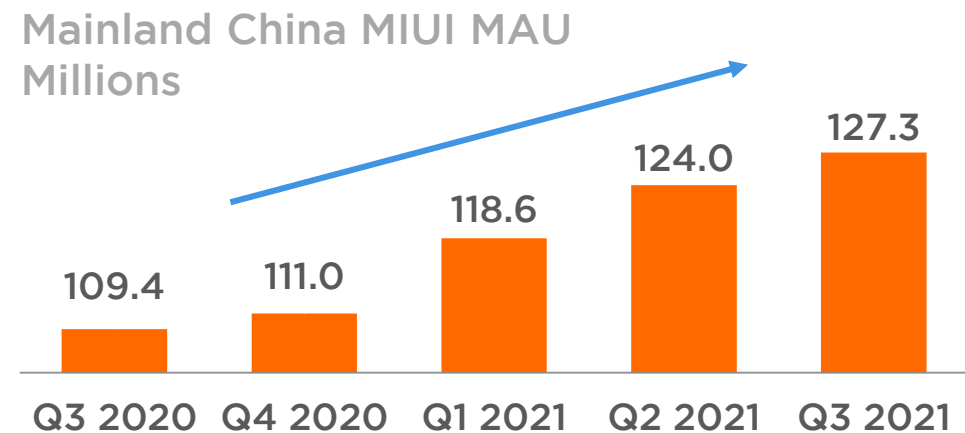
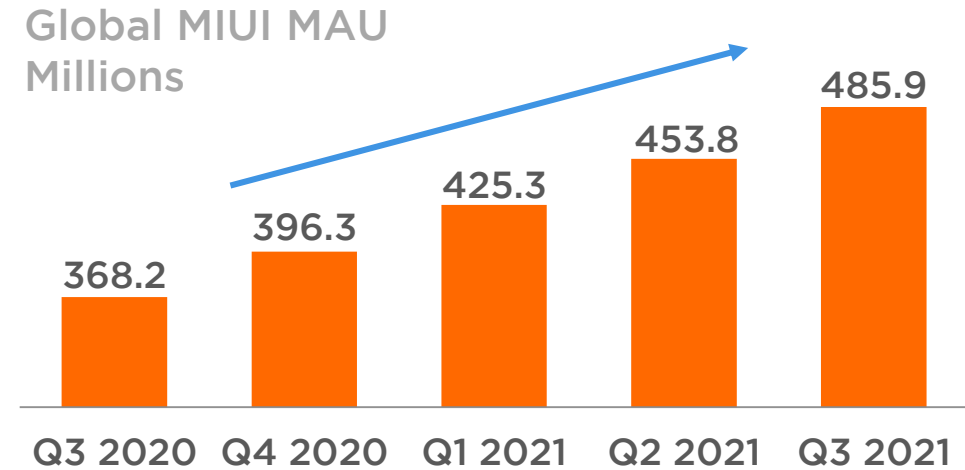


Record User Number

Global MIUI MAU¹ reached **485.9 million**, up **32.0%** YoY

Mainland China MIUI MAU¹ reached **127.3 million**, a record high

Global TV MAU² grew **33.0%+** YoY



¹ In September 2021

² In September 2021, including both TV and TV box users

Internet Services Revenue Achieved Record High



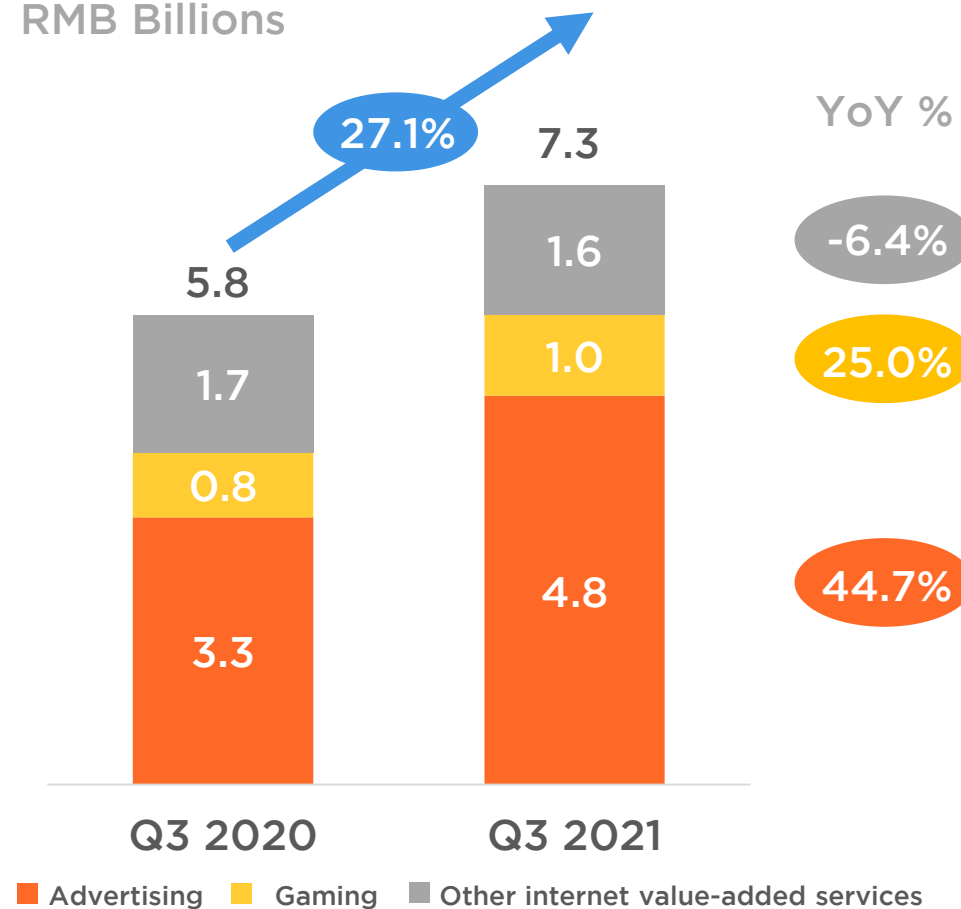
In Q3 2021

Internet services revenue reached RMB7.3 billion, up **27.1%** YoY, a record high

Advertising revenue reached RMB4.8 billion, up **44.7%** YoY, a record high

Gaming revenue reached RMB1.0 billion, up **25.0%** YoY

Internet Services Revenue
RMB Billions



Advertising and Gaming Driving Revenue Growth

Advertising

Pre-installation

Revenue per smartphone¹ in mainland China increased by **over 50%** YoY

Search

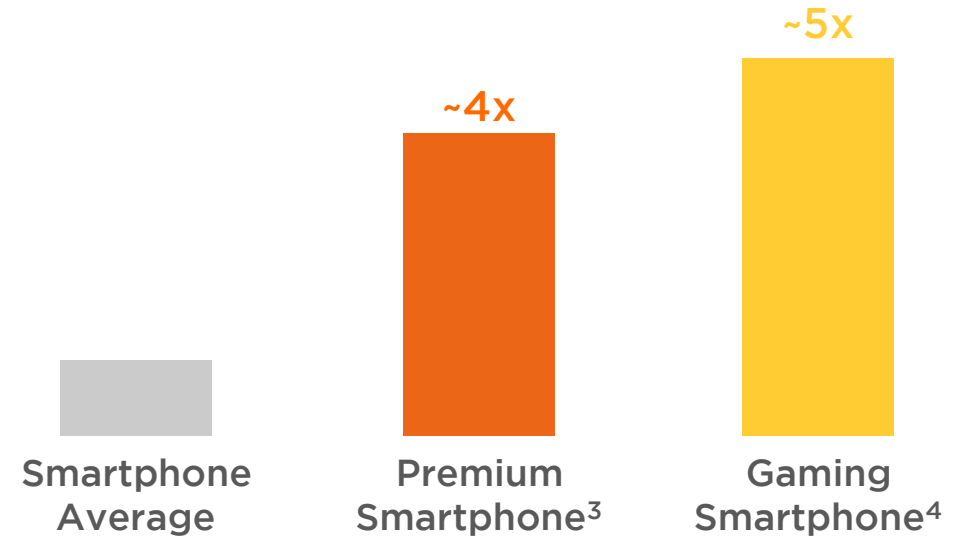
Overseas search revenue increased by **over 200%** YoY

Performance-based and Brand Ads

Overseas performance-based and brand ads revenue increased by **over 100%** YoY

Gaming

Mainland China Monthly Gaming ARPU²



Our increased number of premium smartphone and gaming smartphone users has lifted gaming ARPU

¹ 3Q 2021 mainland China pre-installation revenue in divided by the number of smartphone production units

² Based on internal data in September 2021

³ Smartphones with mainland China retail price at RMB3,000 and above

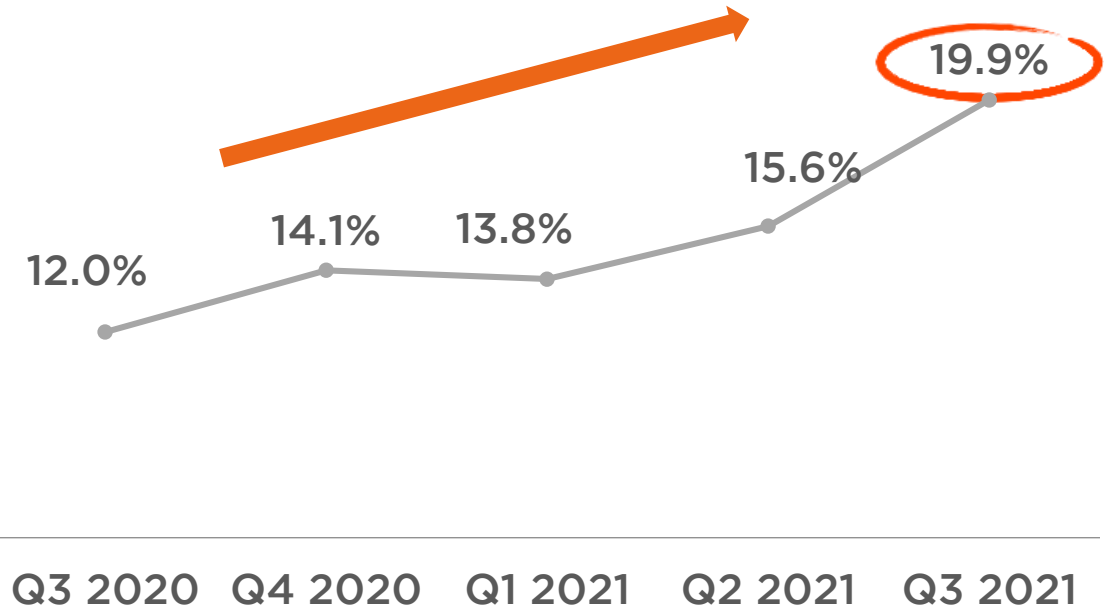
⁴ Redmi K40 gaming edition

Continued Growth in Overseas Internet Services



Overseas internet services revenue increased by **110.0%** YoY in Q3 2021, accounting for **19.9%** of total internet services revenue, a record high

Overseas Internet Services Revenue as % of Total Internet Services Revenue

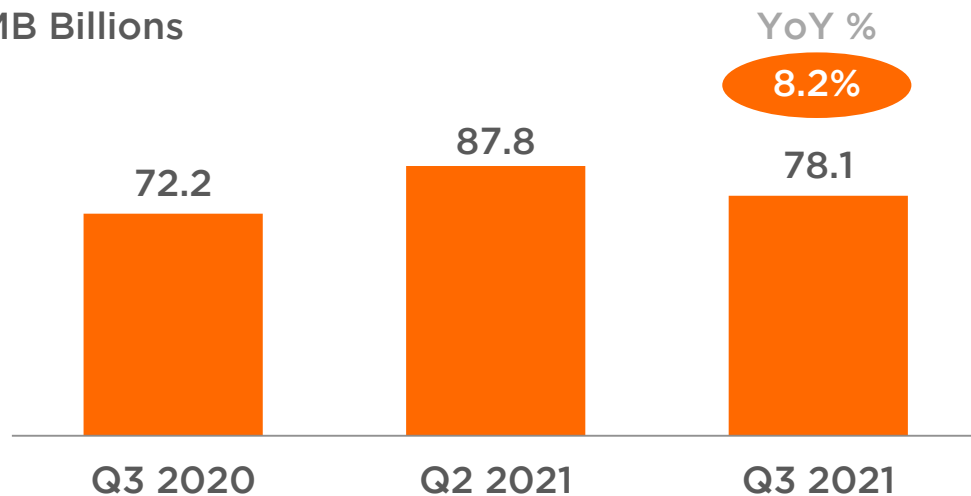




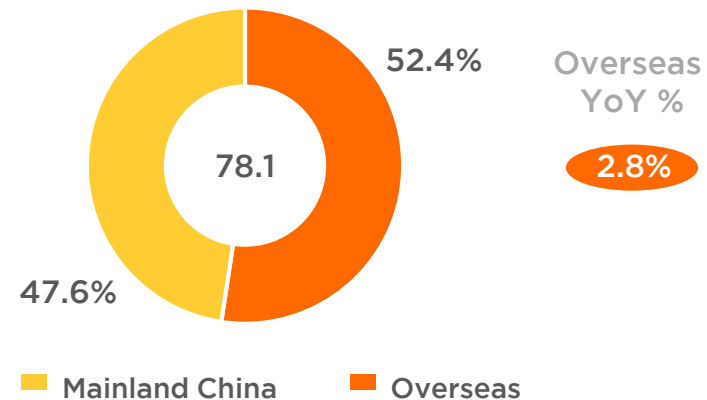
Financials

Revenue by Region and Segment

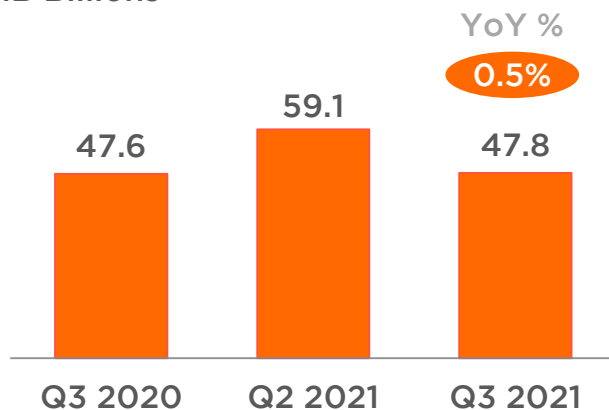
Total Revenue
RMB Billions



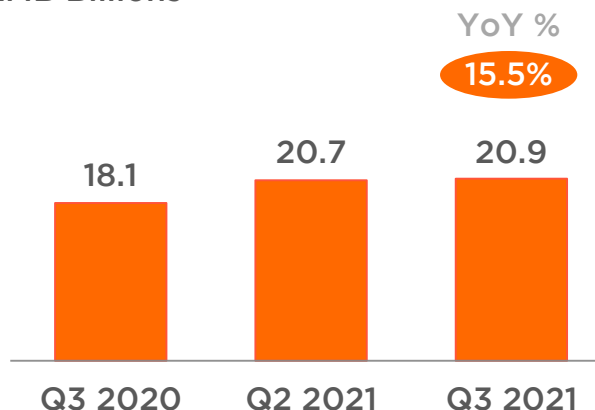
Total Revenue by Region, Q3 2021
RMB Billions



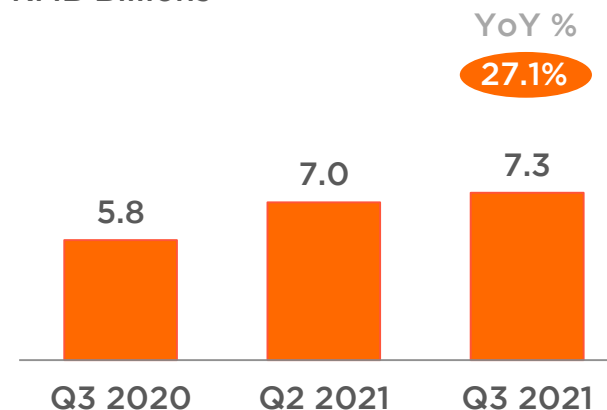
Smartphones Revenue
RMB Billions



IoT and Lifestyle Products Revenue
RMB Billions

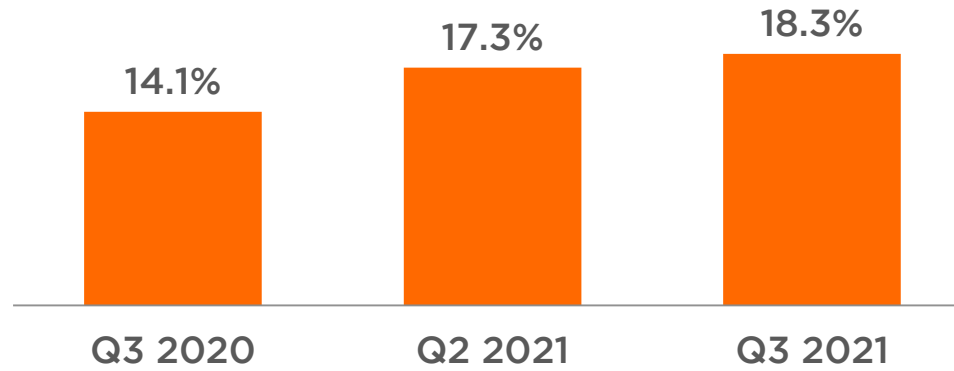


Internet Services Revenue
RMB Billions

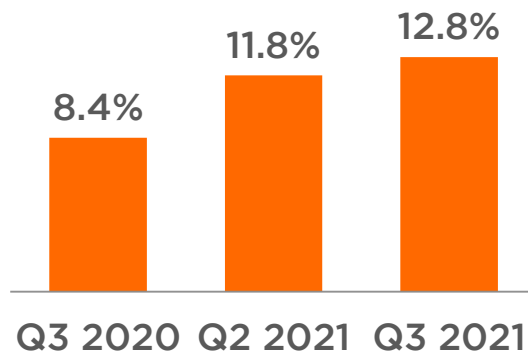


Gross Margin by Segment

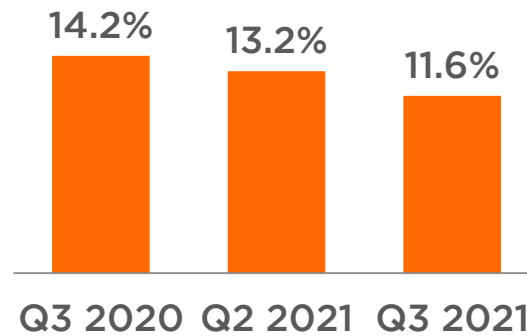
Overall



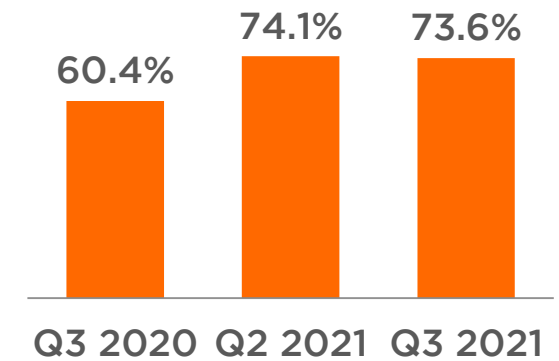
Smartphones



IoT and Lifestyle Products



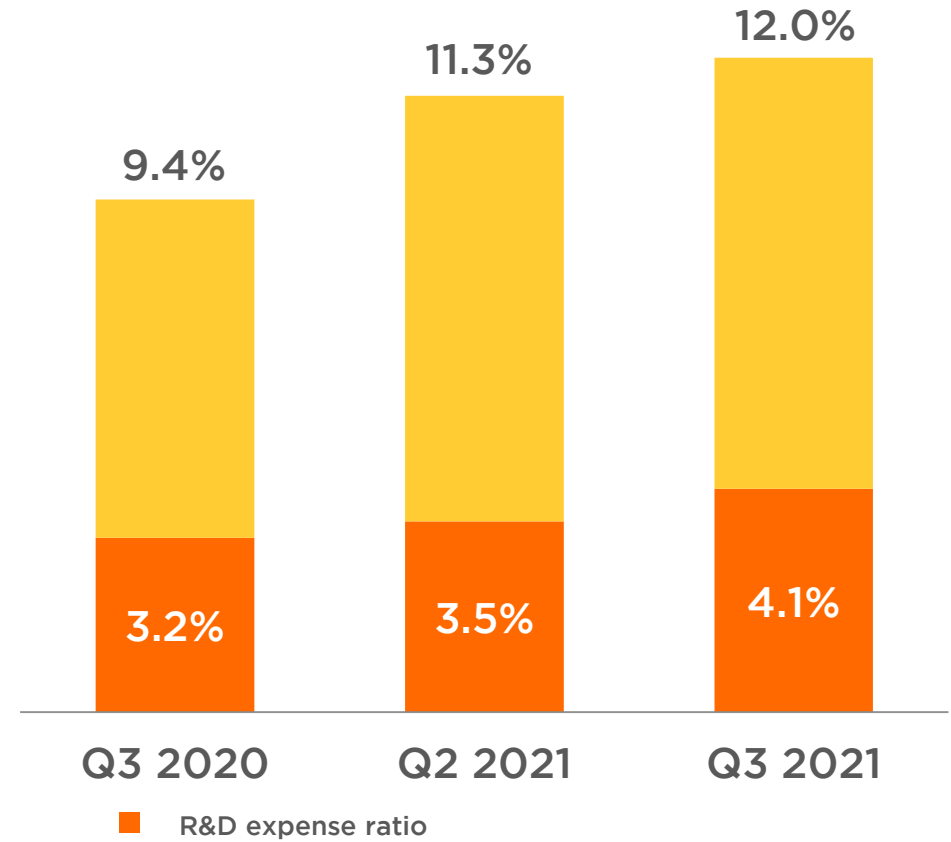
Internet Services



Prudent Operating Expense Management



Operating Expense Ratio



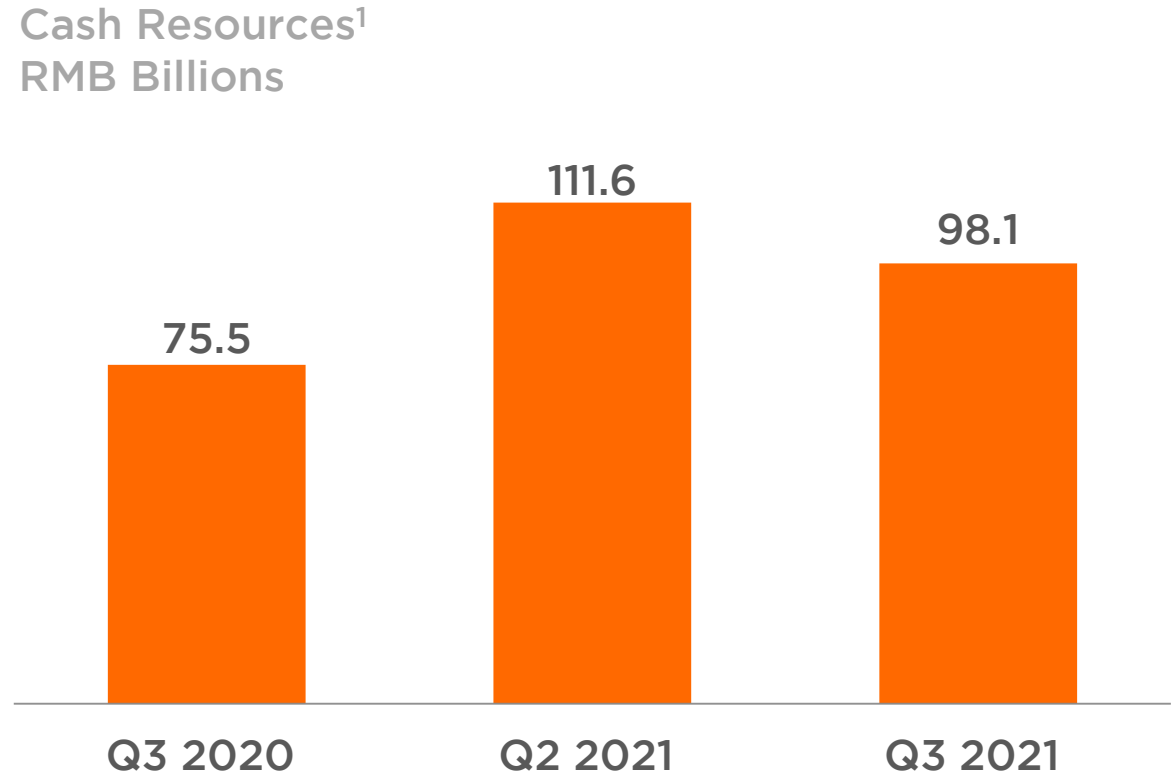
Operating expense ratio was 12.0% in Q3 2021

R&D expense ratio continued to grow

Strong Cash Position



Our cash resources reached approximately **RMB98.1 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, (v) short-term investments measured at amortized cost and (vi) long-term bank deposits



ESG

Privacy Protection and Data Security

Awards and Recognition



On July 30, 2021

Mi 360 ° Home Security Camera

Kitemark™ Certification for Residential IoT Devices

Xiaomi Home App

Kitemark™ Certification for Secure Digital Applications

Mi Store APP Screening



From July to August 2021

Proactively assessed **85,000+** APPs
in mainland China Xiaomi APP store
through **3 phases**
for potential user data collection violation,
followed by rectifications

Giving back to Our Community



Flood disaster relief for Henan, China in July 2021

RMB50 million^{1,2}

Flood disaster relief for Germany, the Netherlands and Belgium in July 2021

€1 million¹

Flood disaster relief for Shanxi, China in October 2021

RMB10 million^{1,2}

Xiaomi Scholarship²

Launched to second batch of China's universities in November 2021

¹ By Xiaomi Foundation Limited

² By Beijing Xiaomi Foundation



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