



# Xiaomi Corporation

2021 Annual Results Announcement



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# Q4 2021 Key Highlights

## Robust Financial Performance

Revenue

**85.6 billion**

RMB

21.4% YoY

Adjusted Net Profit<sup>1</sup>

**4.5 billion**

RMB

39.6% YoY

## Leading Smartphone Market Position

**#3**

Global  
Market Share<sup>2</sup>

**44.1 million**

Global  
Smartphone Shipments

## Growing User Base

**508.9 million**

Global MIUI MAU<sup>3</sup>

28.4% YoY

**129.8 million**

Mainland China MIUI MAU<sup>3</sup>

17.0% YoY

## Leading AIoT Platform

**434.0 million**

AIoT Connected Devices<sup>4</sup>

33.6% YoY

**8.8 million**

Users with 5 or More  
Connected Devices<sup>4</sup>

40.4% YoY

<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> According to Canalys, by shipments in Q4 2021

<sup>3</sup> In December 2021

<sup>4</sup> As of December 31, 2021, excluding smartphones, laptops, and tablets

# Remarkable Growth Achieved in 2021

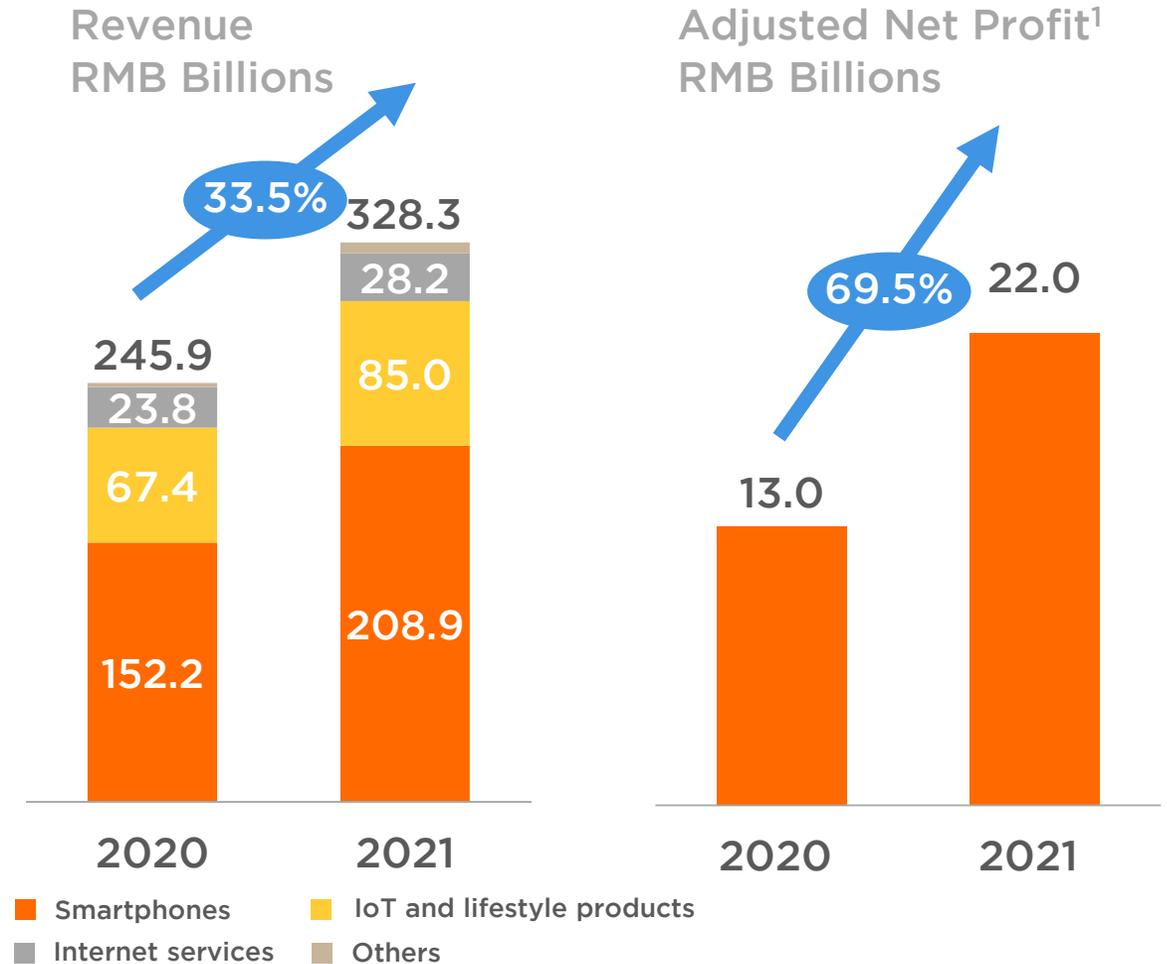


In 2021

Total revenue RMB328.3 billion, up **33.5%** YoY

Revenue of each segment achieved **record highs**

Adjusted net profit<sup>1</sup> RMB22.0 billion, up **69.5%** YoY

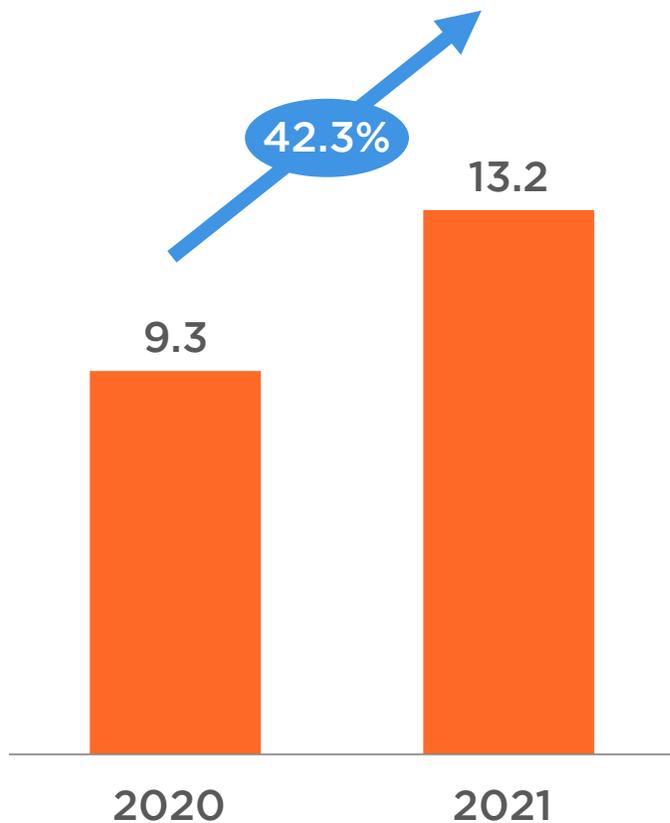


<sup>1</sup> Defined as profit for the period, as adjusted by adding back (i) share-based compensation, (ii) net fair value changes on investments, (iii) amortization of intangible assets resulting from acquisitions, (iv) changes of value of financial liabilities to fund investors, and (v) income tax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

# R&D Expenses Exceeded **RMB13 billion** in 2021, up **42.3%** YoY



R&D Expenses  
RMB Billions



## 2021 Key R&D Accomplishments



CyberDog Robot



CyberFocus Imaging Algorithm



Surge P1 Charging IC



Smart Glasses Exploration Edition



Liquid Lens



Surge C1 Image IC

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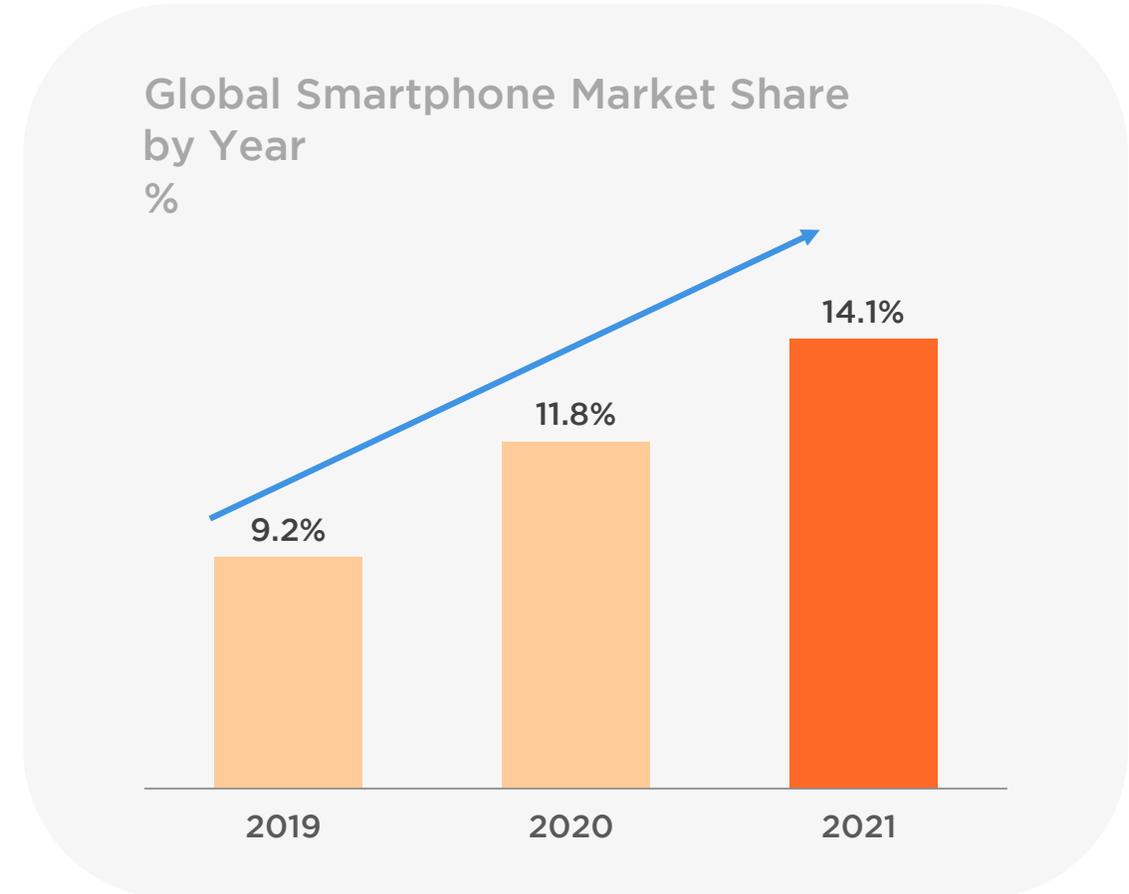
Expected R&D Investment Over Next 5 Years

**Over RMB100 billion**



# Smartphone Shipments Exceeded **190 million** Units in 2021, Ranked **No.3** Globally

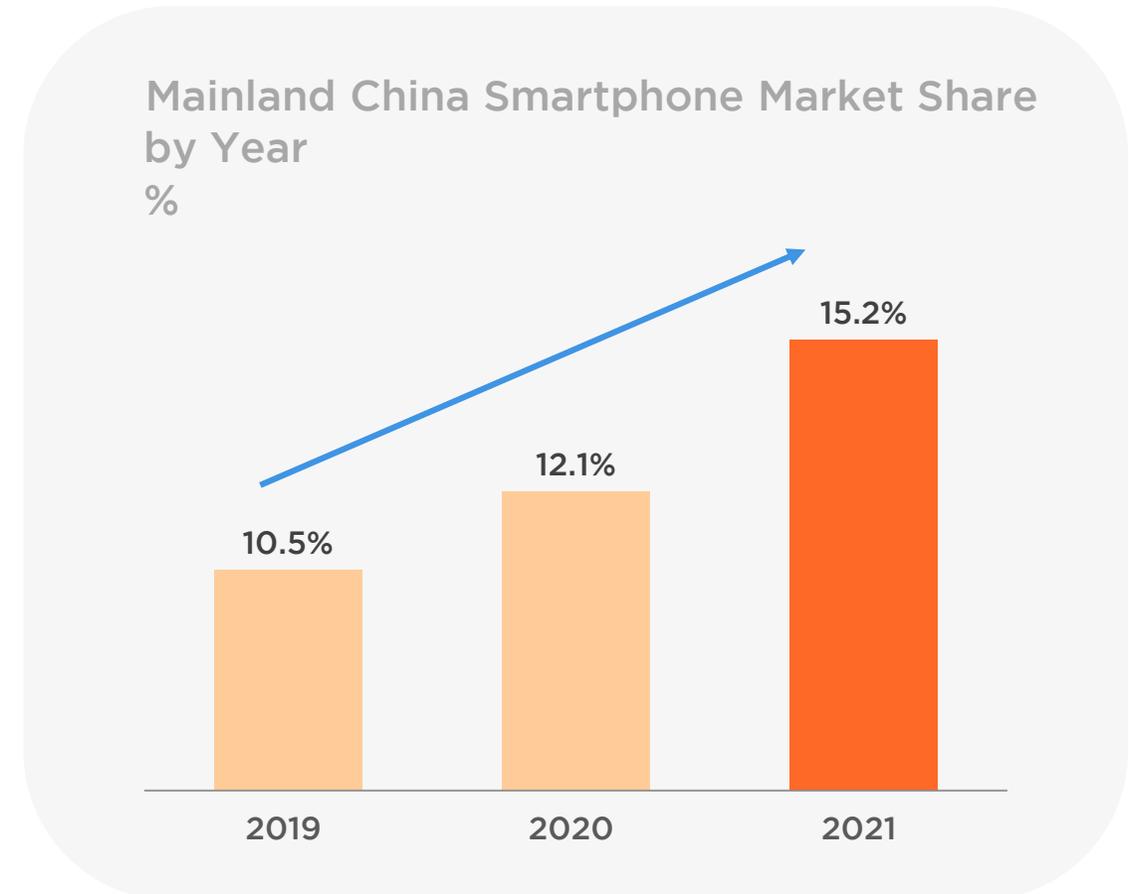
Vendor	2021 Shipments (Million Units)	2021 Market Share	Shipments YoY Growth
Samsung	274.5	20.3%	7.4%
Apple	230.1	17.0%	11.1%
<b>Xiaomi</b>	<b>191.2</b>	<b>14.1%</b>	<b>27.8%</b>
OPPO	133.5	9.9%	15.9%
vivo	129.9	9.6%	15.4%
Others	392.2	29.1%	-7.7%
Total	1,351.4	100.0%	6.9%



# Smartphone Shipments Ranked **No.3** in Mainland China in 2021 with a **Record High** Market Share of 15.2%

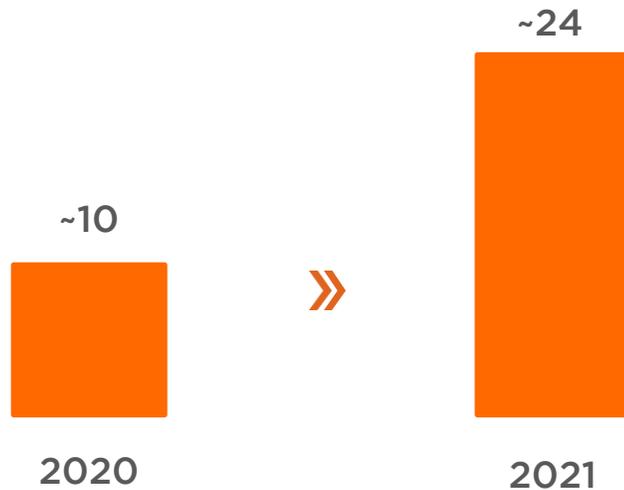


Vendor	2021 Shipments (Million Units)	2021 Market Share	Shipments YoY Growth
vivo	71.5	21.5%	23.6%
OPPO	66.4	19.9%	14.2%
<b>Xiaomi</b>	<b>50.5</b>	<b>15.2%</b>	<b>26.9%</b>
Apple	49.4	14.8%	43.7%
HONOR	40.2	12.1%	-
Others	54.9	16.5%	-
Total	332.9	100.0%	0.8%

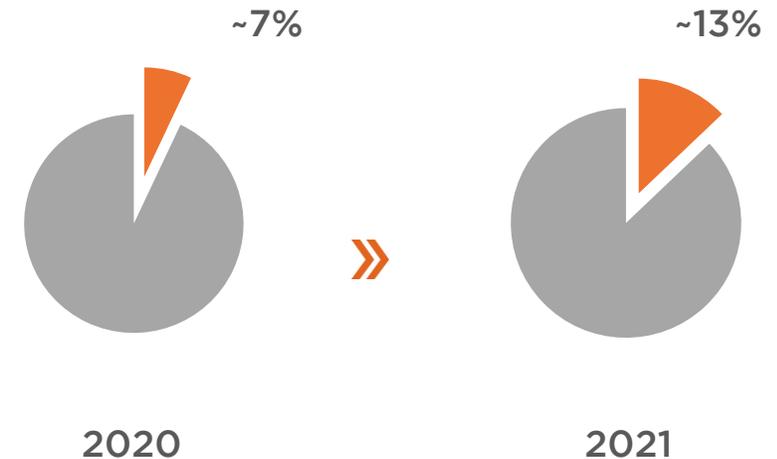


# Strengthened Position in the Premium Smartphone Market

Global Premium Smartphone<sup>1</sup> Shipments  
Million Units



Global Premium Smartphone<sup>1</sup> Shipments  
As % of Global Smartphone Shipments

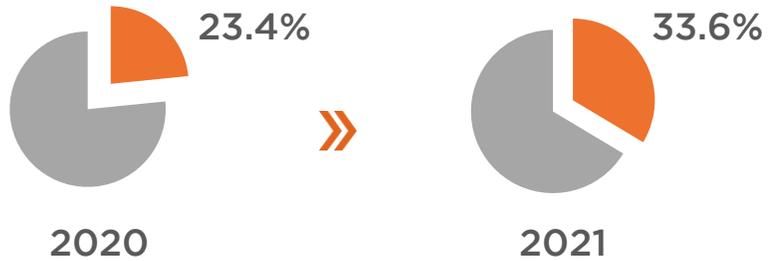


<sup>1</sup> Smartphones with mainland China retail price at RMB3,000 and above or with overseas retail price at €300 and above

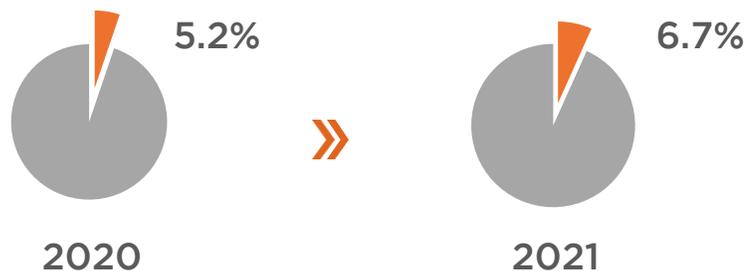
# Mainland China New Retail Strategy: Store Expansion in 2021 and Operation Efficiency Improvement in 2022

## Mainland China Smartphone Market

Xiaomi Online Market Share<sup>1</sup>

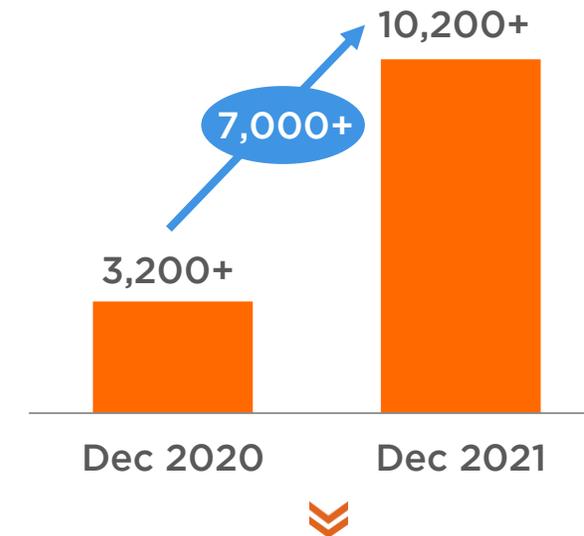


Xiaomi Offline Market Share<sup>1</sup>



## 2021: Focus on Store Expansion

Offline Retail Stores in Mainland China  
#



## 2022: Focus on Operation Efficiency Improvement

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

# Smart EV Progressing Smoothly and Ahead of Schedule



Smart EV R&D Team Currently Exceeded  
**1,000 People**

Mass Production Expected **1H 2024**





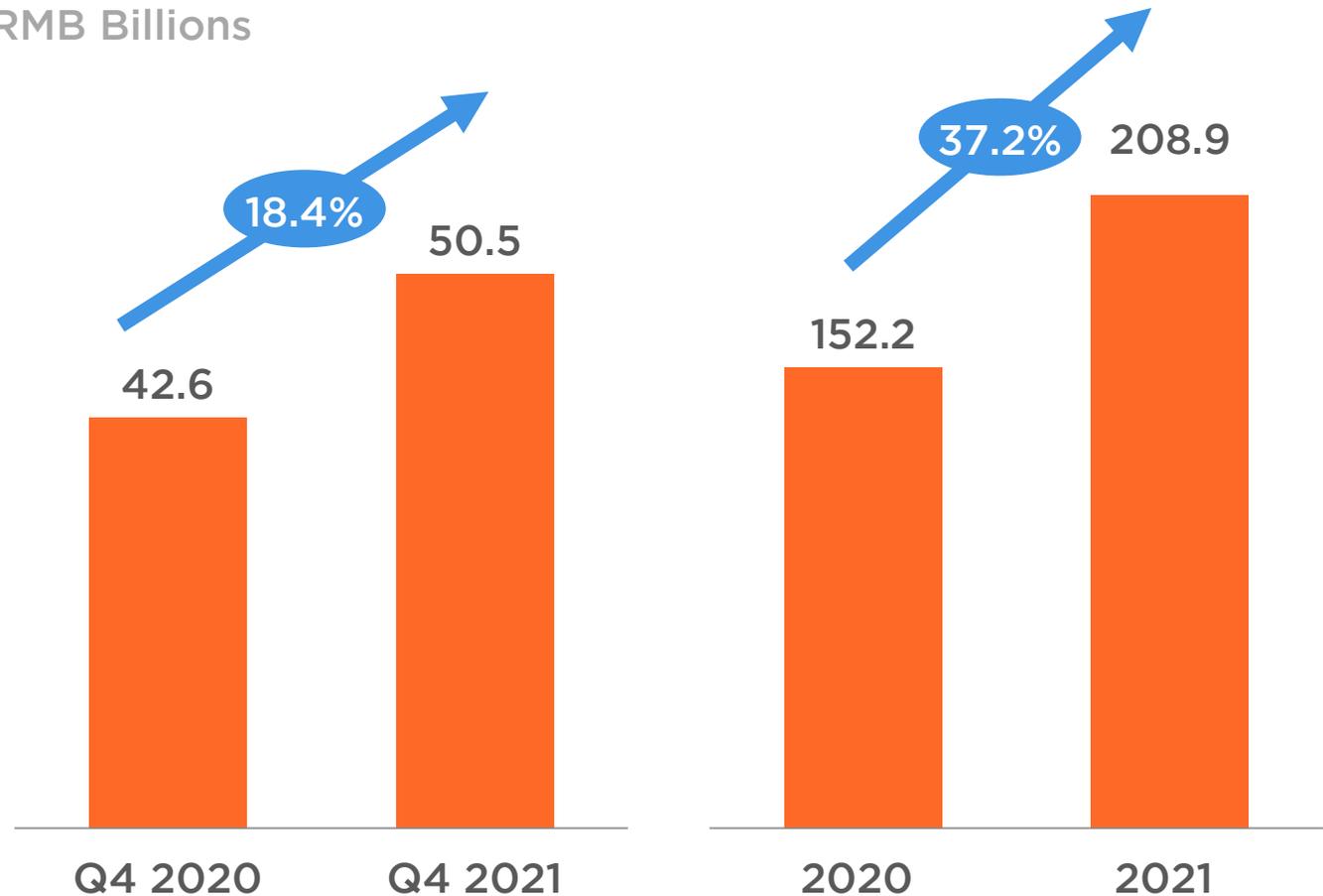
# Smartphones

# Strong Growth Despite Global Supply Shortage

In Q4 2021, smartphones revenue reached RMB50.5 billion, up **18.4%** YoY, driven by both increased shipments and ASP growth

In 2021, smartphones revenue reached RMB208.9 billion, up **37.2%** YoY. Smartphone shipments reached 190.3 million units, up 30.0% YoY, and ASP reached RMB1,098, up 5.6% YoY

Smartphones Revenue  
RMB Billions



# Xiaomi 12 Series : Benchmarking against iPhone



## Outstanding Product Performance<sup>1</sup>

- ✓ Two different screen sizes to meet different user needs
- ✓ The latest Snapdragon® 8 Gen 1 Mobile Platform
- ✓ All-new imaging computing algorithm, including CyberFocus
- ✓ Industry's first 120W single cell 4,600mAh battery design, powered by Xiaomi's self-developed Surge P1 charging IC

**No.1**

By Sales Volume in RMB4,000+ Android Smartphone Category on Tmall.com and JD.com<sup>2</sup>

**No.1**

By Shipments of Smartphone Models with Snapdragon® 8 Gen 1 Mobile Platform, Far above the Total of All Other Brands<sup>3</sup>

**50%+**

New Users<sup>4</sup>

**50%+**

Shipments Sold through Offline Channels<sup>5</sup>



<sup>1</sup> Based on Xiaomi 12 Pro, except that two different screen sizes are based on Xiaomi 12 and Xiaomi 12 Pro

<sup>2</sup> Based on Xiaomi 12 Pro in January 2022

<sup>3</sup> Based on third party data in mainland China, Xiaomi 12 and Xiaomi 12 Pro in January 2022

<sup>4</sup> Based on Xiaomi 12 series, including Xiaomi 12, Xiaomi 12 Pro and Xiaomi 12X, as of January 31, 2022. 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

<sup>5</sup> Based on Xiaomi 12 series, including Xiaomi 12, Xiaomi 12 Pro and Xiaomi 12X, as of January 31, 2022

# Redmi K50G: Elevated Gaming Experience



## Redmi K50G

Mercedes-AMG Petronas Formula One Team Edition



### Elevated Gaming Experience

- ✓ The latest Snapdragon® 8 Gen 1 Mobile Platform and 120W fast-charging
- ✓ All-new dual vapor chamber heat dissipation system
- ✓ CyberEngine X-axis motor 1016 and JBL quad speakers for immersive vibration and audio effect
- ✓ Flat gaming display that features accurate color reproduction and precise touch sensitivity

# Redmi K50 and Redmi K50 Pro: Flagship Performance



## Exceptional All-round Features<sup>1</sup>

- ✓ MediaTek Dimensity 9000, a TSMC 4nm-class smartphone chip
- ✓ 120W fast-charging with a large 5,000mAh battery, powered by Xiaomi's self-developed Surge P1 charging IC
- ✓ First Redmi model that features a 2K display, accelerating the access of high quality viewing experience to the mass market
- ✓ 100-megapixel ultra-clear triple cameras, and optical image stabilization greatly improving performance for hand-held shooting

Total Orders Exceeded 330,000 Units  
in the First 5 Minutes of Sales Launch<sup>2</sup>



<sup>1</sup> Based on Redmi K50 Pro

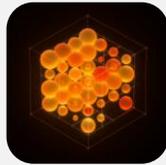
<sup>2</sup> Based on Redmi K50 and Redmi K50 Pro

# MIUI 13: Stable and Smooth User Experience

## Further Optimized Core OS Experience



Smarter Processing



Higher Background Process Efficiency



Faster Storage



Longer Battery Life

## Strengthened Privacy Protection



Facial Recognition Protection



ID Watermark

...

13  
MIUI 13

## Improved Multi-tasking Efficiency



Stronger Compatibility



Multi-tasking Layout



Versatile Accessories

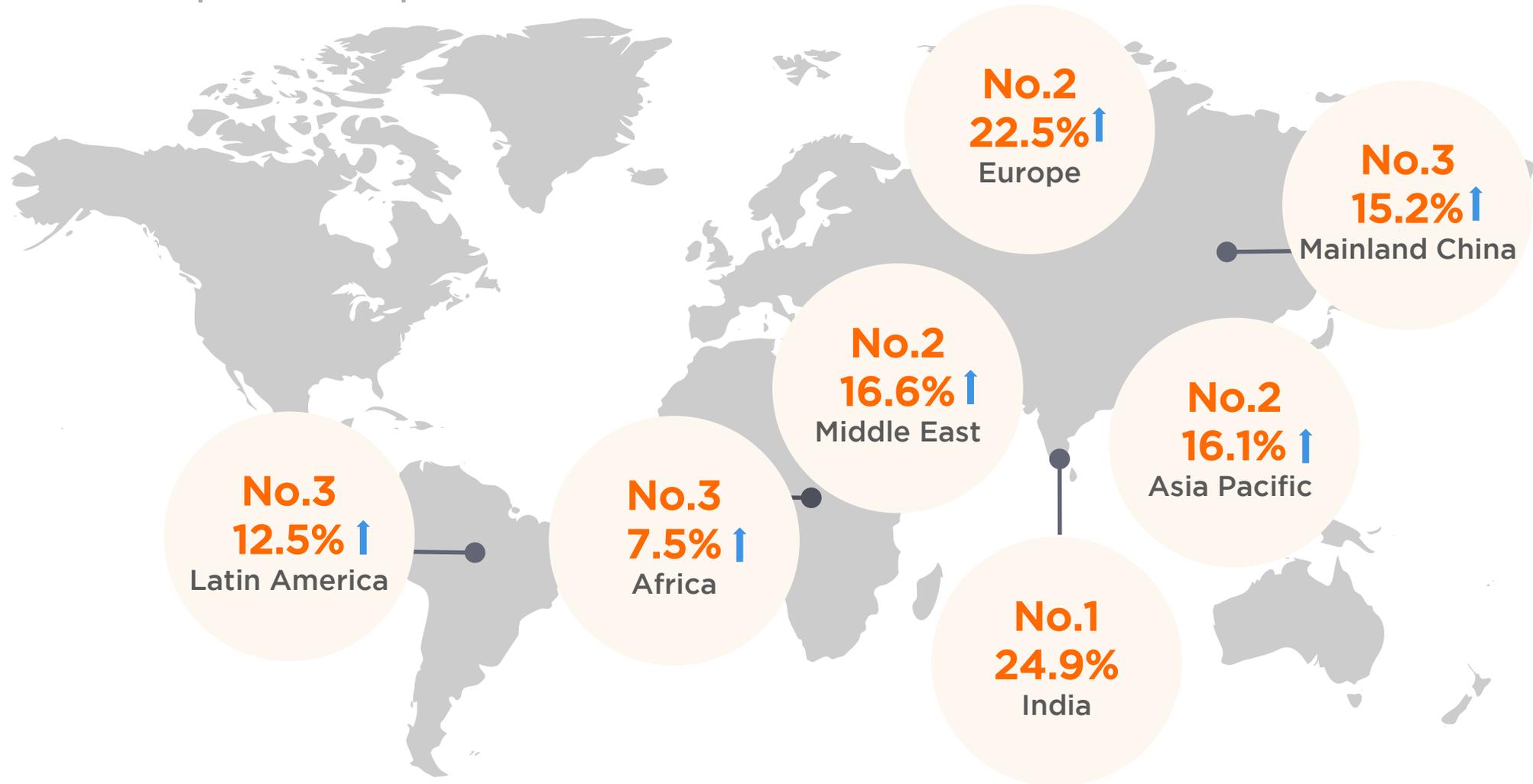
## Personalized Interface with Design



# Gained Leadership Across All Major Markets

2021 Xiaomi Smartphone Market Share & Ranking

↑ Market Share Improved Compared with 2020



Source: Canals, by shipments. Asia Pacific includes Mainland China and India



# Smartphone Market Share Ranked No. 1 in 14 Markets and Top 5 in 62 Markets in 2021

No.1



Spain



Greece



Croatia



India



Malaysia



Colombia



Poland



Slovakia



Russia



Myanmar



Ukraine



Lithuania



Belarus



Serbia

No.2



France



Italy



Portugal



Thailand



Turkey



Indonesia



Peru



Chile



Morocco



Romania



Kazakhstan



Israel



Nepal



Hungary



Qatar



Ecuador



Sri Lanka



Bulgaria



Latvia



Laos

No.3



Mainland China



Germany



Belgium



Sweden



Austria



Saudi Arabia



Mexico



Vietnam



Pakistan



Algeria



Czech Republic



Nigeria



Kenya



Kuwait

No.4



Egypt



Brazil



UAE



Netherlands



South Korea



Singapore



Argentina



Slovenia

No.5



Switzerland



Ireland



Philippines



Cambodia

# Ranked **No.2** in Europe in 2021

Vendor	2021 Shipments (Million Units)	2021 Market Share	Shipments YoY growth
Samsung	57.3	30.6%	-6.8%
<b>Xiaomi</b>	<b>42.1</b>	<b>22.5%</b>	<b>30.1%</b>
Apple	39.9	21.3%	-13.0%
OPPO	8.5	4.6%	77.7%
Others	39.1	21.0%	-26.9%
Total	186.9	100%	-5.6%

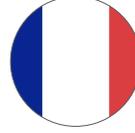
Market  
Ranking  
Market share



Spain  
**#1**  
**34.1%**



Italy  
**#2**  
25.1%



France  
**#2**  
23.3%



Germany  
**#3**  
15.9%

# Strong Performance of Overseas Premium Smartphone Market



Overseas Premium Smartphone Brand in 2021<sup>1</sup>

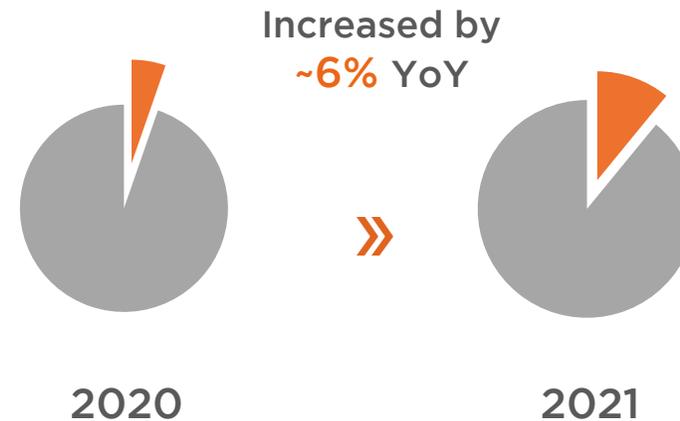
**Top 3**

YoY Growth of Overseas Premium Smartphone<sup>2</sup> Shipments in 2021

**160%+**

Mainly in **Western Europe, Middle East and Southeast Asia**

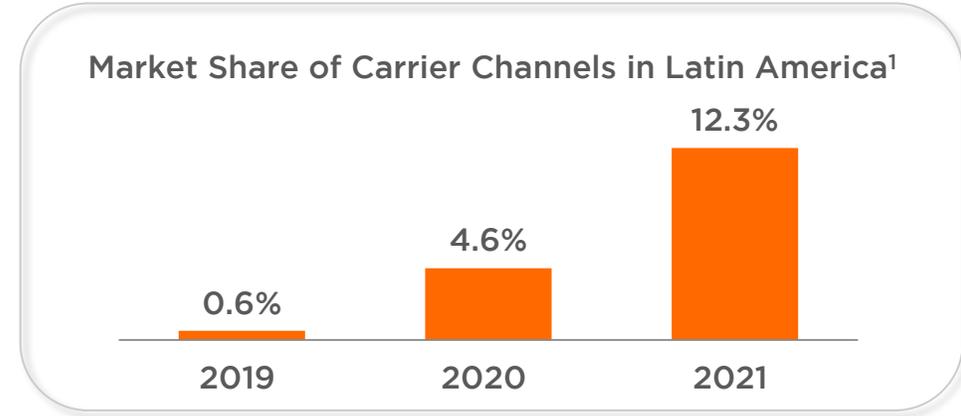
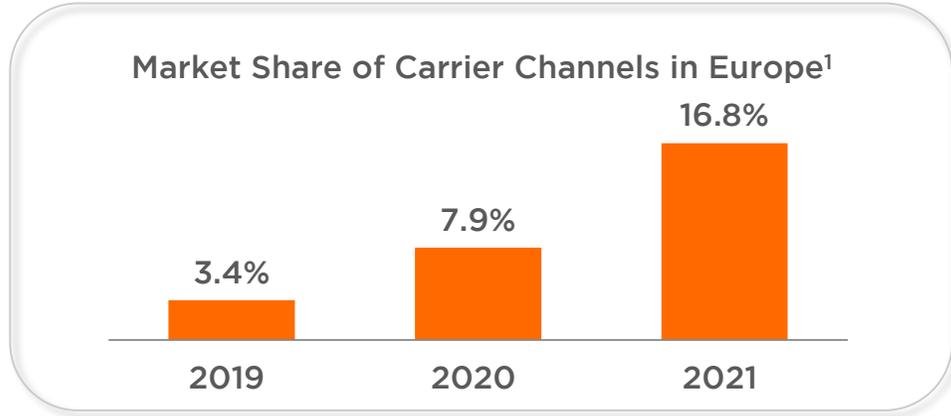
Overseas Premium Smartphone<sup>2</sup> Shipments as % of Overseas Smartphone Shipments



<sup>1</sup> According to Canalsys, global shipments of smartphones at retail price  $\geq$ \$350, excluding mainland China

<sup>3</sup> Smartphones with overseas retail price at €300 and above

# Solid Expansion of Overseas Carrier Markets



Overseas Smartphone Shipments Through Carrier Channels in 2021<sup>2</sup>  
**Over 25 million Units**  
 YoY Growth  
**120%+**

Carrier Sub-networks as of December 31, 2021<sup>2,3</sup>  
**Over 200**

Smartphone Shipments Through Carrier Channels<sup>1</sup> in 2021  
**Top 3 in 34 Overseas Markets**

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

<sup>2</sup> Excluding India, Nepal, Bangladesh, and Sri Lanka

<sup>3</sup> Including carrier subsidiaries



**AIoT**

# Revenue of IoT and Lifestyle Products Reached a Record High

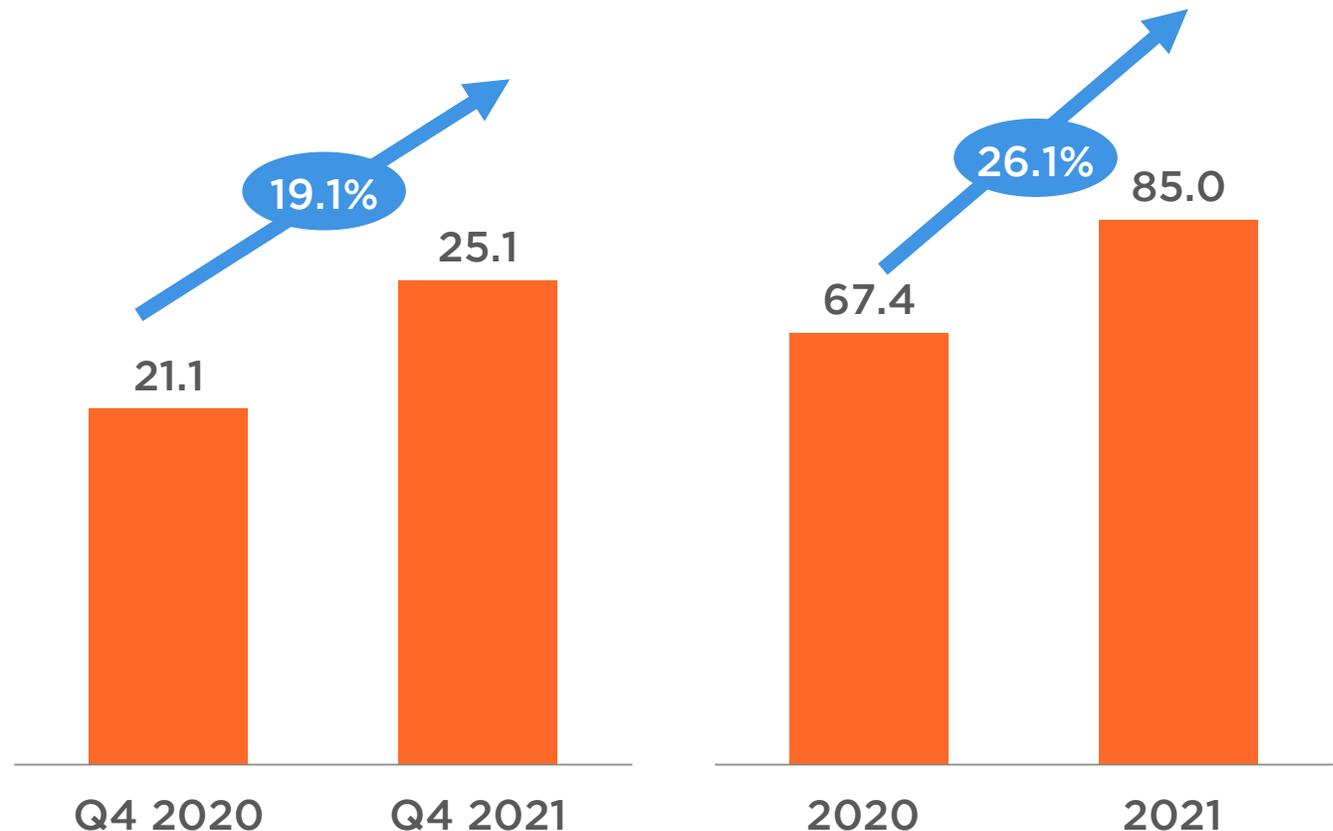


In Q4 2021, IoT and lifestyle products revenue reached RMB25.1 billion, a **record high**, up **19.1%** YoY

In 2021, IoT and lifestyle products revenue reached RMB85.0 billion, up **26.1%** YoY

Overseas IoT and lifestyle products revenue reached a **record high** for both Q4 2021 and 2021 full year

IoT and Lifestyle Products Revenue  
RMB Billions



# Global Leading Consumer AIoT Platform



**434.0 million**

Connected Devices<sup>1</sup>  
Up **33.6%** YoY



**8.8 million**

Users with 5 or More Devices  
Connected to Xiaomi's AIoT Platform<sup>1</sup>  
Up **40.4%** YoY



**107.0 million**

AI Assistant MAU<sup>2</sup>  
Up **23.3%** YoY



**63.9 million**

Mi Home App MAU<sup>2</sup>  
Up **42.0%** YoY

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

<sup>2</sup> In December 2021

# Record High Global Smart TV Revenue in 2021



Global Smart TV Shipments in Q4 2021

**4.2 million**

**20%+** up YoY

**No.1**

TV Brand  
in Mainland China

for **3** Consecutive  
Years<sup>1</sup>

**No.1**

Smart TV Brand  
in India

for **14** Consecutive  
Quarters<sup>2</sup>

**Redmi TV MAX 100''**

Launched in March 2022

<sup>1</sup> According to AVC, by shipments in 2019, 2020 and 2021

<sup>2</sup> IDC Quarterly Smart Home Device Tracker, Q3 2021 Release; by shipments in Q3 2021

# Continued to Penetrate High-end White Goods Market



## Air Conditioners



Global Air Conditioner Shipments in 2021 exceeded **2.0 million**, up **70%+** YoY

Smart Air Conditioner with Ventilation ranked **No.1** on JD.com and Tmall.com for **9** Consecutive Months<sup>1</sup>

## Washing Machines



**No.1** by Online Sales Volume in 2021 in the Direct Drive All-in-one Washer/Dryer Category and the Mini Washing Machine Category<sup>2</sup>

<sup>1</sup> Between April and December 2021, in terms of year-to-date cumulative sales volume in the AC with ventilation category, excluding Tmall Youpin and JD appliance channel

<sup>2</sup> According to AVC, based on online channel data. Direct drive means using motor to directly rotate the drum without a belt, hence to strengthen control, enhance washing performance and durability, and reduce noise and vibration. Mini washing machine category refers to washing machines with capacity lower than 3.5kg.

# Leading Wearable Brand Globally and in Mainland China

## Wearable Bands<sup>1</sup>



Global Shipments<sup>2</sup>  
**No.2**

Mainland China Shipments<sup>2</sup>  
**No.2**



## TWS

Global Shipments<sup>3</sup>  
**No.2**

Mainland China Shipments<sup>3</sup>  
**No.1**



<sup>1</sup> According to Canalys, wearable bands include basic bands, basic watches, and smart watches

<sup>2</sup> According to Canalys, by shipments in Q4 2021

<sup>3</sup> According to IDC Quarterly Wearable Device Tracker(2021Q4), by shipments in Q4 2021

# Maintained Leadership across AIoT Product Categories

2021 Online Channel Performance in Mainland China

## Smart Lock



Ranked **No.1** by Sales Volume

## Smart Speaker



Ranked **No.1** by Sales Volume

## Cleaning Robot



Ranked **No.2** by Sales Volume

## Smart Router



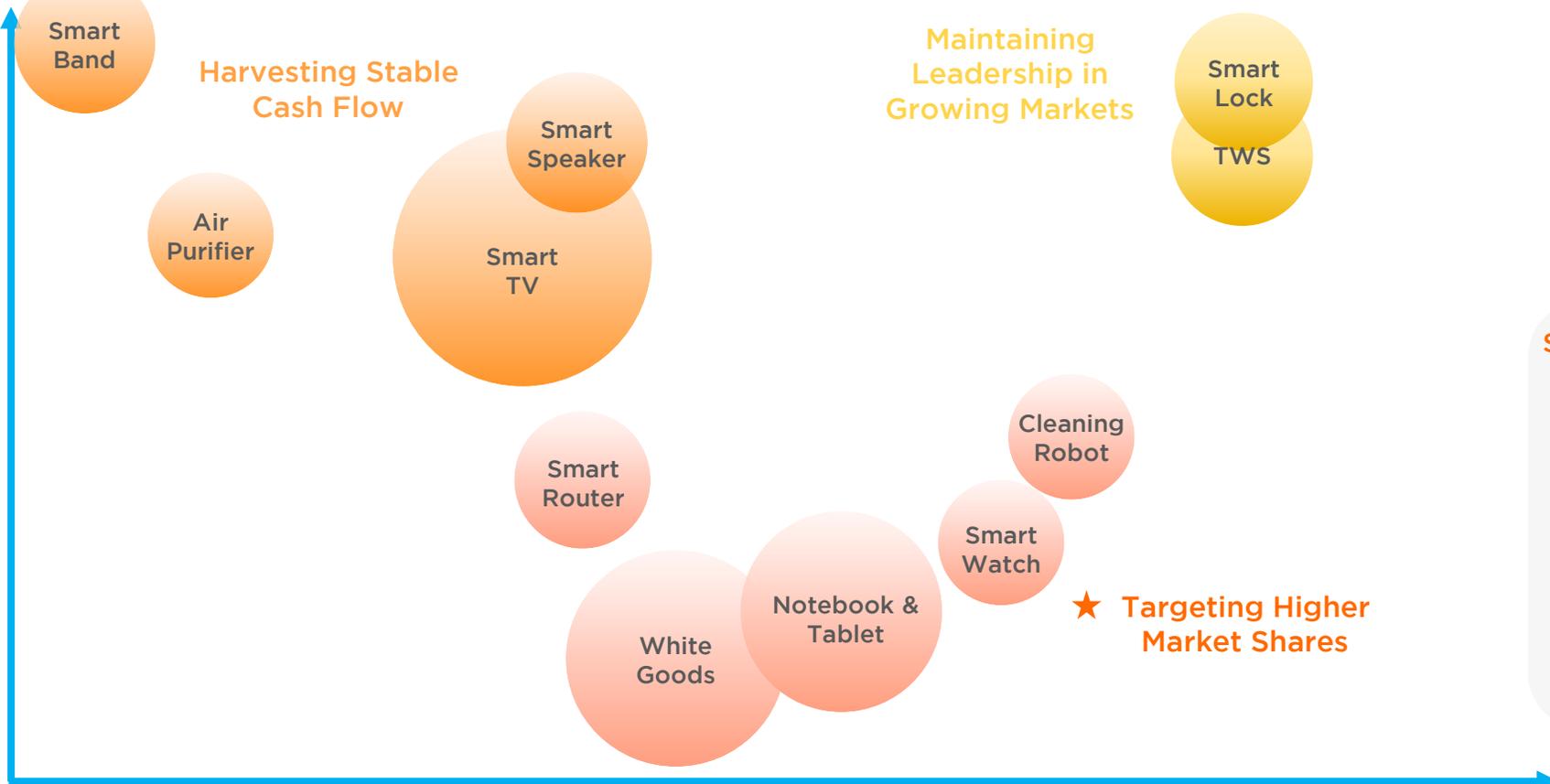
Ranked **No.2** by Sales Volume

# AIoT Business: Strengthening Our Leadership While Targeting High Growth Products

## Mainland China AIoT Market

Xiaomi 2021 Market Share

High



Harvesting Stable Cash Flow

Maintaining Leadership in Growing Markets

★ Targeting Higher Market Shares



Bubble size is indicative of Xiaomi product revenue size in Mainland China in 2021

### Selected High Growth Opportunities:



Monitors



Projectors



Sports Products



Kitchen Products

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2020 - 2021 Market Growth Rate

Low

High

Note: The chart is for indicative purpose, based on internal data and external research



# Internet Services

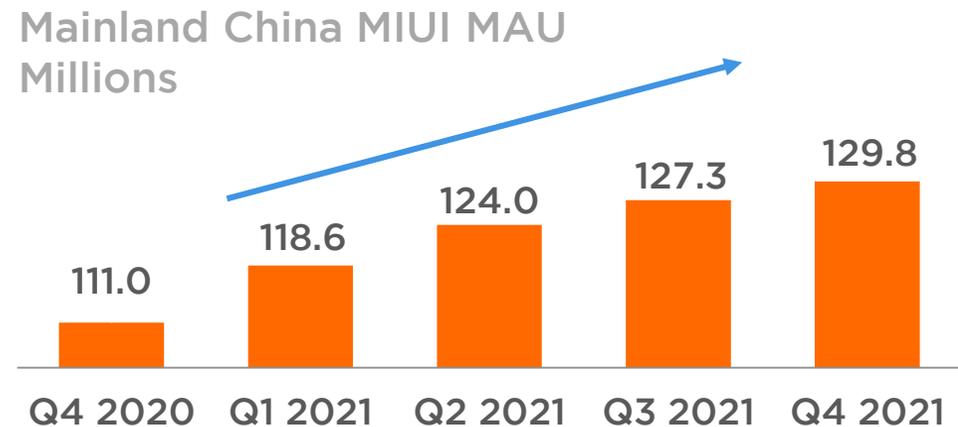
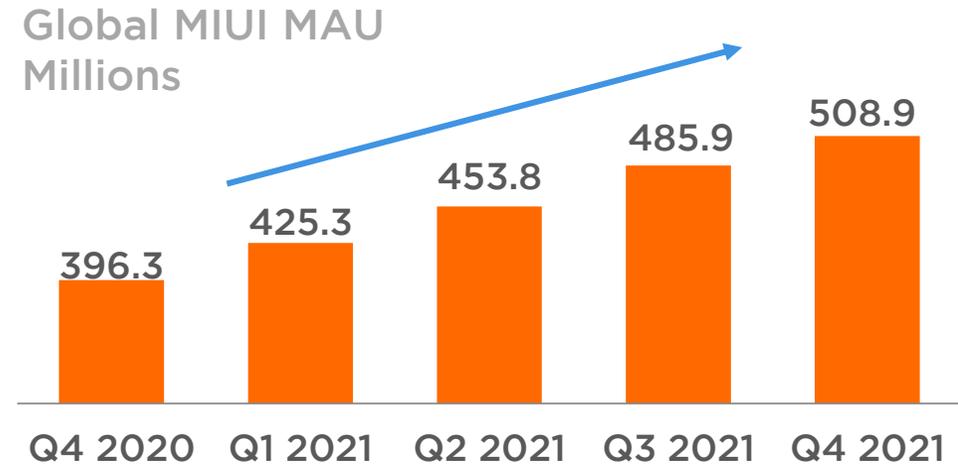


# Global MIUI MAU increased by 112.5 million and Mainland China MIUI MAU increased by 18.9 million in 2021

Global MIUI MAU<sup>1</sup> reached 508.9 million, a record high, increased by **112.5 million** from Q4 2020, up 28.4% YoY

Mainland China MIUI MAU<sup>1</sup> reached 129.8 million, a record high, increased by **18.9 million** from Q4 2020, up 17.0% YoY

Global TV MAU<sup>2</sup> grew **29%+** YoY



<sup>1</sup> In December 2021

<sup>2</sup> In December 2021, including TV, TV box and TV stick users



# Internet Services Revenue Achieved Robust Growth

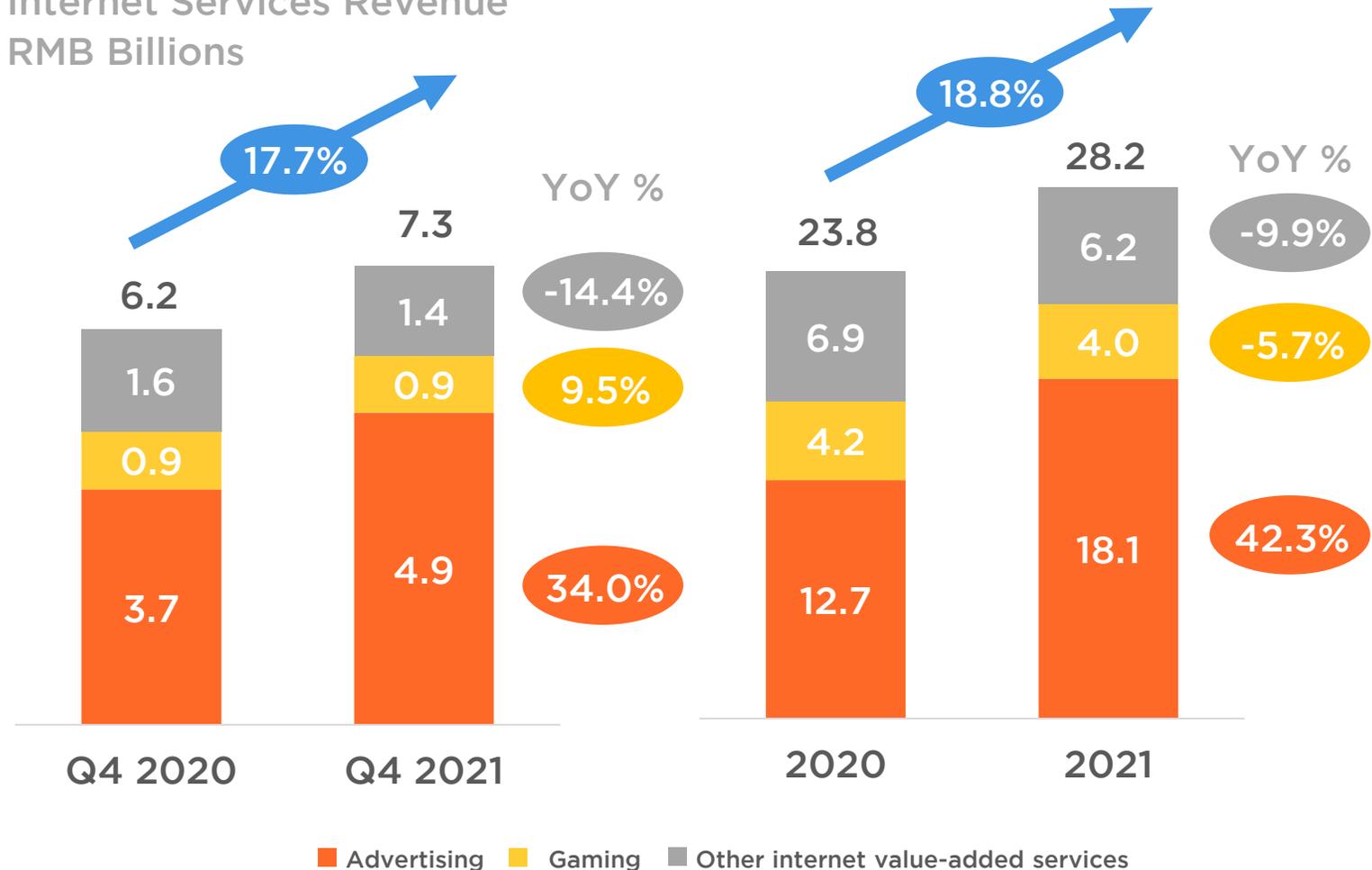
In Q4 2021, internet services revenue reached RMB7.3 billion, up **17.7%** YoY

In 2021, internet services revenue reached RMB28.2 billion, up **18.8%** YoY

Advertising revenue reached a **record high** for both Q4 2021 and 2021 full year

Internet services gross margin reached 76.1% in Q4 2021, due to increased contribution from our advertising business

Internet Services Revenue  
RMB Billions

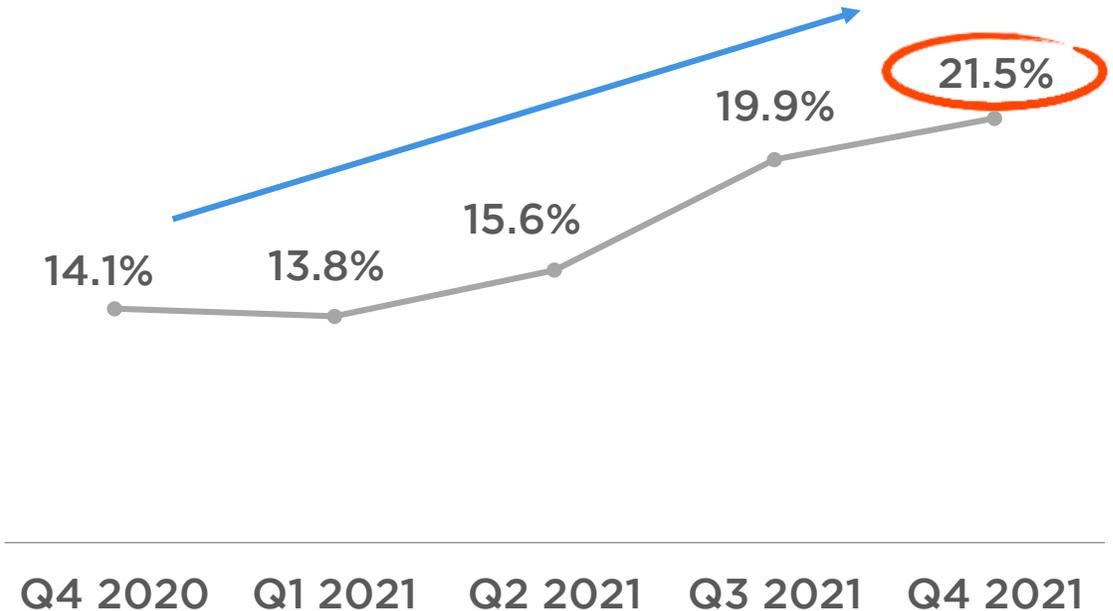


# Continued Growth in Overseas Internet Services



Overseas internet services revenue reached RMB1.6 billion, up **79.5%** YoY in Q4 2021, accounting for **21.5%** of total internet services revenue, a **record high**

Overseas Internet Services Revenue as % of Total Internet Services Revenue



# Advertising and Gaming Driving Revenue Growth



Pre-installation

Q4 2021 Global pre-installation revenue reached **a record high**

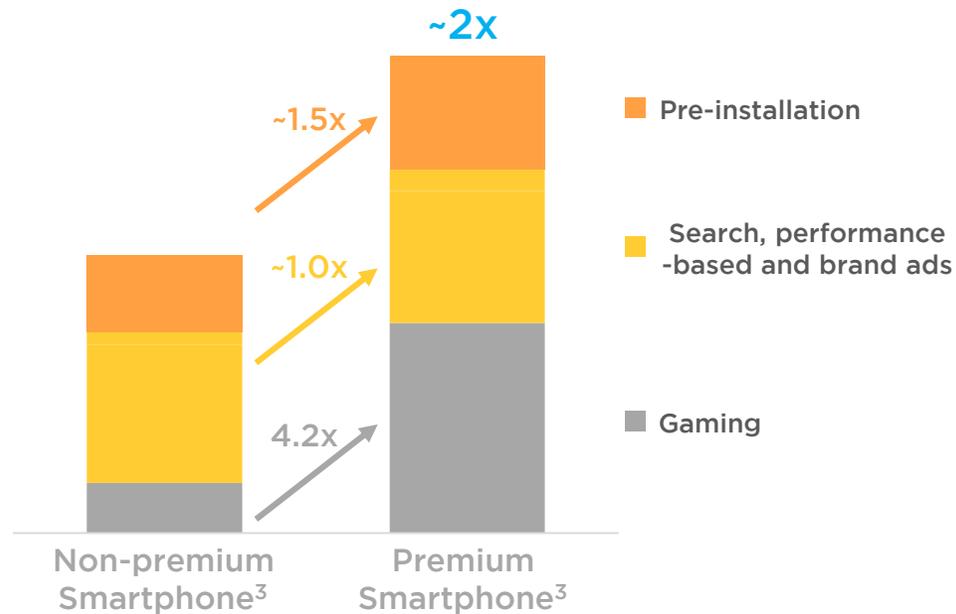
Search, performance-based and brand ads

Q4 2021 Global search, performance-based and brand ads revenue reached **a record high**

Gaming

Q4 2021 Global gaming revenue grew steadily by **approximately 10% YoY**

**Life-time Value (“LTV”)<sup>1</sup>**  
 12-Month LTV per Smartphone Unit in Mainland China<sup>2</sup>



12-Month LTV of premium smartphone was **almost 2 times** that of non-premium smartphone

<sup>1</sup> LTV is defined as the average cumulative internet services revenue earned per smartphone unit over the specified period and includes pre-installation, search, performance-based and brand ads, and gaming revenue  
<sup>2</sup> As of December 31, 2021, based on smartphone models launched in mainland China since 2020  
<sup>3</sup> Smartphones with mainland China retail price at RMB3,000 and above

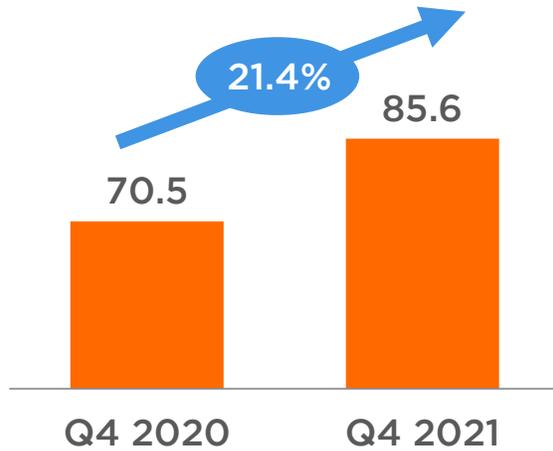


# Financials

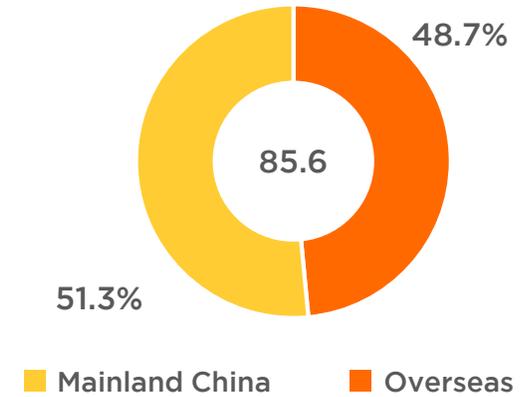


# Quarterly Revenue by Region and Segment

Total Revenue  
RMB Billions



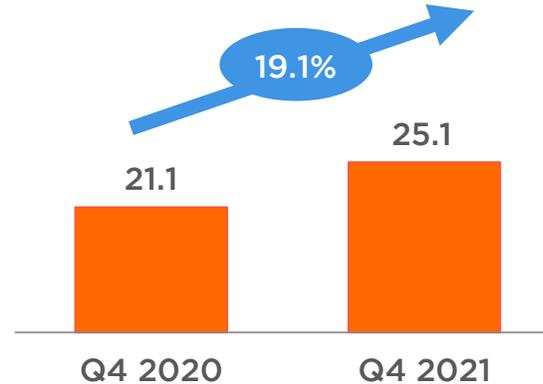
Total Revenue by Region, Q4 2021  
RMB Billions



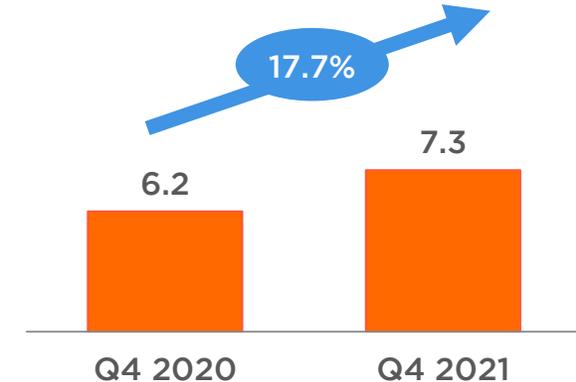
Smartphones Revenue  
RMB Billions



IoT and Lifestyle Products Revenue  
RMB Billions



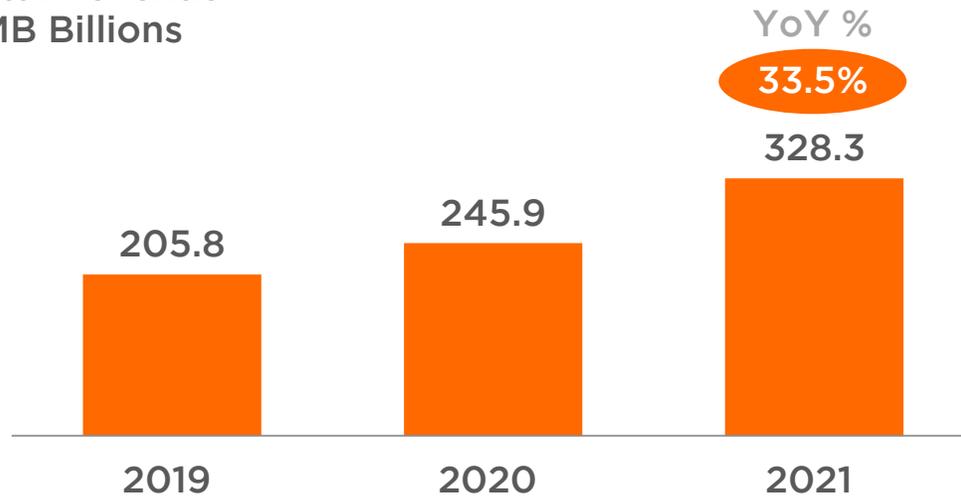
Internet Services Revenue  
RMB Billions



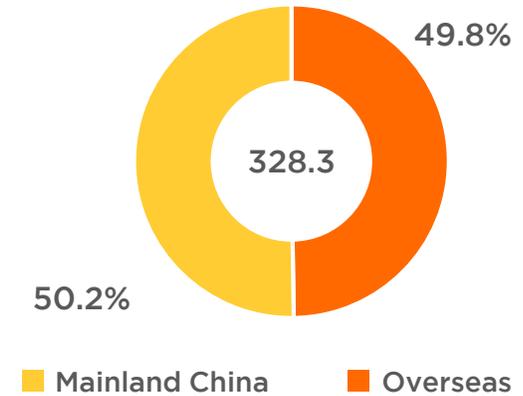


# Annual Revenue by Region and Segment

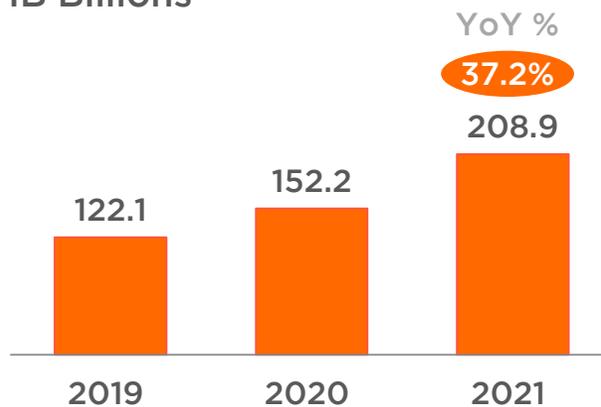
Total Revenue  
RMB Billions



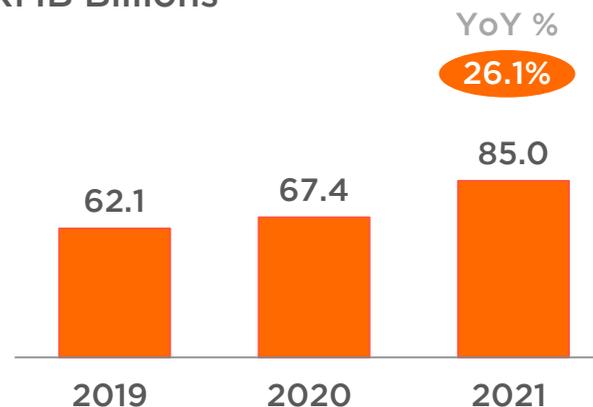
Total Revenue by Region, 2021  
RMB Billions



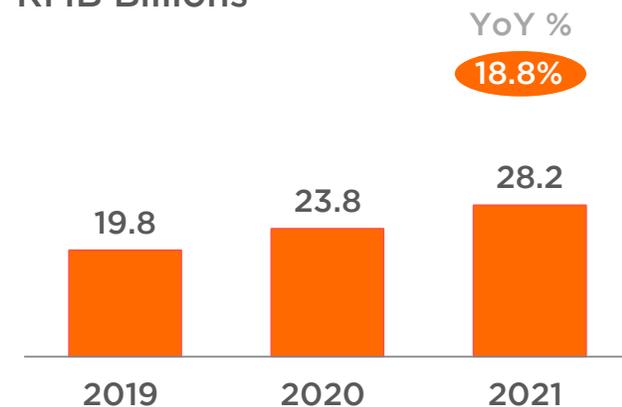
Smartphones Revenue  
RMB Billions



IoT and Lifestyle Products Revenue  
RMB Billions

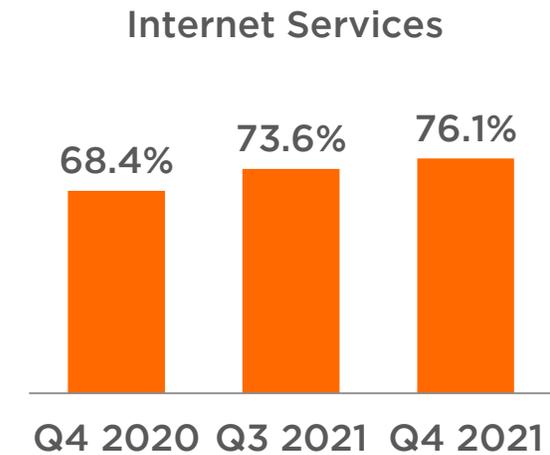
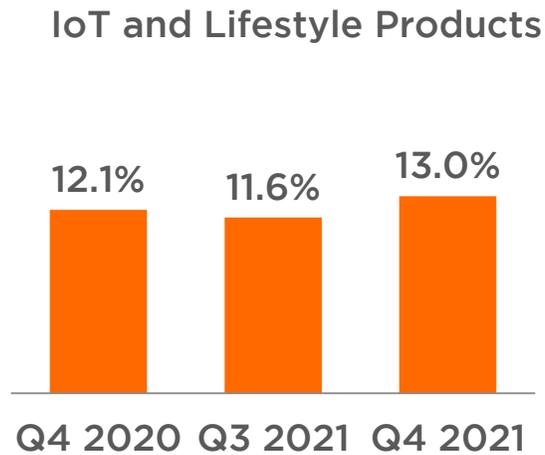
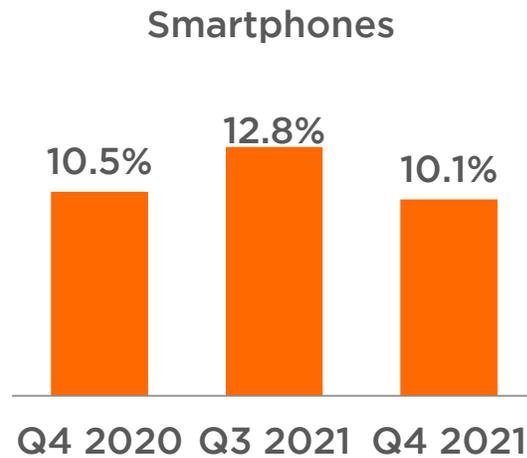
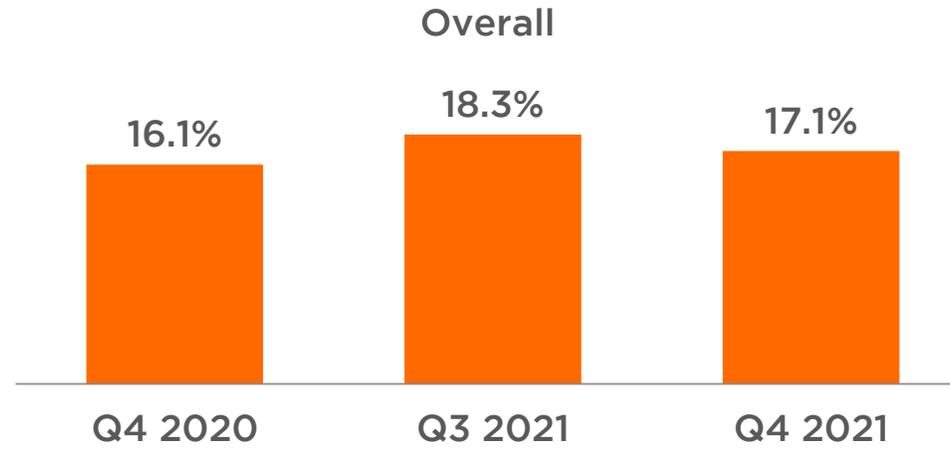


Internet Services Revenue  
RMB Billions



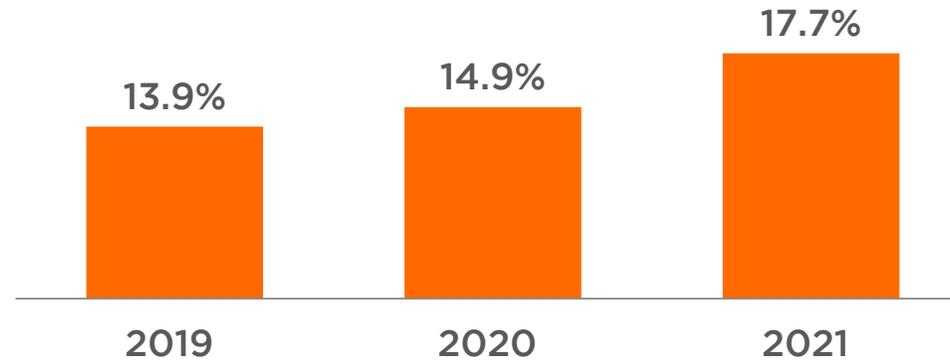


# Quarterly Gross Margin by Segment

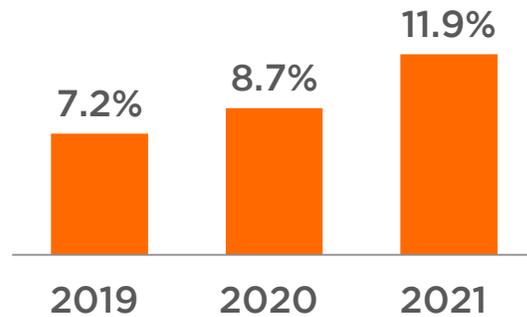


# Annual Gross Margin by Segment

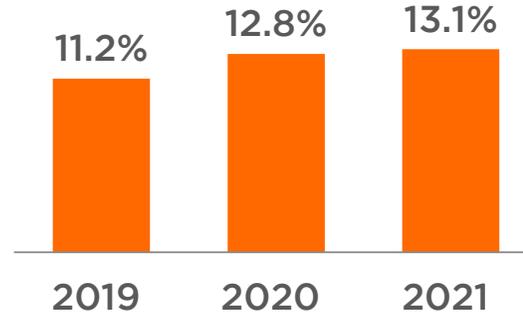
## Overall



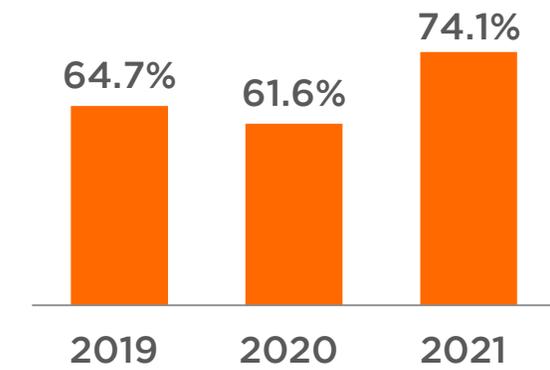
## Smartphones



## IoT and Lifestyle Products



## Internet Services



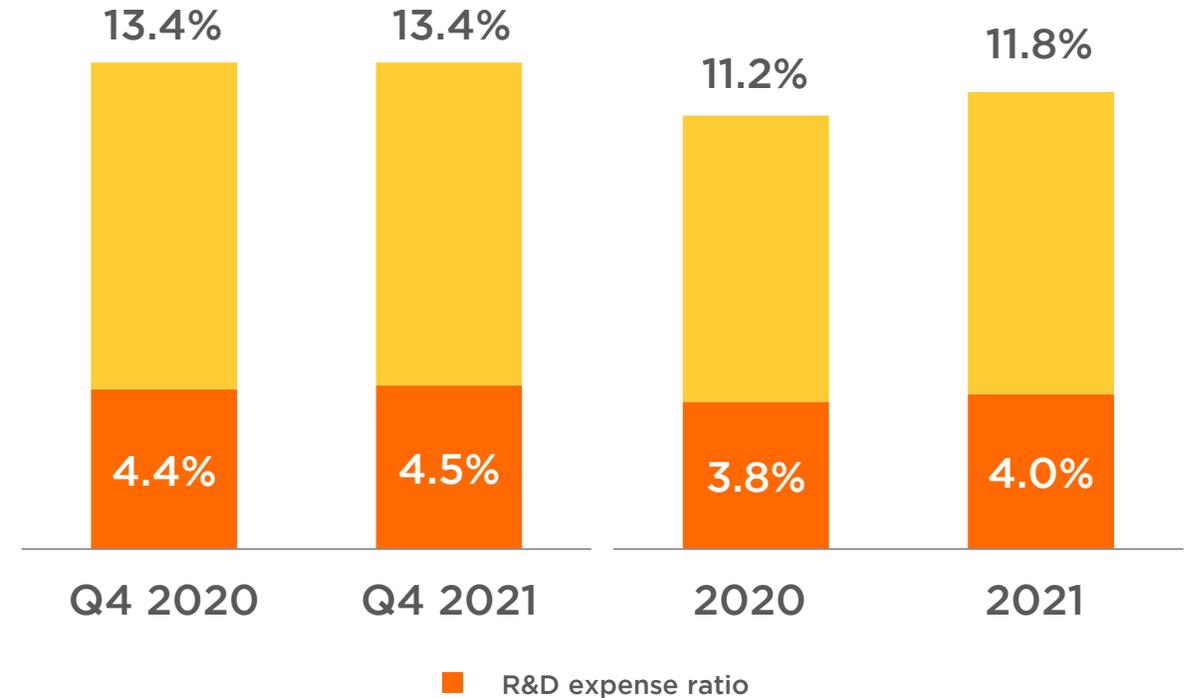


# Continue to Invest in R&D

## Operating Expense Ratio

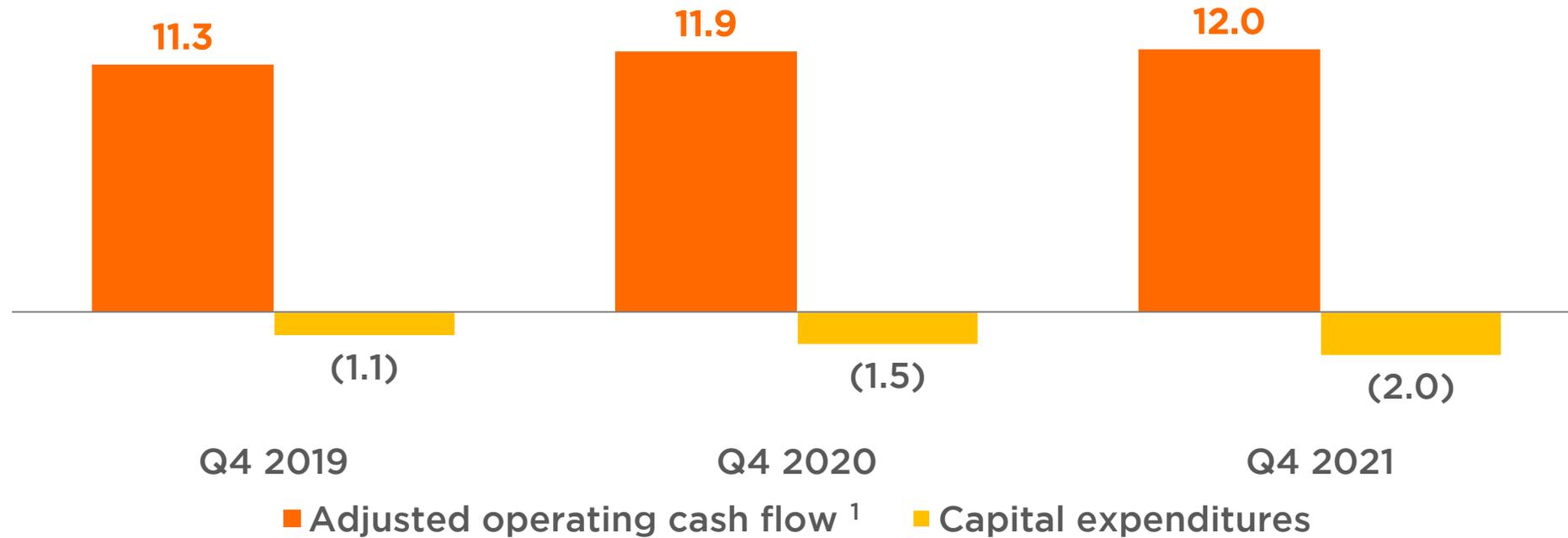
Operating expense ratio was 13.4% in Q4 2021

R&D expense ratio continued to increase



# Robust Cash Flow Performance

Adjusted Operating Cash Flow<sup>1</sup> and Capex  
RMB Billions

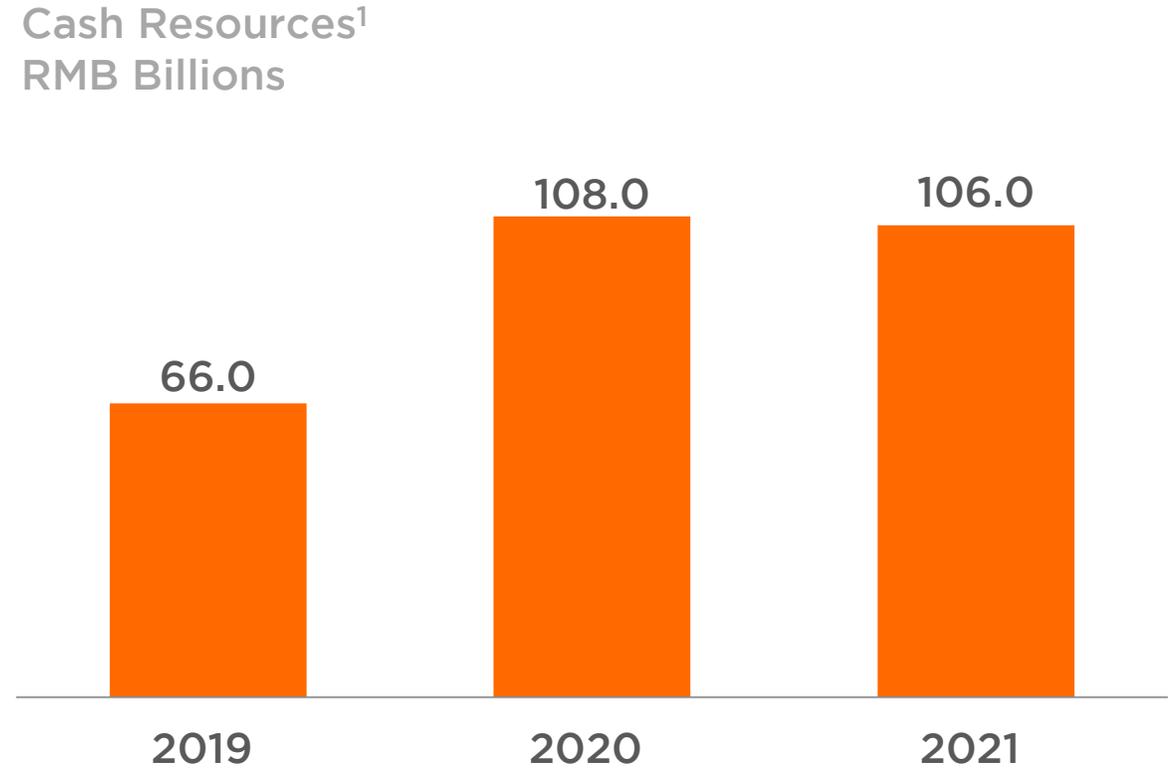


Repurchased **HKD8.4 billion** of Shares in 2021

<sup>1</sup> Operating cash flow adjustments including (i) the change of loan and interest receivables and impairment provision for loan receivables mainly resulting from the fintech business; (ii) the change of trade payments related to the finance factoring business; (iii) the change of restricted cash resulting from the fintech business; and (iv) the change of deposits from customers from the Airstar bank

# Strong Cash Position

Our cash resources reached approximately  
**RMB106.0 billion**



<sup>1</sup> 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

# ESG Awards and Recognitions



## Award of Excellence in ESG



**Award of Excellence in ESG**  
by The Chamber of Hong Kong  
Listed Companies

## World's Best Employer



Recognized on the  
“**2021 World's Best Employers**” list  
by Forbes

# Data Privacy and Cyber Security

In November 2021

**IoT Security Foundation**  
put Xiaomi's IoT Security Policy

among the world's best



In January 2022

**Cyber Security Baseline for Consumer Internet of Things Device Version 2.0**

was issued as a security baseline that all Xiaomi smart devices should follow

In January 2022

**German Federal Office for Information Security (BSI)**

could not identify any anomalies that would require further investigation or other measures

In January 2022

Xiaomi Mesh System AX3000 obtained

**BSI IoT Kitemark™ Certificate**

In February 2022

**TrustArc**

validated that Xiaomi has met the applicable **GDPR Validation Requirements**

# Giving back to Our Community



## Disaster Relief

In July 2021

Flood disaster relief of **RMB50 million** for Henan, China<sup>1</sup>  
Flood disaster relief of **€1 million** for Germany, the Netherlands and Belgium<sup>2</sup>

In October 2021

Flood disaster relief of **RMB10 million** for Shanxi, China<sup>1</sup>  
Volcano relief of **€100,000** for Spain<sup>2</sup>

In December 2021

Covid-19 relief of **RMB10 million** for Xi'an, China<sup>1</sup>  
Typhoon disaster relief of **US\$200,000** for Malaysia and Philippines<sup>2</sup>

In February 2022

Covid-19 relief of **HKD5 million** for Hong Kong, China<sup>2</sup>

## Talent Development

**Xiaomi Scholarships**<sup>1</sup> was established with **RMB500 million** to support 100 universities in China over 5 years. It was launched to second batch of universities in November 2021

In February 2022

Donated **RMB500 million** for **Xiaomi Young Scholar Program**<sup>1</sup> to support 100 universities in China over 5 years

<sup>1</sup>By Beijing Xiaomi Foundation  
<sup>2</sup>By Xiaomi Foundation Limited



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