



Xiaomi Corporation

Q2 2022 Results Announcement



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Q2 2022 Overall Performance

Solid Financial Performance

Revenue
RMB

70.2 billion

Adjusted Net Profit¹
RMB

2.1 billion

Including expenses related to
smart EV and other new initiatives
RMB611 million

Leading Smartphone Market Position

#3

Global
Market Share Ranking²

13.8%

Global
Market Share²

Record High User Base

547.0 million

Global MIUI MAU³
20.5% YoY

140.2 million

Mainland China MIUI MAU³
13.1% YoY

Leading AIoT Platform

526.9 million

AIoT Connected Devices⁴
40.7% YoY

10.2 million

Users with 5 or More
Connected Devices⁴
37.0% 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 Q2 2022

³ In June 2022

⁴ As of June 30, 2022, excluding smartphones, tablets and laptops

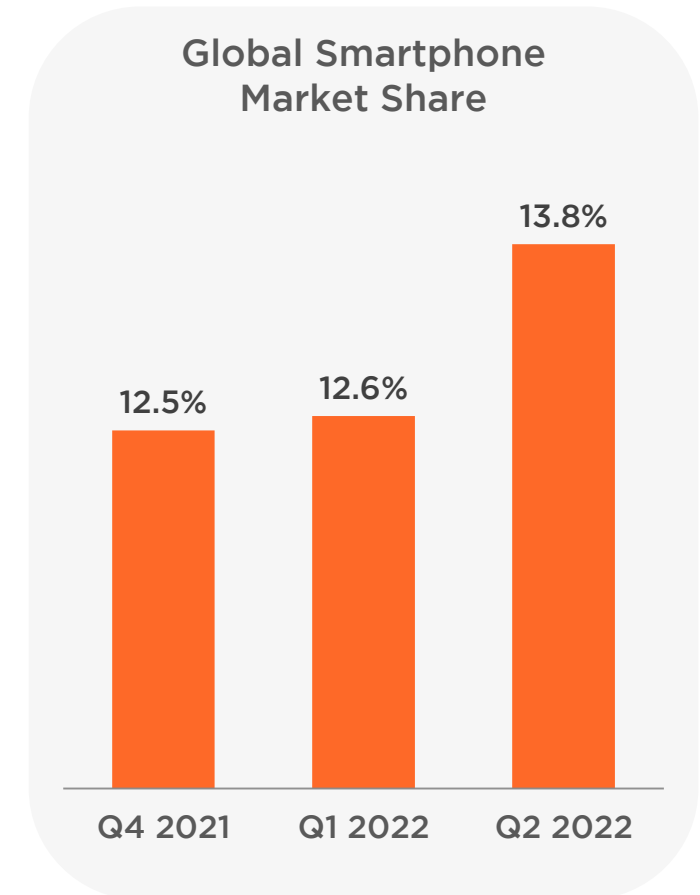


#266

Xiaomi has moved up the Fortune Global 500 list for the 4th consecutive year, rising 72 places in 2022 compared to last year

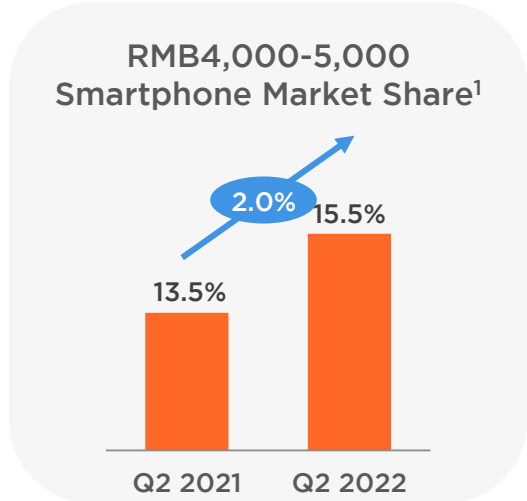
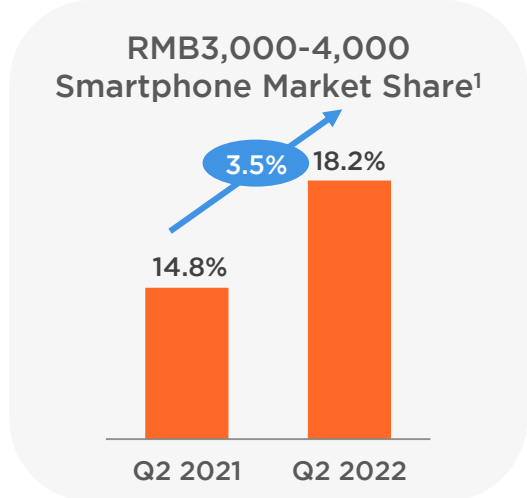
Global Smartphone Market Share Enjoyed QoQ Growth for 2 Consecutive Quarters

Vendor	Q2 2022 Shipments (Million Units)	Q2 2022 Market Share	Shipments QoQ Growth
Samsung	61.8	21.5%	-16.2%
Apple	49.5	17.2%	-12.5%
Xiaomi	39.6	13.8%	1.0%
OPPO	27.3	9.5%	-6.0%
vivo	25.4	8.8%	0.8%
Others	83.8	29.2%	-4.3%
Total	287.4	100.0%	-7.7%



Continued to Execute Smartphone Premiumization Strategy

Premium Smartphones Launched in Mainland China



Note: Based on the retail price at first sales launch in mainland China
¹ By shipments in mainland China, according to third-party data



Outstanding Results During 618 e-Commerce Shopping Festival



Cumulative Paid GMV
RMB18.7 billion¹



No.1 Android Smartphone Brand
by Sales Volume and Sales Value²



148 No.1 Rankings
by Sales Volume or Sales Value
across AIoT Categories³

Note: From 20:00:00 May 31, 2022 to 23:59:59 June 18, 2022

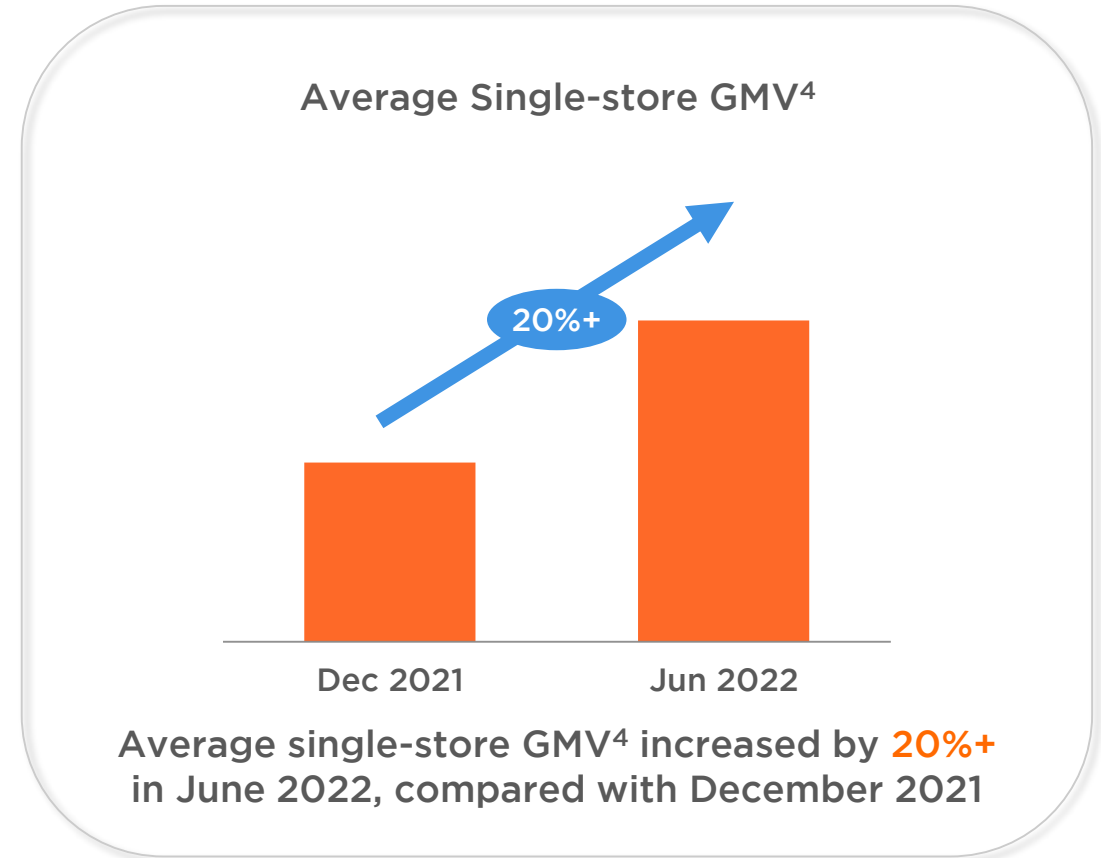
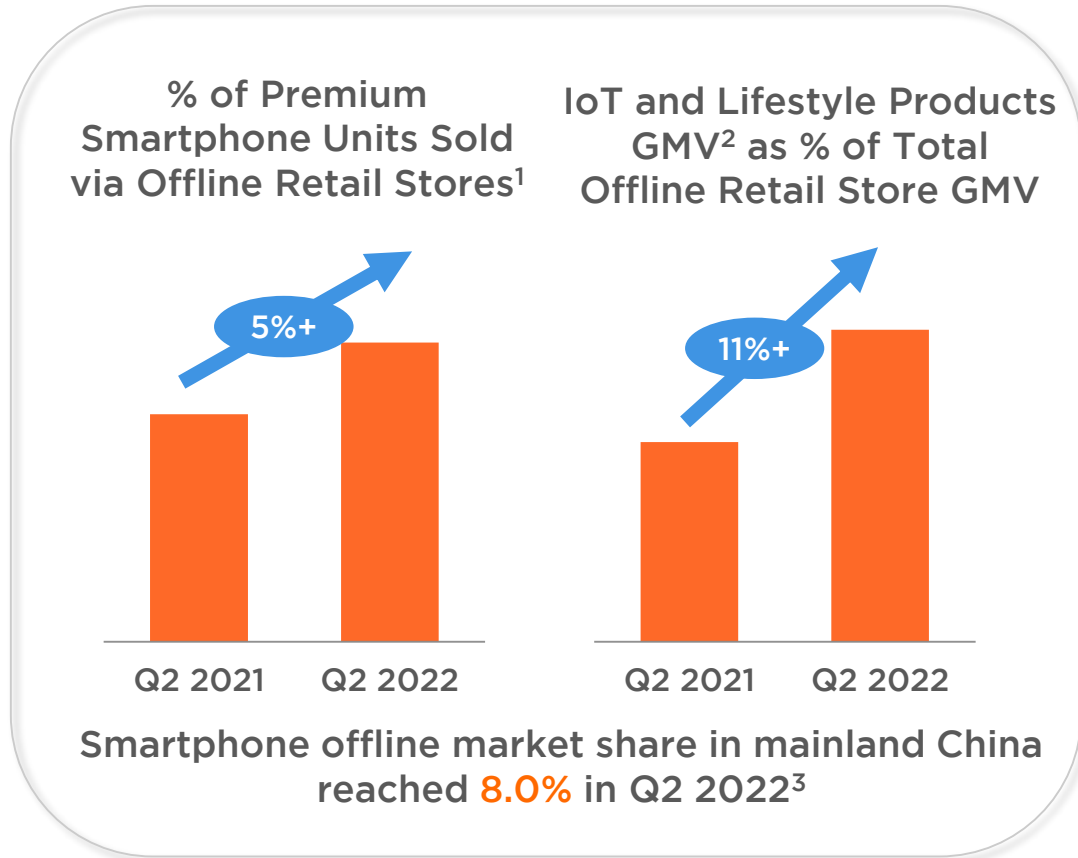
¹ Across all channels and platforms

² Across JD.com, Tmall.com, Pinduoduo, Douyin and Kuaishou

³ Across JD.com and Tmall.com

Growing Offline Retail Presence in Mainland China

As of Q2 2022, the number of offline retail stores **exceeded 10,600**



¹ By shipments in mainland China, according to third-party data. Premium smartphones are smartphones with retail prices at or above RMB3,000 in mainland China

² Including GMV of services offered in offline retail stores

³ By shipments in Q2 2022 in mainland China, according to third-party data

⁴ Average single-store GMV is calculated as the total GMV generated from offline retail stores in the month divided by the average of the number of offline retail stores at the beginning and the end of the month

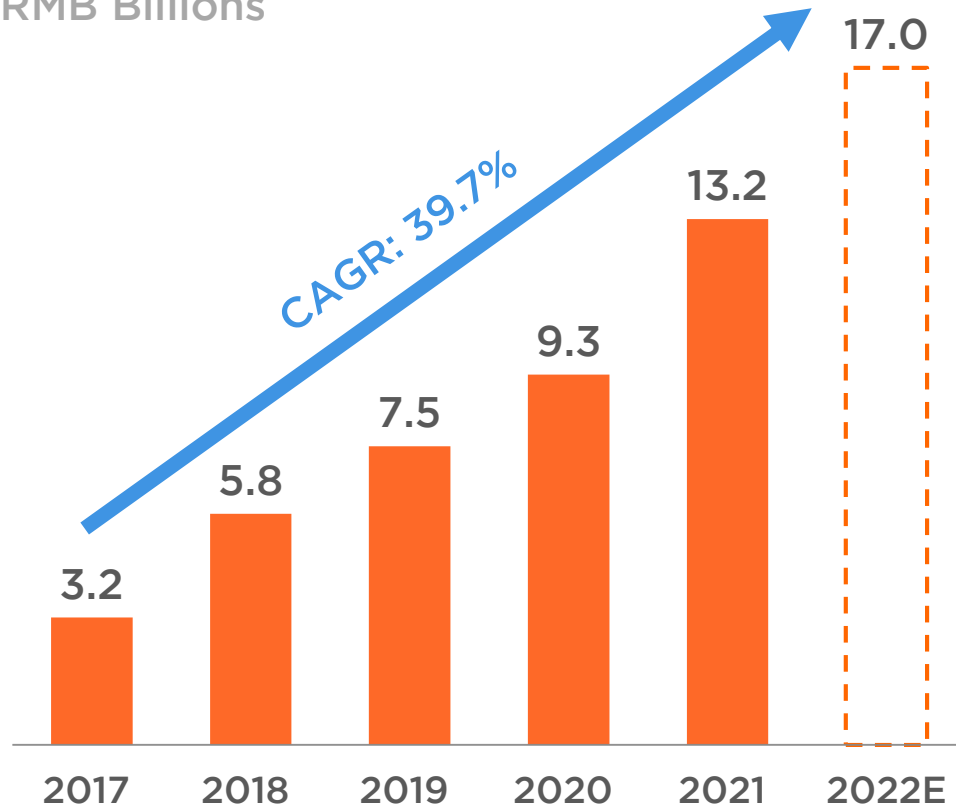


Xiaomi Technology Ecosphere



R&D Expenses Expected to Reach RMB17 billion in 2022 and Exceed RMB100 billion in the Next 5 Years

R&D Expenses
RMB Billions



Xiaomi Technology Ecosphere



Smartphones Wearable Devices Smart Home Smart Manufacturing Smart EVs Bionic Robots

Xiaomi MIX Fold 2: Ultra Slim Foldable Smartphone



Design

- One of the **thinnest** foldable smartphones (5.4mm unfolded)
- **Self-developed** Micro Waterdrop Hinge



Display

- Two displays with exceptional quality
- 2K+ inner display with **Eco²** **OLED** POL-LESS technology
- Flexible Ultra Thin Glass

Eco² OLED™

Camera

- **Leica-certified** Summicron lenses
- Sony IMX766 sensor
- Authentic **Leica** imaging experience

xiaomi MIX Fold 2
CO-ENGINEERED WITH

Experience

- Snapdragon® 8+ Gen 1 Mobile Platform
- 4,500mAh battery
- **MIUI Fold 13** compatibility

MIUI Fold 13



Xiaomi Wearables: Inter-connected Experience with Smartphones



48dB
Smart Dynamic
Noise Cancellation

Built-in
Dimensional Audio

Hi-Res Audio
Wireless
Certified



xiaomi Buds 4 Pro

xiaomi Watch S1 Pro



100+
Fitness Modes

Enhanced
Health Functions



Xiaomi Share



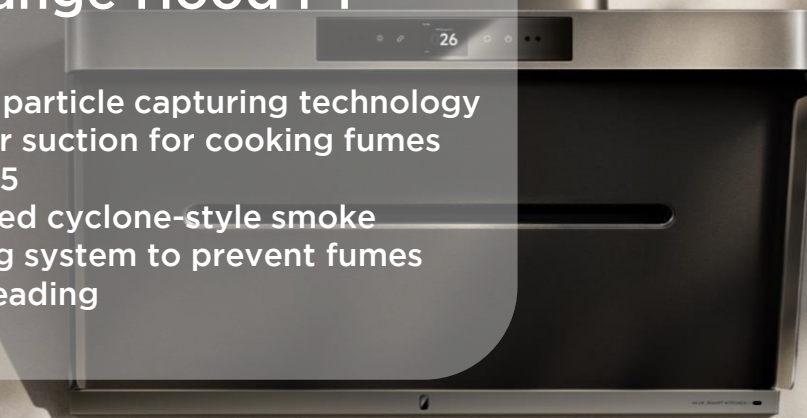
Mijia Dual-Drum Washer Dryer 15kg

- Large capacity, with two drums that can wash and dry two loads of clothes separately and simultaneously
- Stand-alone suspension system to reduce vibration and noise
- Anti-bacteria and anti-mites deep cleaning



Mijia Smart Purifying Range Hood P1

- Dynamic particle capturing technology
- Strong air suction for cooking fumes and PM2.5
- High-speed cyclone-style smoke absorbing system to prevent fumes from spreading





First-tier Player in Autonomous Driving Technology in 2024

RMB 3.3 Billion Investment
in the First R&D Phase

500+
Dedicated Team Member
for Autonomous Driving

140 Testing Vehicles
in the First Phase

Self-developed
Full Stack Approach
Covering Multiple Driving
Scenarios and **Auto-parking**
Solution

Humanoid Robot: Explore Frontiers of Cutting-edge Technology



CyberOne



- ✓ Natural and stable walking posture thanks to the **self-developed humanoid bipedal control algorithm**
- ✓ Advanced vision capabilities with a **self-developed Mi-Sense depth vision module** and combined with an AI interaction algorithm
- ✓ Ability to recognize **85** types of environmental sounds and **45** classifications of human emotions



Smartphones

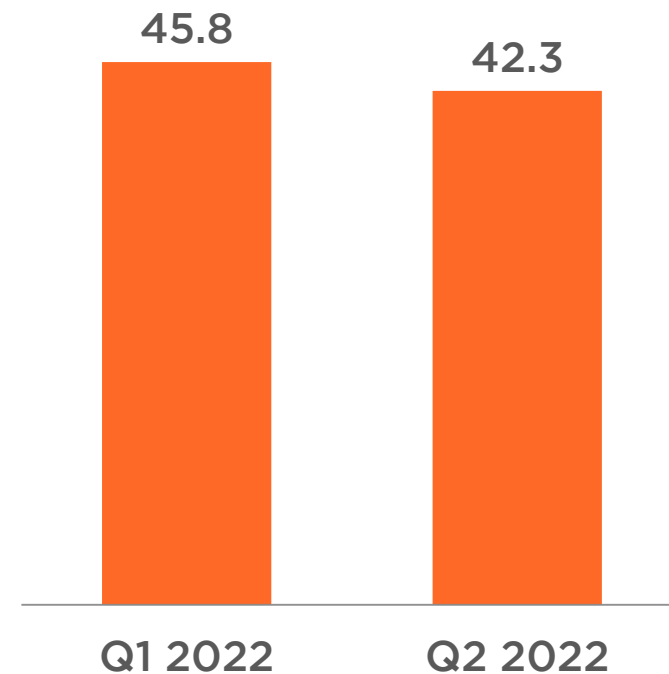
Resilient Performance Despite Macroeconomic Headwinds



In Q2 2022, smartphone revenue reached RMB42.3 billion, with macroeconomic headwinds and COVID-19 resurgence impacting overall smartphone market demand

Smartphone shipments reached 39.1 million units, up **1.5%** QoQ, despite that global industry shipments dropped by 7.7% QoQ¹

Smartphone Revenue
RMB Billions



¹ According to Canalys, by shipments in Q2 2022



Xiaomi 12S Series: Xiaomi's First Co-engineered Imaging System with Leica



Snapdragon® 8+ Gen 1 Mobile Platform



Xiaomi's self-developed Surge G1 battery management chip and Surge P1 charging chip



Sony's IMX989 1" sensor, approaching traditional cameras in terms of hardware specifications



Imaging system "co-engineered with Leica", offering "Leica Authentic Look" and "Leica Vibrant Look"

Positive Review Rate on JD.com¹

Xiaomi 12S	Xiaomi 12S Pro	Xiaomi 12S Ultra
98.37%	98.39%	98.68%



XIAOMI 12S SERIES 2022.06.01 12:35 24mm f/1.9 1/280 ISO505 48°17'37N 117°17'E



XIAOMI 12S SERIES 2022.06.18 16:15 24mm f/1.9 1/1250 ISO225 28°17'37N 115°17'50'E

Note: Specifications based on Xiaomi 12S Ultra

¹ As of August 4, 2022



Redmi K50 Ultra: All-round Upgrade



Redmi K50

Mercedes-AMG PETRONAS Formula One Team Summer Edition

Ultra Performance



Snapdragon® 8+
Gen 1 Mobile
Platform

Ultra Display

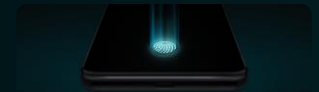


1.5K
Flatscreen Display

Balance between
Image Quality and
Battery Life

Ultra Experience

120W
Fast Charging
Technology +
5,000mAh Battery



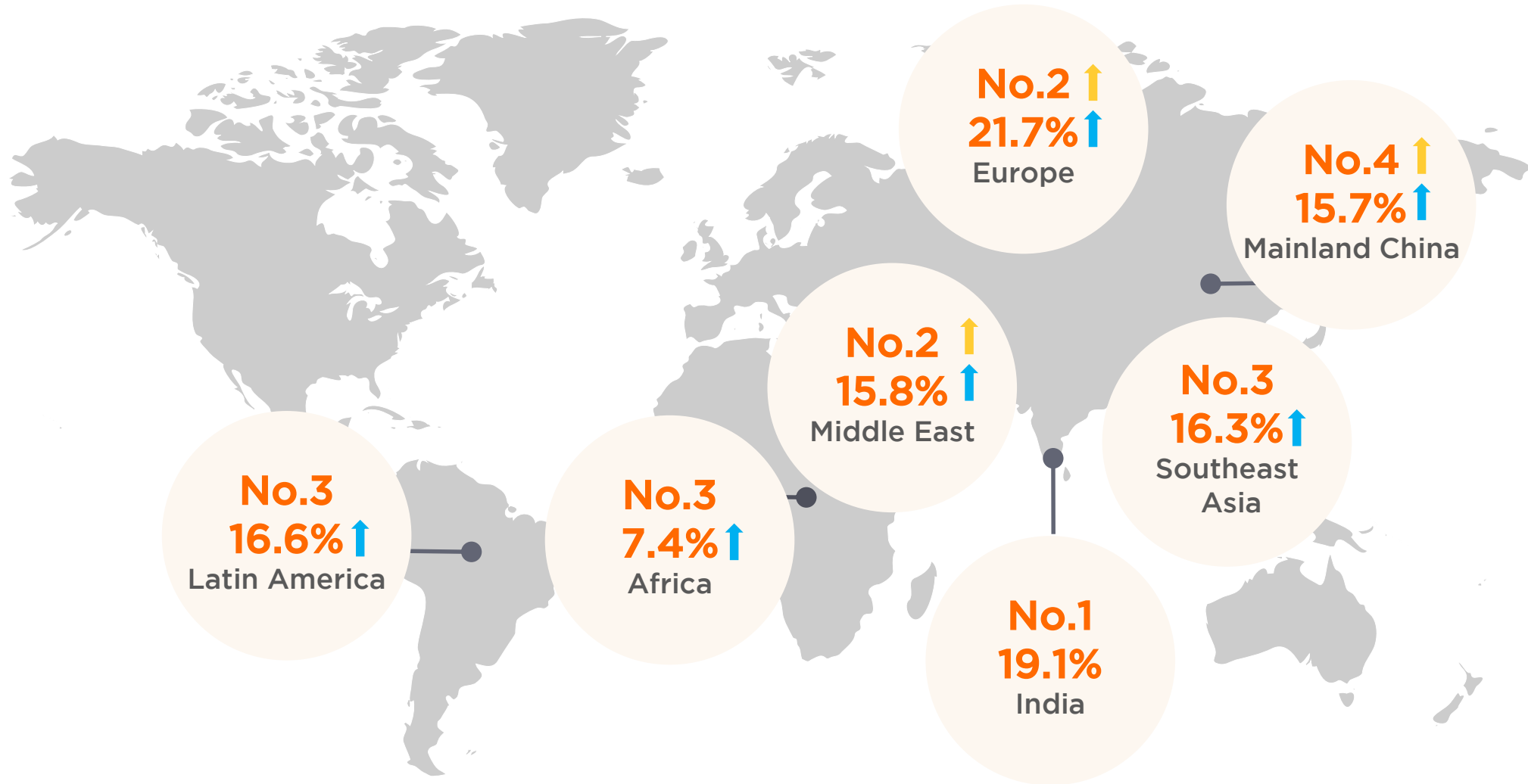
Fingerprint
under Panel

Leadership Across All Major Markets

Q2 2022 Xiaomi Smartphone Ranking and Market Share

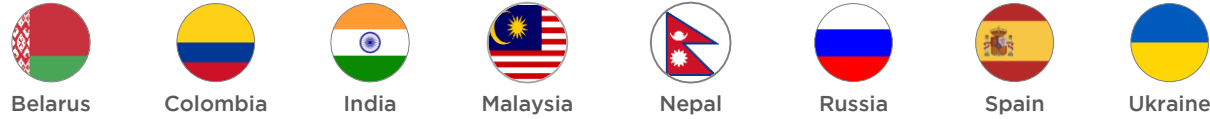
↑ Ranking Improved Compared with Q1 2022

↑ Market Share Improved Compared with Q1 2022



Smartphone Market Share Ranked No. 3 in 55 Markets and Top 5 in 67 Markets in Q2 2022

No.1



No.2



No.3



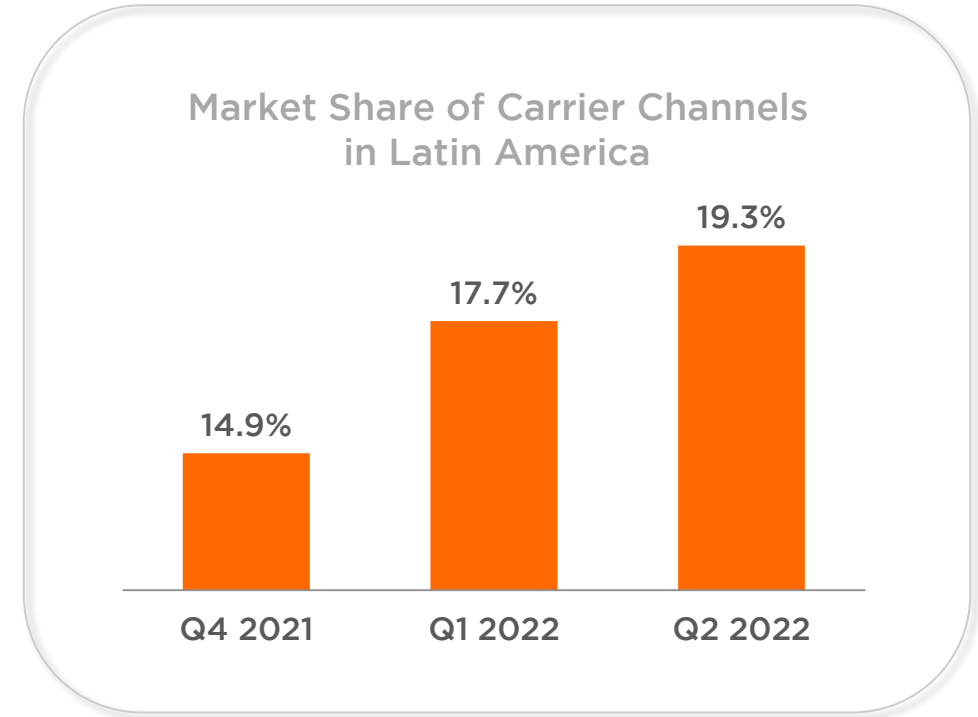
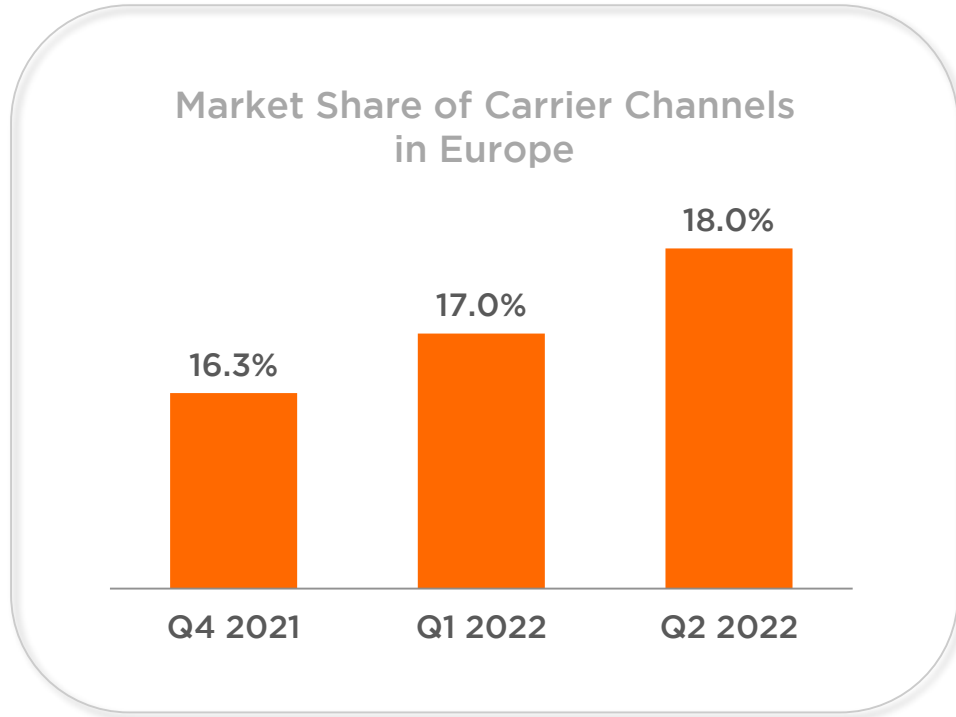
No.4



No.5



Continued Expansion of Overseas Carrier Markets



Smartphone Shipments Through Carrier Channels in Q2 2022

Ranked Top 3 in 40 Overseas Markets



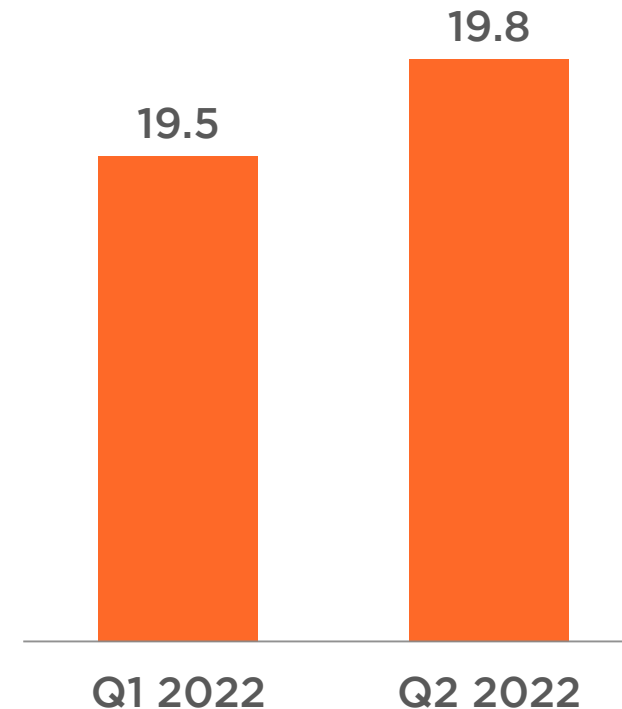
AIoT

Steady IoT and Lifestyle Products Revenue

In Q2 2022, IoT and lifestyle products revenue reached RMB19.8 billion, up 1.7% QoQ

Revenue from mainland China market achieved solid QoQ growth, while revenue from overseas markets decreased QoQ impacted by macroeconomic headwinds

IoT and Lifestyle Products Revenue
RMB Billions



Global Leading Consumer AIoT Platform



526.9 million

Connected Devices¹
Up **40.7%** YoY



10.2 million

Users with 5 or More Devices
Connected to Xiaomi's AIoT Platform¹
Up **37.0%** YoY



115.0 million

AI Assistant MAU²
Up **12.7%** YoY



70.8 million

Mi Home App MAU²
Up **25.2%** YoY

¹ As of June 30, 2022, excluding smartphones, tablets and laptops
² In June 2022

Smart TV: Maintained Leadership in Mainland China



Global Smart TV Shipments in Q2 2022
2.6 million

Ranked **Top 5** Globally¹

No.1
TV Brand
in Mainland China¹

No.1
Smart TV Brand
in India²

Ranked **No.1** by Combined Sales Volume
During 618 e-Commerce Shopping Festival³



¹ According to AVC, by shipments in Q2 2022

² IDC Quarterly Smart Home Device Tracker, Q1 2022 Release; by shipments in Q1 2022

³ From 20:00:00 May 31, 2022 to 23:59:59 June 18, 2022, across JD.com and Tmall.com

White Goods: Continued to Penetrate High-end Market

Revenue of White Goods¹ Grew by **25%+** YoY in Q2 2022 and Reached **Record High**

Air Conditioners

Air conditioner shipments **exceeded 1.2 million** units in Q2 2022, up **35%+** YoY. Shipments in the first 7 months of 2022 **exceeded** total shipments in full year 2021



Refrigerators

Refrigerator shipments **~160k** units in Q2 2022, up **30%+** YoY



Washing Machines

Washing machine shipments **exceeded 240k** units in Q2 2022



¹ Including air conditioners, refrigerators and washing machines

Xiaomi Pad 5 Pro 12.4: Designed for Work and Entertainment



High-performing
Snapdragon 870



Large 12.4" high-quality
display with hardware-level
blue light reduction for a
comfortable and smooth
viewing experience

67W charging
+ 10,000mAh battery



MIUI Pad 13
highly compatible with
a wide range of APPs

13 MIUI Pad 13

20MP high-definition mid-front
camera for the convenience of
video conference

Versatile accessories
including keyboard and pen
to facilitate **multitasking**

Wearables: Leading Brand Globally and in Mainland China



TWS

Global Shipments¹

No.3



Mainland China Shipments¹

No.1



Wearable Bands

Xiaomi Smart Band 7 Pro: Brand-new Design

- Large **Rectangular Always-on** Display
- **Built-in GPS**
- **117** Fitness Modes
- **All-day** Health Tracking



Mainland China Shipments

Exceeded 400k

Since Launch in July 2022

¹ According to Canalis, by shipments in Q2 2022



Internet Services

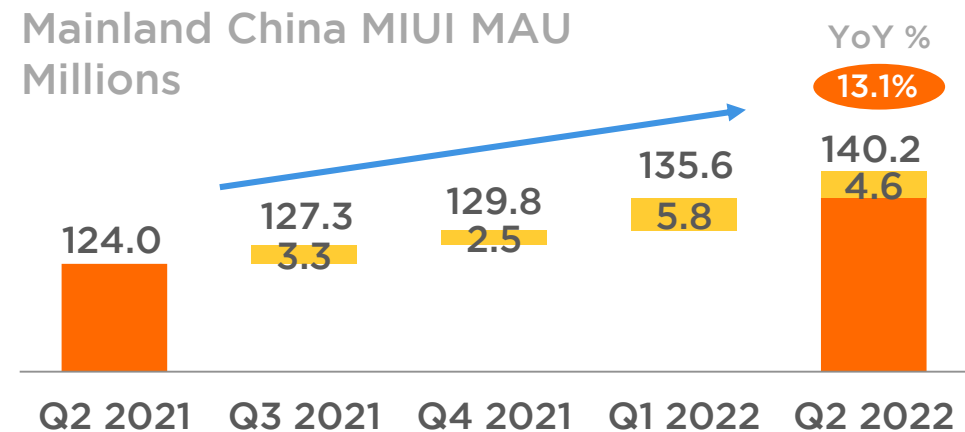
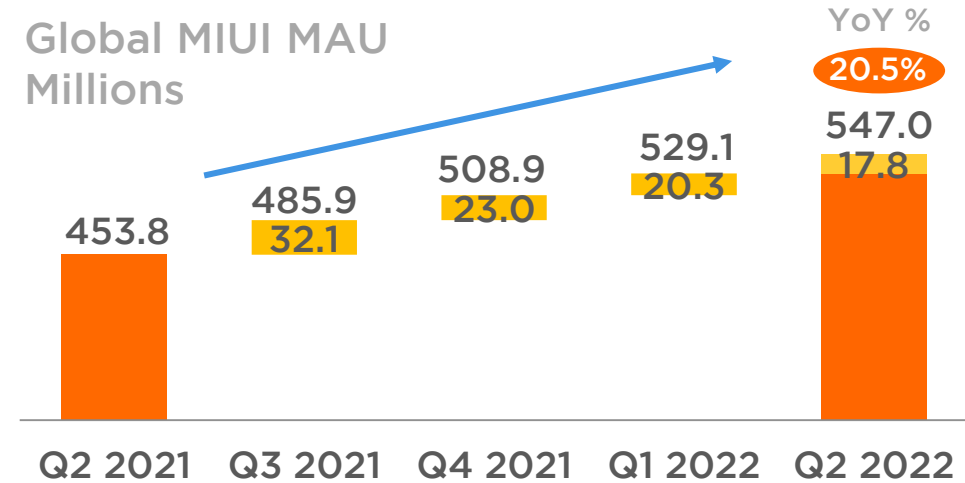


Global MIUI MAU Reached 547 million and Mainland China MIUI MAU Reached 140 million in Q2 2022

Global MIUI MAU¹ reached 547.0 million, a **record high**, YoY growth of 93.1 million

Mainland China MIUI MAU¹ reached 140.2 million, a **record high**, YoY growth of 16.3 million

Global TV MAU² reached ~53 million



¹ In June 2022

² In June 2022, including TV, TV box and TV stick users

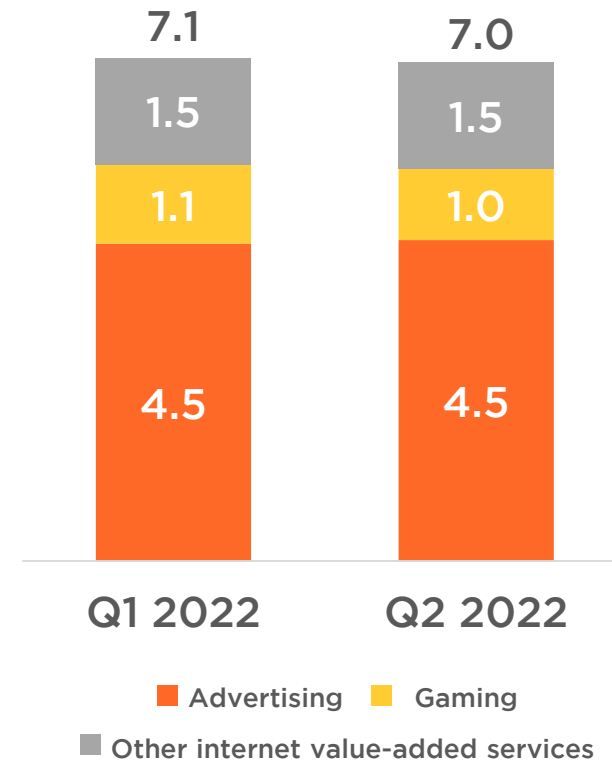
Internet Services Revenue Remained Stable

In Q2 2022, internet services revenue reached RMB7.0 billion

Internet services gross margin reached **73.0%** in Q2 2022, due to increased contribution from advertising business

Global advertising revenue remained stable despite declined overall advertising budget in mainland China

Internet Services Revenue
RMB Billions



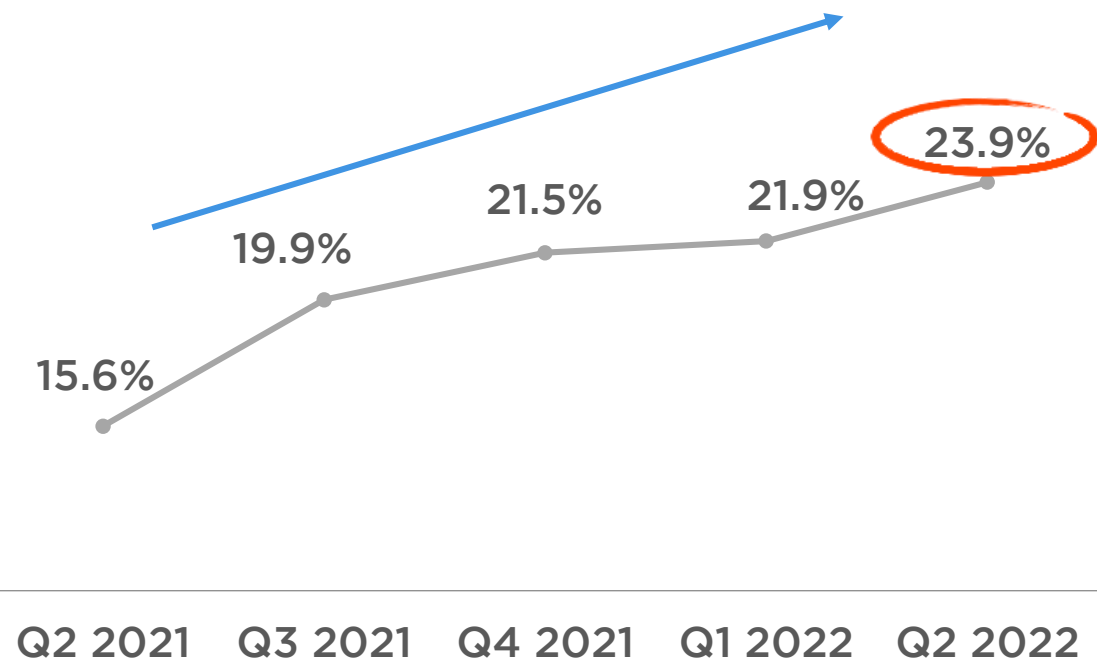
Overseas Internet Services Revenue Reached Record High



Overseas internet services revenue reached a **record high** of RMB1.7 billion, up **52.1%** YoY in Q2 2022, accounting for **23.9%** of total internet services revenue

Western Europe MIUI MAU¹ increased **55%+** YoY and Latin America MIUI MAU¹ increased **55%+** YoY

Overseas Internet Services Revenue as % of Total Internet Services Revenue



¹ In June 2022

Multiple Monetization Engines Driving Advertising Business



Performance-based and Brand Ads



Mainland China:

- Revenue decreased QoQ given COVID-19-related lockdown resulting in lower overall advertising budget

Overseas:

- Stronger content and service operations led to **record high** revenue

Search



Mainland China:

- Revenue increased QoQ due to increased search volume

Overseas:

- Revenue reached a **record high** as a result of improved monetization capability and growing MIUI MAU

Pre-installation



Mainland China:

- Revenue increased QoQ given increased pre-installed units

Overseas:

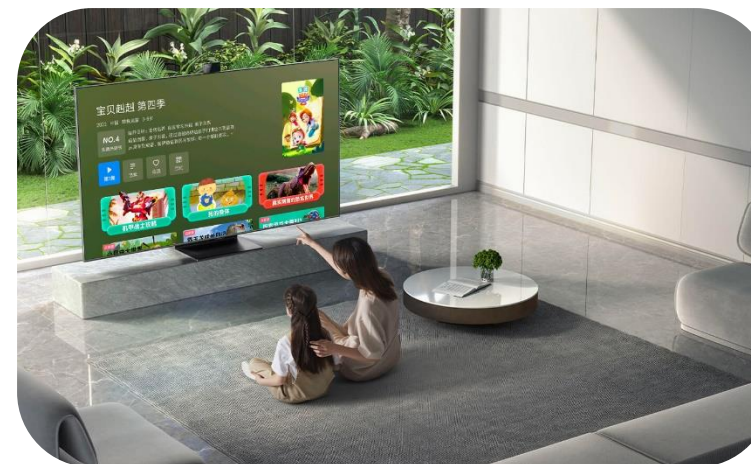
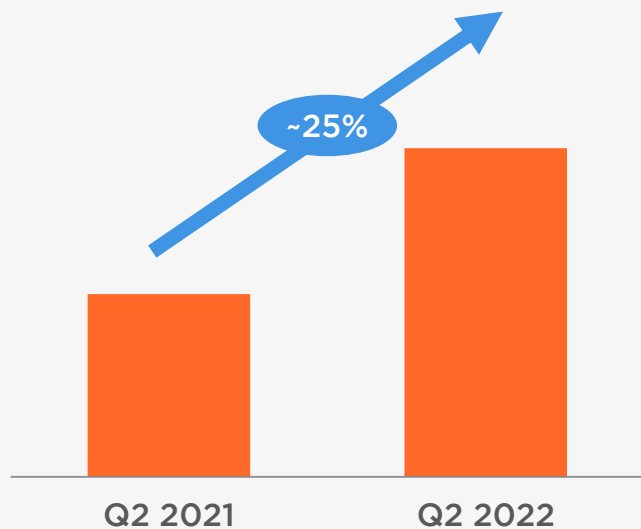
- Revenue grew QoQ as we continued to expand our partnership in overseas markets such as Europe, Latin America and South East Asia

TV Internet Services Revenue Continued to Grow



Strengthened monetization thanks to enriched **contents** and extended **user scenarios** such as sports and family

Mainland China TV VAS¹ Revenue



¹TV VAS primarily includes subscription services

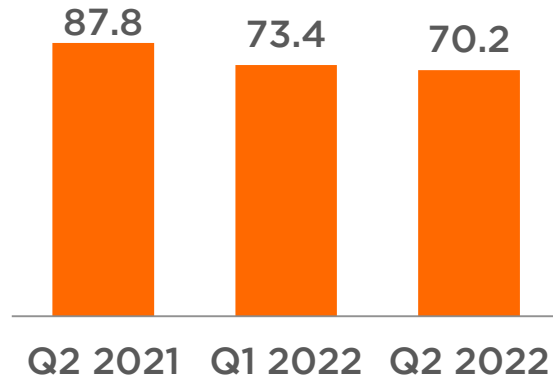


Financials

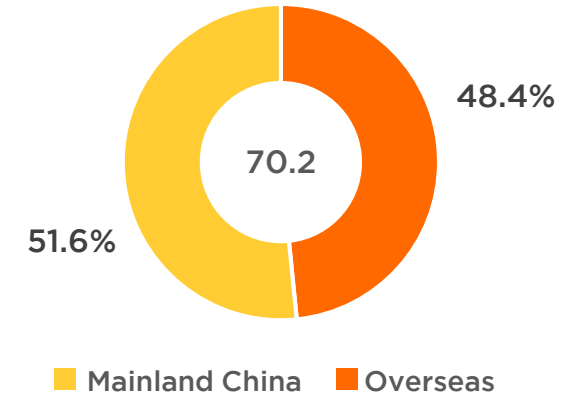


Quarterly Revenue by Region and Segment

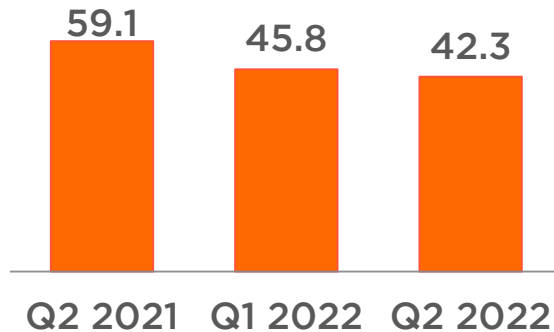
Total Revenue
RMB Billions



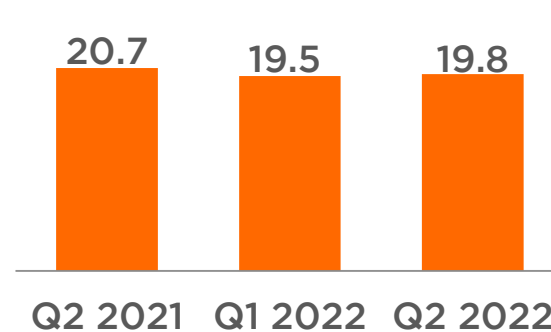
Total Revenue by Region, Q2 2022
RMB Billions



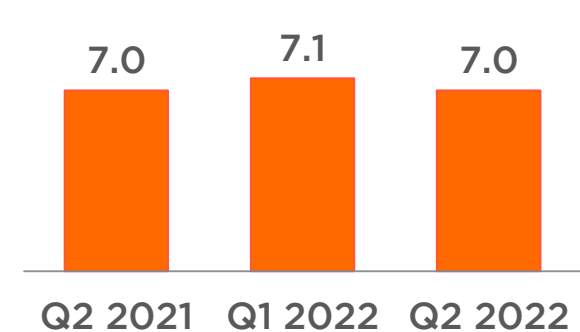
Smartphones Revenue
RMB Billions



IoT and Lifestyle Products Revenue
RMB Billions



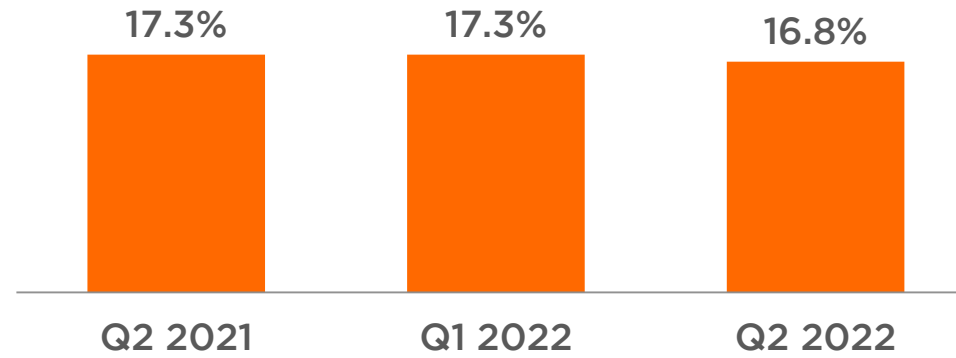
Internet Services Revenue
RMB Billions



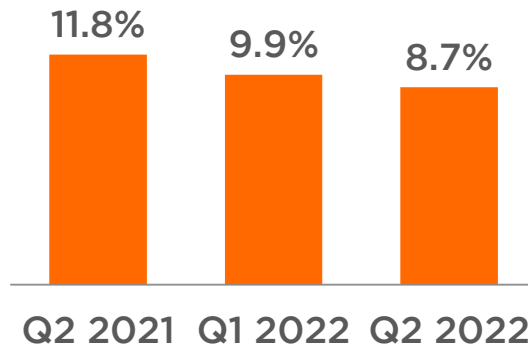


Quarterly Gross Margin by Segment

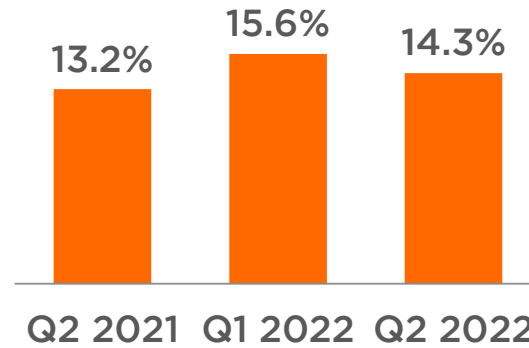
Overall



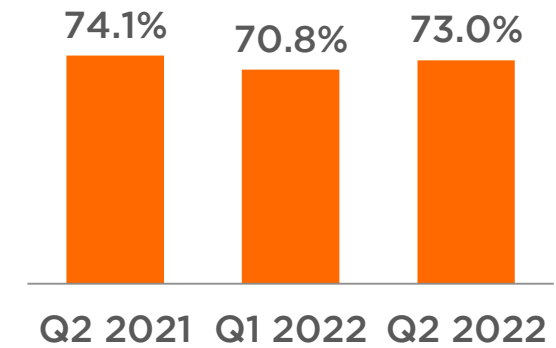
Smartphones



IoT and Lifestyle Products



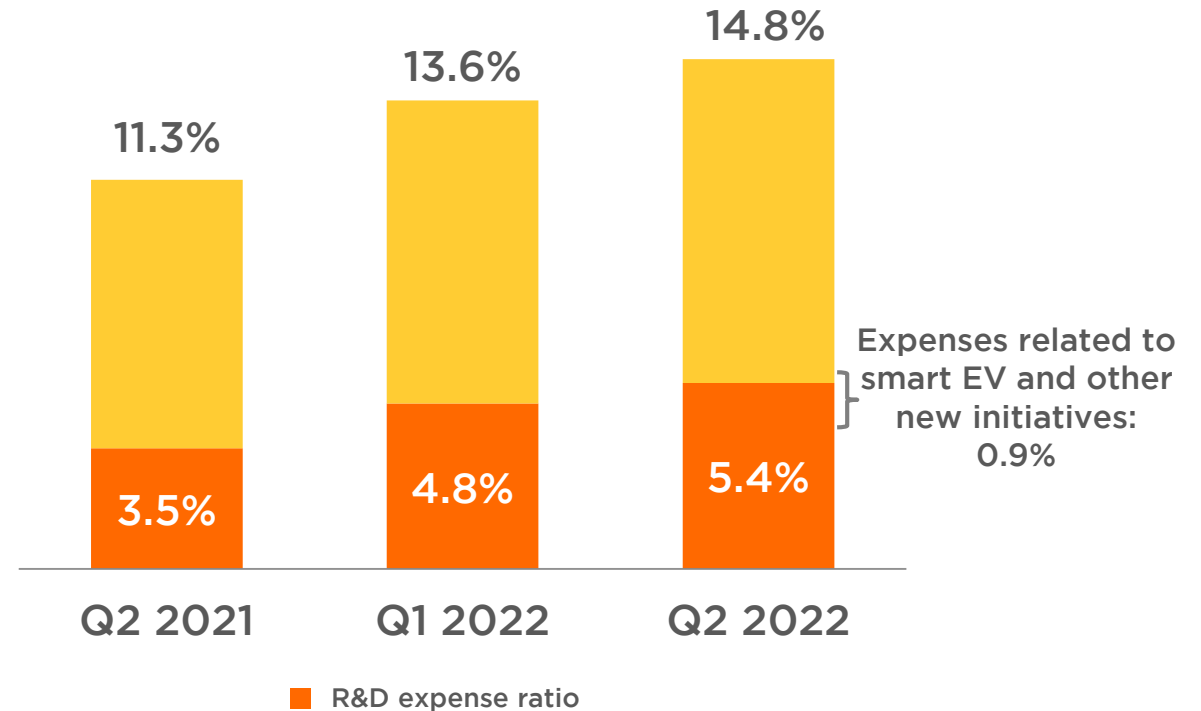
Internet Services



Continue to Invest in R&D

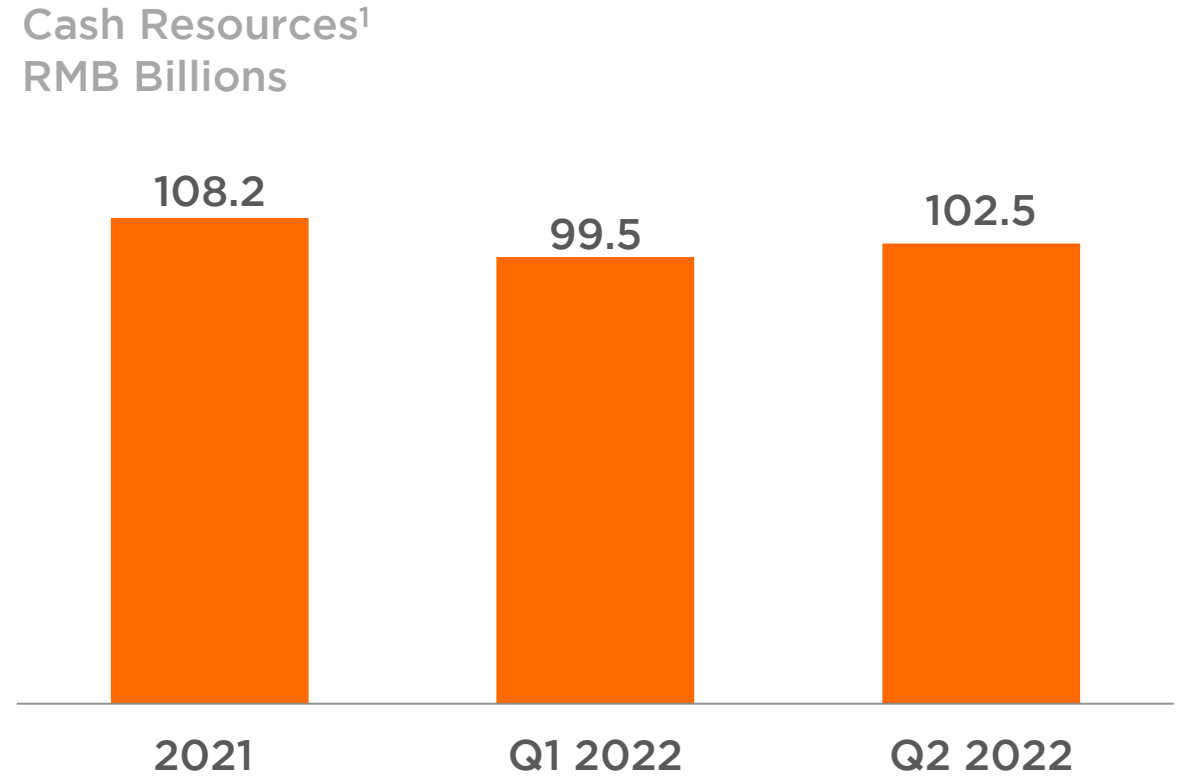
Operating Expense Ratio

Operating expense ratio was 14.8% in Q2 2022 with increased investment in R&D, including expenses related to smart EV and other new initiatives of RMB611 million



Strong Cash Position

Our cash resources reached approximately
RMB102.5 billion



¹ 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

ESG Awards and Recognitions



Forbes

2022 BEST EMPLOYER SELECTION

China's **Best Employer** of the Year

China's **Most Sustainable Employer** of the Year

China's **Most Digitally Responsible Employer** of the Year

Institutional Investor

Institutional Investor

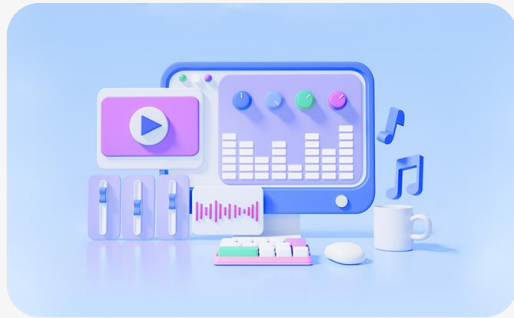
2022 ASIA (EX-JAPAN) EXECUTIVE TEAM

MOST HONORED COMPANY

Best ESG
In Technology Hardware Sector

Accessibility and Data Security

Accessibility



“My Own Voice” Project:
Create a **unique and customized** voice for a user with **speech disorders**, using our self-developed Text-To-Speech technology



Collaborated with Xinyang government to **customize** Redmi Note 11E model for **elderly people** and bring convenience to their life

Data Security



Xiaomi Electric Scooter 4 Pro obtained **IoT Security Rating Gold level certification** from Underwriter Laboratories Inc, which marked the world's **first** electric scooter with such a high-level safety rating

Giving back to Our Community

Disaster and COVID-19 Relief

Reconstructed **79 schools** in Henan Province since the flood disaster in July 2021¹

RMB1 million COVID-19 donation to Hainan Red Cross Society in August 2022¹

Talent Development

Donate **RMB500 million** to Beijing Municipal Natural Science Foundation Committee to support fundamental research in fields such as AI and smart manufacturing¹

Since February 2022, Xiaomi Young Scholar Program¹ has been rolled out to **over 10 universities** in mainland China, including Peking University and Tsinghua University



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