Xiaomi Corporation
Q1 2023 Results Announcement
Disclaimer

By attending the meeting where this presentation is made, or by reading the presentation materials, you agree to be bound by the following limitations:

The information in this presentation has been prepared by representatives of Xiaomi Corporation (the “Company”, and together with its subsidiaries, the “Group”) for use in presentations by the Group and does not constitute a recommendation regarding the securities of the Group. No part of this presentation should form the basis of, or be relied on in connection with, any contract or commitment or investment decision whatsoever.

No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information, or opinions contained herein. Neither the Company nor any of the Company’s subsidiaries, affiliates, advisors or representatives shall have any responsibility or liability whatsoever (for negligence or otherwise) for any loss howsoever arising from any use of this presentation or its contents or otherwise arising in connection with this presentation. The information set out herein may be subject to updating, completion, revision, verification and amendment and such information may change materially.

This presentation is based on the economic, regulatory, market and other conditions in effect on the date hereof. It should be understood that subsequent developments may affect the information contained in this presentation, which neither the Company nor its subsidiaries, affiliates, advisors or representatives are under an obligation to update, revise or affirm.

The information communicated in this presentation may contain certain statements that are or may be forward looking. These statements typically contain words such as “will”, “may”, “expects”, “forecasts”, “plans” and “anticipates” and words of similar import. By their nature forward looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There may be additional material risks that are currently not considered to be material or of which the Company and its advisors or representatives are unaware. Against the background of these uncertainties, readers should not rely on these forward-looking statements. Neither the Company nor its subsidiaries, affiliates, advisors or representatives assume any responsibility to update forward-looking statements or to adapt them to future events or developments.

This presentation and the information contained herein does not constitute or form part of any offer for sale or subscription of or solicitation or invitation of any offer to buy or subscribe for any securities of the Company or any of its subsidiaries or affiliates in any jurisdiction. The securities of the Company have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”), and may not be offered, sold or delivered within the United States or to U.S. persons absent from registration under or an applicable exemption from the registration requirements of the United States securities laws.

In addition, certain information related to other companies and market in general presented in this presentation has been obtained from publicly available information. The accuracy and appropriateness of that information has not been verified by the Company and cannot be guaranteed.

No invitation is made by this presentation or the information contained herein to enter into, or offer to enter into, any agreement to purchase, acquire, dispose of, subscribe for or underwrite any securities or structured products, and no offer is made of any shares in or debentures of a company for purchase or subscription except as permitted under relevant laws.
### Q1 2023 Overall Performance

#### Financial Performance

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Adjusted Net Profit&lt;sup&gt;1&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>RMB 59.5 billion</td>
<td>RMB 3.2 billion, up 13.1% YoY</td>
</tr>
</tbody>
</table>

<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

Including expenses related to smart EV and other new initiatives RMB1.1 billion

#### Smartphone Market Position

| #3 Global Market Share Ranking<sup>2</sup> | 11.3% Global Market Share<sup>2</sup> |

#### User Base

| 594.8 million Global MIUI MAU<sup>3</sup> | 146.2 million Mainland China MIUI MAU<sup>3</sup> |

<sup>3</sup> In March 2023

12.4% YoY

7.8% YoY

#### AIoT Platform

| 618.0 million AIoT Connected Devices<sup>4</sup> | 12.3 million Users with 5 or More Connected Devices<sup>4</sup> |

<sup>4</sup> As of March 31, 2023, excluding smartphones, tablets and laptops

29.2% YoY

29.6% YoY

2 According to Canalys, by shipments in Q1 2023

2 In March 2023
2023 Key Corporate Strategies

- Prudent Operations
- Continue to Invest in the Future
- Dual Emphasis on Scale and Profitability
Relentless Execution of Smartphone Premiumization Strategy

Four Consecutive Premium Product Series Well Received among Users

- **Xiaomi 13 Ultra**
  - Launched in April 2023
  - Positive review rate: 99%+

- **Xiaomi 13 Series**
  - Launched in December 2022
  - Positive review rate: 99%+

- **Xiaomi MIX Fold 2**
  - Launched in August 2022
  - Positive review rate: 99%+

- **Xiaomi 12S Ultra**
  - Launched in July 2022
  - Positive review rate: 98%+

Mainland China Smartphone ASP (RMB)

- **Q1 2022**: RMB4,000-5,000 Smartphone Market Share increased by 18%+

- **Q1 2023**: RMB4,000-5,000 Smartphone Market Share increased by 24.1%+

**Ranked No.1 Among Android Brands**

- **Q1 2022**: 16.4%
- **Q1 2023**: 24.1%

In mainland China, our overall premium smartphones sold in Q1 2023 increased by 23%+ YoY.

---

1. Positive review rate on JD.com in one month after product launch. Based on ratings from Xiaomi JD self-operated flagship store.
2. By units sold in mainland China, according to third-party data. Premium smartphones in mainland China are smartphones with retail prices at or above RMB3,000.
Strengthened Offline Retail Performance in Mainland China

Average single-store GMV by Quarter

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Q1 2022</th>
<th>Q2 2022</th>
<th>Q3 2022</th>
<th>Q4 2022</th>
<th>Q1 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average single-store GMV by Quarter</td>
<td>6.7%</td>
<td>6.7%</td>
<td>7.9%</td>
<td>55%+ of Xiaomi 13 Series² and Xiaomi 13 Ultra sold via offline retail stores³</td>
<td></td>
</tr>
</tbody>
</table>

Smartphone Offline Market Share¹

<table>
<thead>
<tr>
<th>Year</th>
<th>2021</th>
<th>2022</th>
<th>Q1 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone Offline Market Share</td>
<td>6.7%</td>
<td>6.7%</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

¹ By units sold in mainland China, according to third-party data
² Including Xiaomi 13 and Xiaomi 13 Pro
³ As of May 17, 2023
R&D Expenses Reached RMB4.1 billion in Q1 2023

R&D Expenses
RMB Billions

2017-2022 CAGR: 38.4%

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>3.2</td>
<td>5.8</td>
<td>7.5</td>
<td>9.3</td>
<td>13.2</td>
<td>16.0</td>
<td>4.1</td>
</tr>
</tbody>
</table>

Number of R&D Employees\(^1\)
50%+
of Total Employees\(^1\)
Number of Granted Patents Globally\(^1\)
32,000+

Xiaomi Camera Algorithm Team

Won 4 Champions in CVPR 2023
CVPR is the most influential seminar globally in the computer vision field

---

\(^1\) As of March 31, 2023
Embrace AI Opportunities Proactively

Technology Advantages
- Self-developed AI assistant
- Camera algorithm
- Autonomous driving ...

Relevant Use Cases
- Smartphone operating system
- Automotive operating system ...

Experienced Team
- 1,200+ AI-related employees
- Assembled AI Lab large language model team

Development Strategies
- Self-developed core technologies
- Potential collaboration with third parties
- Strategic investment opportunities
Gross Profit Margin Improved in Q1 2023

Smartphone Gross Profit Margin

%  
Q1 2022 9.9%  Q2 2022 8.7%  Q3 2022 8.9%  Q4 2022 8.2%  Q1 2023 11.2%

Overall Gross Profit Margin

%  
Q1 2022 17.3%  Q2 2022 16.8%  Q3 2022 16.6%  Q4 2022 17.2%  Q1 2023 19.5%
Continued to Control Operating Expenses

Operating Expenses
RMB Billions

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Operating expenses (excluding expenses related to smart EV and other new initiatives)</th>
<th>Expenses related to smart EV and other new initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2022</td>
<td>10.0</td>
<td>0.4</td>
</tr>
<tr>
<td>Q2 2022</td>
<td>10.4</td>
<td>0.6</td>
</tr>
<tr>
<td>Q3 2022</td>
<td>10.2</td>
<td>0.8</td>
</tr>
<tr>
<td>Q4 2022</td>
<td>11.9</td>
<td>1.2</td>
</tr>
<tr>
<td>Q1 2023</td>
<td>9.4</td>
<td>1.1</td>
</tr>
</tbody>
</table>
Lowest Inventory Levels in 9 Quarters

Inventory
RMB Billions

<table>
<thead>
<tr>
<th>Period</th>
<th>Raw materials</th>
<th>Finished goods</th>
<th>Others</th>
<th>Provision for impairment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2022</td>
<td>19.8</td>
<td>17.2</td>
<td>1.7</td>
<td></td>
</tr>
<tr>
<td>Q2 2022</td>
<td>26.6</td>
<td>32.5</td>
<td>2.4</td>
<td></td>
</tr>
<tr>
<td>Q3 2022</td>
<td>11.4</td>
<td>9.0</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Q4 2022</td>
<td>29.3</td>
<td>27.3</td>
<td>3.5</td>
<td></td>
</tr>
<tr>
<td>Q1 2023</td>
<td>22.0</td>
<td>16.9</td>
<td>3.7</td>
<td></td>
</tr>
</tbody>
</table>

1 Including work in progress, spare parts, and others
Global MIUI MAU\(^1\) exceeded

600 million

\(^1\) Global MIUI MAU as of May 21, 2023 refers to the number of active users in the last 30 days
Smartphones
Resilient Performance Despite Macroeconomic Headwinds

In Q1 2023, smartphones revenue was RMB35.0 billion

Smartphone shipments were 30.4 million units

ASP increased to RMB1,152, up 2.7% QoQ

Gross profit margin reached 11.2%
### Global Smartphone Shipments Ranked No.3 in Q1 2023

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Q1 2023 Shipments (Million Units)</th>
<th>Q1 2023 Market Share</th>
<th>QoQ Shipments Changes (Million Units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung</td>
<td>60.3</td>
<td>22.4%</td>
<td>2.0</td>
</tr>
<tr>
<td>Apple</td>
<td>58.0</td>
<td>21.5%</td>
<td>-15.2</td>
</tr>
<tr>
<td>Xiaomi</td>
<td>30.5</td>
<td>11.3%</td>
<td>-2.7</td>
</tr>
<tr>
<td>OPPO</td>
<td>26.6</td>
<td>9.9%</td>
<td>-1.9</td>
</tr>
<tr>
<td>vivo</td>
<td>20.9</td>
<td>7.8%</td>
<td>-3.0</td>
</tr>
<tr>
<td>Others</td>
<td>73.4</td>
<td>27.2%</td>
<td>-6.3</td>
</tr>
<tr>
<td>Total</td>
<td>269.8</td>
<td>100.0%</td>
<td>-27.1</td>
</tr>
</tbody>
</table>

Source: Canalys, by shipments
## Mainland China Smartphone Units Sold Ranked No.4 in Q1 2023

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Q1 2023 Units Sold (Million Units)</th>
<th>Q1 2023 Market Share</th>
<th>QoQ Units Sold Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>13.5</td>
<td>18.9%</td>
<td>-13.2%</td>
</tr>
<tr>
<td>OPPO</td>
<td>11.6</td>
<td>16.2%</td>
<td>17.5%</td>
</tr>
<tr>
<td>vivo</td>
<td>10.3</td>
<td>14.5%</td>
<td>25.5%</td>
</tr>
<tr>
<td><strong>Xiaomi</strong></td>
<td><strong>10.3</strong></td>
<td><strong>14.4%</strong></td>
<td><strong>22.2%</strong></td>
</tr>
<tr>
<td>HONOR</td>
<td>10.1</td>
<td>14.2%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Others</td>
<td>15.6</td>
<td>21.8%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Total</td>
<td><strong>71.3</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>9.2%</strong></td>
</tr>
</tbody>
</table>

Source: Third-party data, by units sold
Leadership Across All Major Markets Globally

Q1 2023 Xiaomi Smartphone Shipments Ranking and Market Share

Smartphone Market Share Ranked Top 3 in 47 Markets and Top 5 in 64 Markets

Source: Canalys, by shipments
Xiaomi 13 Ultra: Unparalleled Imaging Experience

Launched in Mainland China in April 2023

Further-upgraded Summicron Lens for Mobile Imaging, Co-developed with Leica

A Quad Camera System with Leica Optical Lens Covering Six Focal Lengths

Three Special Edition Colors

Powerful Snapdragon 8 Gen 2

2K Display with Peak Brightness up to 2,600 nits

Self-developed Surge P2 Charging Chip and G1 Battery Management Chip
Redmi Note 12 Turbo: Ultra Performance

Launched in Mainland China in March 2023

- **Performance**: Snapdragon 7+ Gen 2
- **Display**: OLED screen with super-thin frame
- **Camera**: 64MP + OIS

Up to 16GB of RAM and 1TB of storage

Launched together with Redmi Buds 4 Harry Potter Edition
AIoT
Global Leading Consumer AIoT Platform

Number of Connected Devices\(^1\) Millions

<table>
<thead>
<tr>
<th></th>
<th>Q1 2022</th>
<th>Q2 2022</th>
<th>Q3 2022</th>
<th>Q4 2022</th>
<th>Q1 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millions</td>
<td>478.1</td>
<td>526.9</td>
<td>558.3</td>
<td>589.4</td>
<td>618.0</td>
</tr>
</tbody>
</table>

Users with 5 or More Devices Connected to Xiaomi's AIoT Platform\(^1\) Millions

<table>
<thead>
<tr>
<th></th>
<th>Q1 2022</th>
<th>Q2 2022</th>
<th>Q3 2022</th>
<th>Q4 2022</th>
<th>Q1 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millions</td>
<td>9.5</td>
<td>10.2</td>
<td>10.9</td>
<td>11.6</td>
<td>12.3</td>
</tr>
</tbody>
</table>

Mi Home App MAU Millions

<table>
<thead>
<tr>
<th></th>
<th>Q1 2022</th>
<th>Q2 2022</th>
<th>Q3 2022</th>
<th>Q4 2022</th>
<th>Q1 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millions</td>
<td>65.8</td>
<td>70.8</td>
<td>72.4</td>
<td>75.8</td>
<td>78.1</td>
</tr>
</tbody>
</table>

\(^1\) Excluding smartphones, tablets and laptops
IoT and Lifestyle Products Revenue

In Q1 2023, IoT and lifestyle products revenue reached RMB16.8 billion.

Gross profit margin reached 15.7%, a record high.
Smart Large Home Appliances: Solid Growth

Revenue Grew by 60%+ YoY in Q1 2023

**Air Conditioners**

Air conditioner shipments exceeded 420k units in Q1 2023, up 60%+ YoY

**Refrigerators**

Refrigerator shipments exceeded 350k units in Q1 2023, tripled the shipments of Q1 2022

**Washing Machines**

Washing machine shipments exceeded 250k units in Q1 2023
Smart TV: Leading Position Globally

Global Smart TV Shipments in Q1 2023
2.8 million

Ranked Top 5 Globally\(^1\)

Xiaomi TV Master Mini LED 86”
Launched in Mainland China in April 2023

\(^1\) According to AVC, by shipments in Q1 2023
Wearables: Leading Position in Mainland China

**Leading Brand**

<table>
<thead>
<tr>
<th>Wearable Bands</th>
<th>TWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mainland China Shipments&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Mainland China Shipments&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>No.2</strong></td>
<td><strong>No.2</strong></td>
</tr>
</tbody>
</table>

**New Product Launch**

Xiaomi Smart Band 8

*Launched in Mainland China in April 2023*

A high-resolution 1.62” full AMOLED screen

A variety of accessories that allow affixing the device to shoes or necklaces

---

<sup>1</sup> According to Canalys, by shipments in Q1 2023. Wearable bands include basic bands, basic watches, and smart watches
Numerous Global Design Awards for Our AIoT Products
Internet Services
Global MIUI MAU Reached 595 million and Mainland China MIUI MAU Reached 146 million in Q1 2023

Global MIUI MAU\(^1\) reached 594.8 million, YoY growth of 65.7 million (12.4%)  

Mainland China MIUI MAU\(^1\) reached 146.2 million, YoY growth of 10.6 million (7.8%)  

Global TV MAU\(^2\) exceeded 60 million  

All three metrics reached record highs

\(^{1}\) In March 2023  
\(^{2}\) In March 2023, including TV, TV box and TV stick users
In Q1 2023, internet services revenue reached RMB7.0 billion.

Gaming revenue reached a record high.
Strong Recovery of Gaming Business

- Tiered User Management to Increase Paying Users
- Refined Business Operation to Enhance Activation and Conversion
- Continued Premium Smartphone User Penetration
- Diversified Game Portfolio

Xiaomi Gaming Revenue YoY Growth %

- Q1 2022: 3.0%
- Q2 2022: 4.7%
- Q3 2022: 1.8%
- Q4 2022: 8.7%
- Q1 2023: 16.3%
In Q1 2023, overseas internet services revenue reached RMB1.8 billion, up 16.4% YoY, accounting for 25.7% of total internet services revenue.

Overseas performance-based and brand ads revenue reached a record high.
Financials
Q1 2023 Revenue by Region and Segment

**Total Revenue**
- **Q4 2022**: 66.0 RMB Billions
- **Q1 2023**: 59.5 RMB Billions

**Smartphones Revenue**
- **Q4 2022**: 36.7 RMB Billions
- **Q1 2023**: 35.0 RMB Billions

**IoT and Lifestyle Products Revenue**
- **Q4 2022**: 21.4 RMB Billions
- **Q1 2023**: 16.8 RMB Billions

**Internet Services Revenue**
- **Q4 2022**: 7.2 RMB Billions
- **Q1 2023**: 7.0 RMB Billions

**Total Revenue by Region**
- **Mainland China**
  - **Q4 2022**: 59.5 RMB Billions (54.6%)
  - **Q1 2023**: 59.5 RMB Billions (54.6%)

- **Overseas**
  - **Q4 2022**: 45.4% (45.4%)
Q1 2023 Gross Profit Margin by Segment

**Overall**
- Q4 2022: 17.2%
- Q1 2023: 19.5%

**IoT and Lifestyle Products**
- Q4 2022: 14.3%
- Q1 2023: 15.7%

**Smartphones**
- Decreased warranty provision (one-time cost of approximately RMB0.7 billion in Q4 2022)
- Improved product mix
- Q4 2022: 8.2%
- Q1 2023: 11.2%

**Internet Services**
- Increased gross profit margin of gaming business
- Q4 2022: 71.5%
- Q1 2023: 72.3%

**IoT and Lifestyle Products**
- Increased gross profit margin of smart TVs and laptops
- Increased gross profit margin of certain lifestyle products
- Q4 2022: 14.3%
- Q1 2023: 15.7%
Adjusted Net Profit up 121.3% QoQ

Adjusted Net Profit Movement
RMB Billions

Q4 2022 Adjusted Net Profit: 1.5
Increase of Smartphones Gross Profit: 0.9
Decrease of Operating Expenses: 2.5
Others: (1.8)
Q1 2023 Adjusted Net Profit: 3.2

Expenses related to smart EV and other new initiatives
Our cash resources were approximately RMB94.6 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
2022 ESG Report Published (For the 5th Year)

Environmental, Social and Governance Report

About the Report
This is the 5th Environmental, Social and Governance (ESG) Report (the “Report”) published by Xiaomi Corporation ("Xiaomi", the "Group", the "Company", or "we", with the aim to present, on an objective and full basis, the ESG policies, management, and implementation progress of Xiaomi Corporation and its subsidiaries in 2022.

The Report was prepared in accordance with the requirements of the (Chinese) Environmental, Social and Governance Reporting Guidance issued by the Ministry of Environmental Protection of the People’s Republic of China and the Guidance on Social Responsibility Reporting issued by the Chinese Academy of Social Sciences.

The Report covers Xiaomi’s business activities and the corresponding environmental, social and governance performance in 2022.

The Report also includes the procedures and results of the verification of the reported data and information.

Greenhouse Gas ("GHG") Emissions

<table>
<thead>
<tr>
<th>(Metric Tons CO₂e)</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope 1 Emissions</td>
<td>9,096.95</td>
<td>7,122.60</td>
</tr>
<tr>
<td>Scope 2 Emissions</td>
<td>73,723.21</td>
<td>78,620.01</td>
</tr>
<tr>
<td>Scope 3 Emissions</td>
<td>12,368,223.29</td>
<td>Being verified and expected to release in July 2023</td>
</tr>
</tbody>
</table>

2022 Environmental-related data are verified by British Standards Institution (BSI)

Note: Scope 1 and Scope 2 GHG emissions of Beijing Xiaomi Science and Technology Campus both decreased in 2022, compared with those of 2021.
GHG Emission Reduction Targets

We are committed to reducing our Scope 1 and Scope 2 GHG emissions

By no later than 2030

Reduce GHG emissions\(^1\) from our main operating segments\(^2\) by at least 70% from the base year\(^3\) level

By no later than 2040

Reduce GHG emissions from our main operating segments by at least 98% from the base year level, with pre-conditions in place to achieve net zero emission\(^4\)

Prioritize the use of low-carbon technologies, long-term green power purchase agreement, and on-site renewable energy generation to reduce GHG emissions throughout our target period

Encourage key suppliers to establish renewable energy usage and GHG emission reduction targets that are comparable to or more ambitious than ours to deliver continuous reduction in our Scope 3 emissions

---

\(^1\) GHG emissions: Refers to the Company’s GHG emissions (absolute value) calculated in accordance with standards such as GHG Protocol and ISO 14064 standard
\(^2\) Main operating segments: Smartphone, IoT and Lifestyle products, Internet Services, and others (same scope as the operating segments stated in the 2022 Annual Report)
\(^3\) Base year: 2021
\(^4\) Net-zero emission: Refers to the ISO Net zero guidelines (IWA 42:2002)’s definition and guidelines on net zero emissions, of which the residual GHG emissions in the target year are in line with the science-based pathways to limit global warming by 1.5 °C
IR@xiaomi.com
https://ir.mi.com/