



# 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 Profit<sup>1</sup>

**5.2 billion**

RMB

25.4% YoY

## Leading Smartphone Market Position<sup>2</sup>

**#3**

Global Market Share

**#4**

Mainland China Market Share

## Growing User Base

**485.9 million**

Global MIUI MAU<sup>3</sup>

32.0% YoY

**127.3 million**

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

16.4% YoY

## Leading AIoT Platform

**400.1 million**

AIoT Connected Devices<sup>4</sup>

33.1% YoY

**8.0 million**

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

42.8% 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 3Q 2021

<sup>3</sup> In September 2021

<sup>4</sup> As of September 30, 2021, excluding smartphones, laptops and tablets

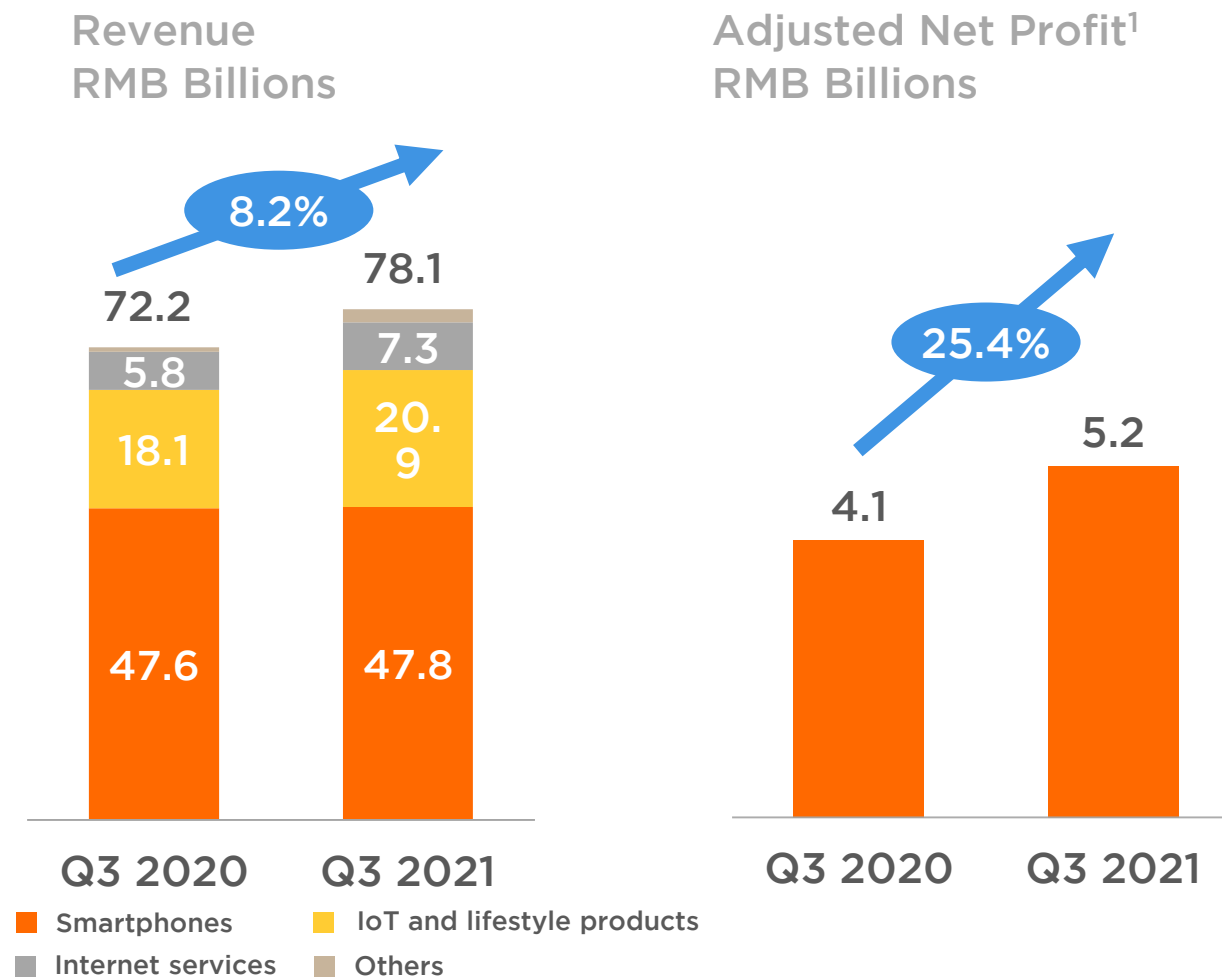
# Growing Revenue and Adjusted Net Profit



In Q3 2021

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

Adjusted net profit<sup>1</sup> was RMB5.2 billion, up **25.4%** YoY



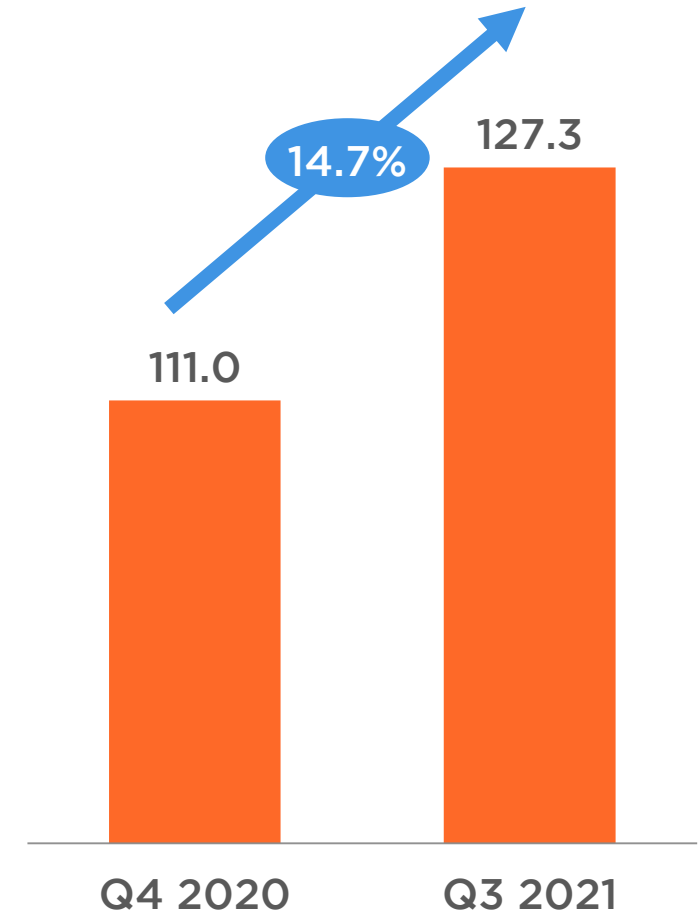
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# Successfully Attracting New Smartphone Users

Percentage of New Users Since Product Launch<sup>1</sup>



Mainland China MIUI MAU Millions



<sup>1</sup> 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 smartphone<sup>2</sup> shipments reached **~18 million** units globally in 9M 2021, versus ~10 million units in 2020

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

<sup>2</sup> 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



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

in a 5G Smartphone Performance Assessment by China Telecom

<sup>1</sup> 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  
Employees<sup>1</sup>

**~14,000**  
**>44%** of total employees<sup>1</sup>

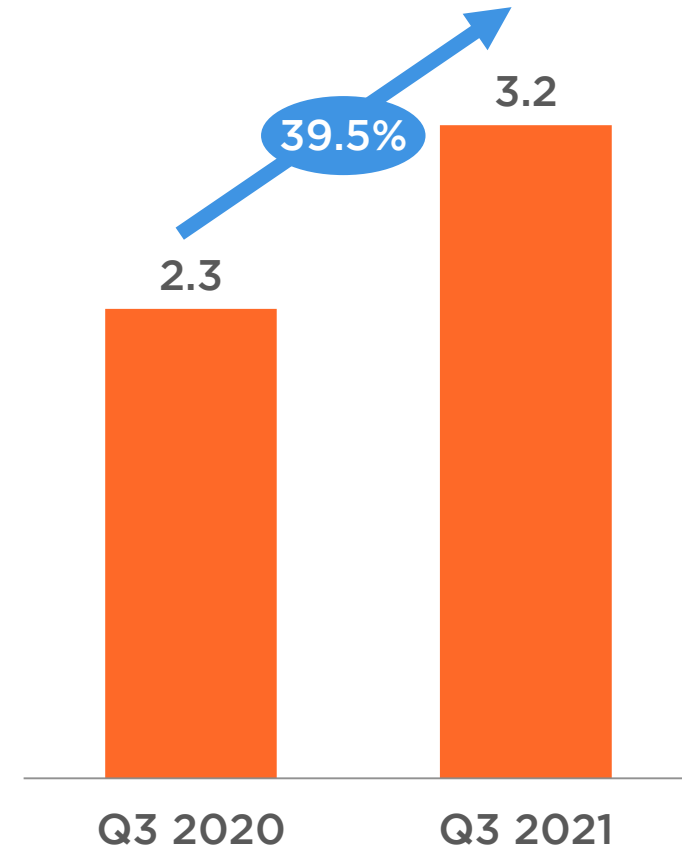
Number of Awarded  
Patents Globally<sup>1</sup>

**23,000+**

Number of Patent  
Applications Globally<sup>1</sup>

**48,000+**

R&D Expenses  
RMB Billions



<sup>1</sup> 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**

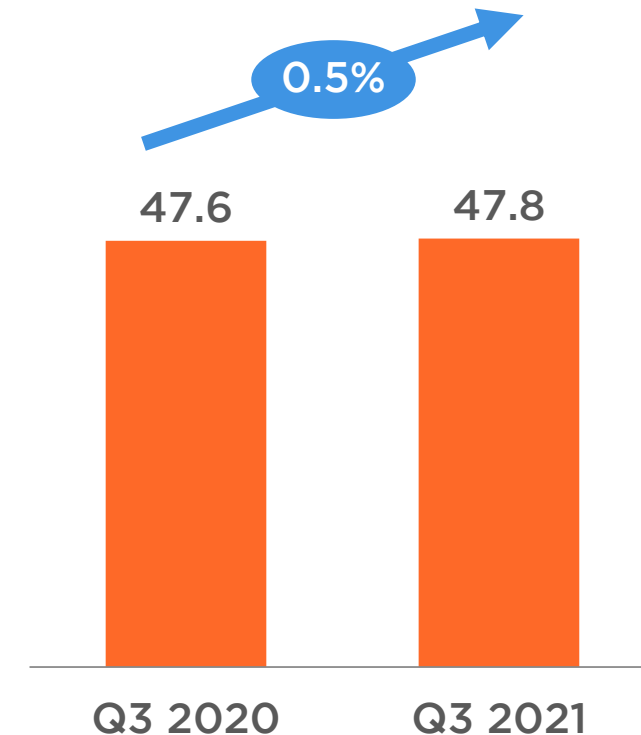


# Smartphones

# Stable Smartphones Revenue Despite Global Supply Shortage



Smartphones Revenue  
RMB Billions



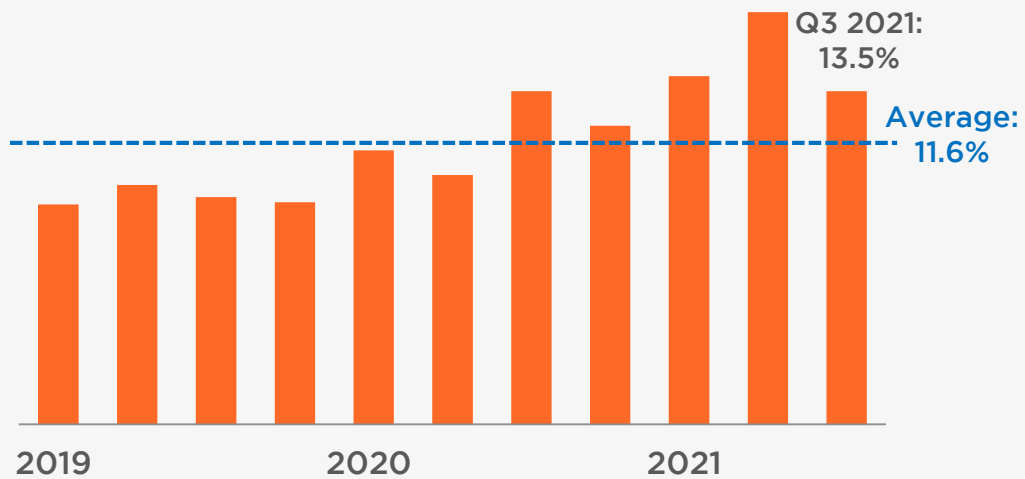
In Q3 2021

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

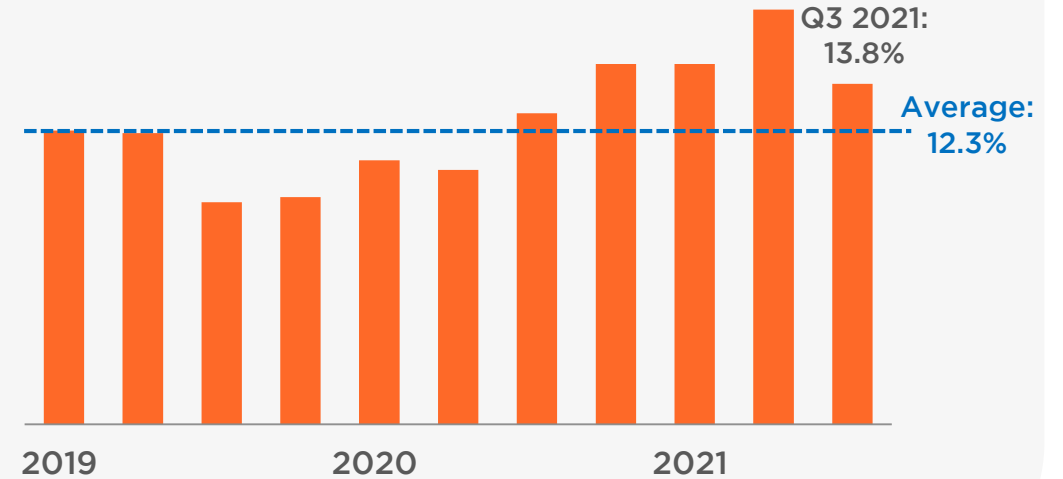
Due to global supply shortage of key components, smartphone shipments declined by 5.8% YoY, but smartphones revenue remained stable as ASP increased 6.7% YoY

# 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 China<sup>1</sup>

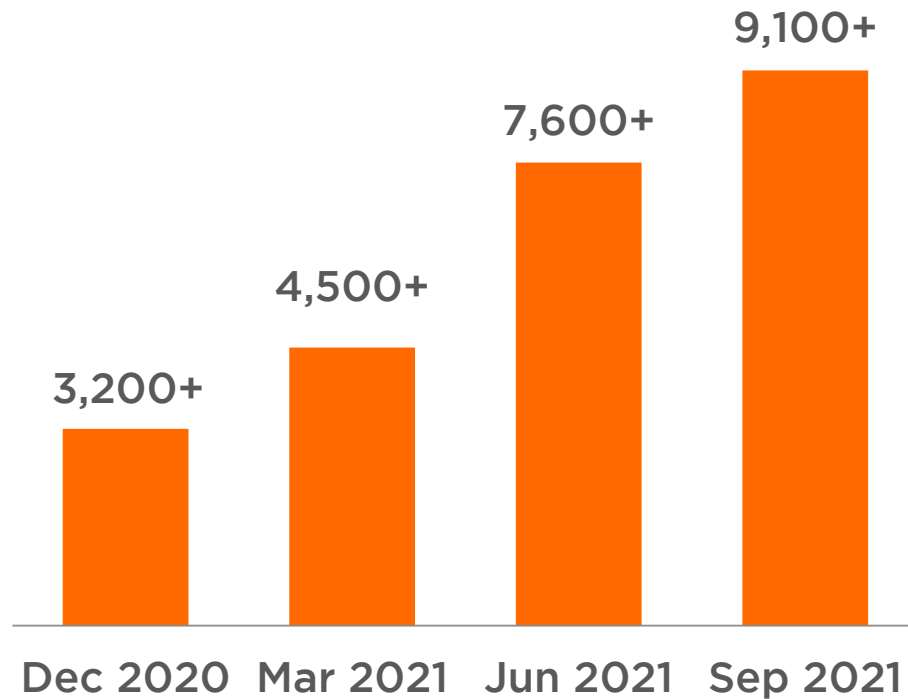
<sup>1</sup> As of November 11, 2021; Redmi Note 11 Series includes Redmi Note 11, Redmi Note 11 Pro and Redmi Note 11 Pro+



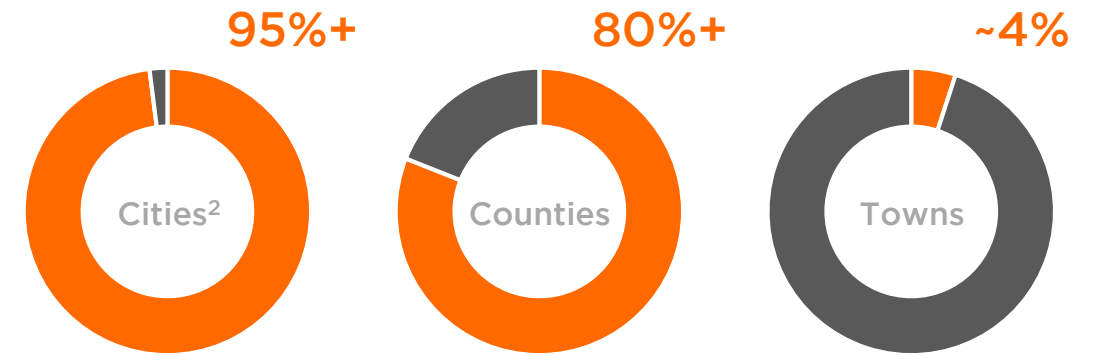
# Offline Retail Stores Exceeded 10,000 in Mainland China



Offline Retail Stores in Mainland China  
#



Retail Store Coverage in Mainland China<sup>1</sup>



Significant Growth Opportunities in  
**Lower-tier Markets**

<sup>1</sup> As of September 30, 2021

<sup>2</sup> Prefectural-level cities and municipalities in mainland China

# Strong Performance of Overseas Premium Smartphone Market

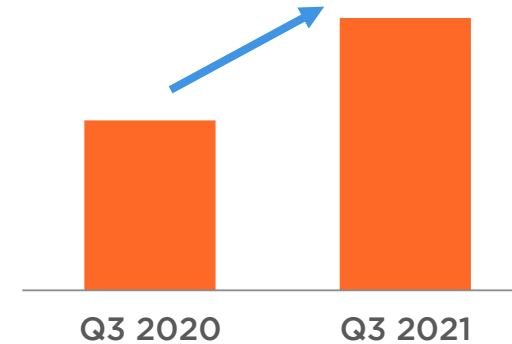


Overseas premium smartphone<sup>1</sup>  
shipments in Q3 2021

up **180+%** YoY

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

Overseas Smartphone ASP



## Well-received Overseas Premium Smartphones



**Mi 11**  
€749+



**Xiaomi 11T Pro**  
€649+



**Xiaomi 11T**  
€499+



**Xiaomi 11 Lite**  
€369+

...

<sup>1</sup> Smartphones with overseas retail price at €300 and above

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

No.1



Spain



Poland



Ukraine



Belarus



Serbia



Croatia



Lithuania



India



Myanmar



Algeria



Peru

No.2



Italy



France



Greece



Hungary



Bulgaria



Latvia



Romania



Slovakia



Russia



Turkey



Saudi Arabia

No.3



Qatar



Kazakhstan



Nepal



Laos



Malaysia



Israel



Chile



Colombia



Morocco



Germany



Portugal



Austria



Ireland



Belgium



Czech Republic



Vietnam



Pakistan



Ecuador



Mexico



Argentina



Kenya



Kuwait



Nigeria

No.4



Netherlands



Sweden



Mainland China



Indonesia



Philippines



South Korea



Sri Lanka



Thailand



Egypt



UAE

No.5



Cambodia



Singapore



Brazil

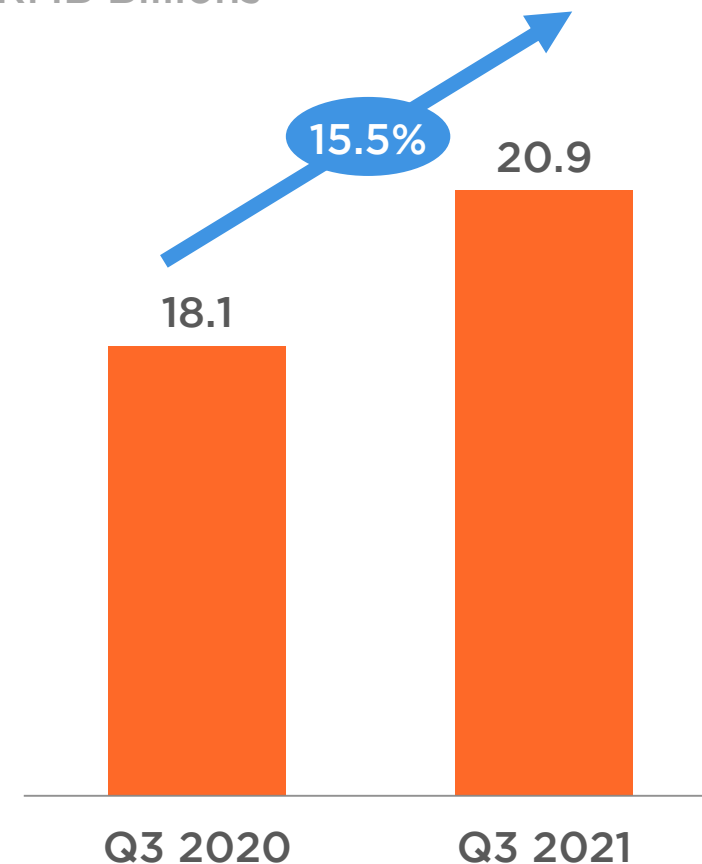


# AIoT

# 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 Devices<sup>1</sup>  
Up **33.1%** YoY



**8.0 million**

Users with 5 or More Devices  
Connected to Xiaomi's AIoT Platform<sup>1</sup>  
Up **42.8%** YoY



**105.1 million**

AI Assistant MAU<sup>2</sup>  
Up **34.1%** YoY



**59.9 million**

Mi Home App MAU<sup>2</sup>  
Up **39.0%** YoY

<sup>1</sup> As of September 30, 2021, excluding smartphones, laptops and tablets

<sup>2</sup> 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  
Quarters<sup>1</sup>

**No.1**

Smart TV Brand  
in India

for **13**  
Consecutive  
Quarters<sup>2</sup>

## Xiaomi OLED TV

Ranked **No.1** in Mainland China for **2** Consecutive Months  
after New Products Launched in August 2021<sup>3</sup>



<sup>1</sup> According to AVC, by shipments in Q3 2021

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

<sup>3</sup> 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.com<sup>1</sup>



**No.1**  
by both Sales Volume and Sales Value  
in AC with Ventilation Category<sup>2</sup>

<sup>1</sup> 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

<sup>2</sup> 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 Bands<sup>1</sup>



<sup>1</sup> According to Canalys, by shipments in Q3 2021. Wearable bands include basic bands, basic watches, and smart watches



# Internet Services

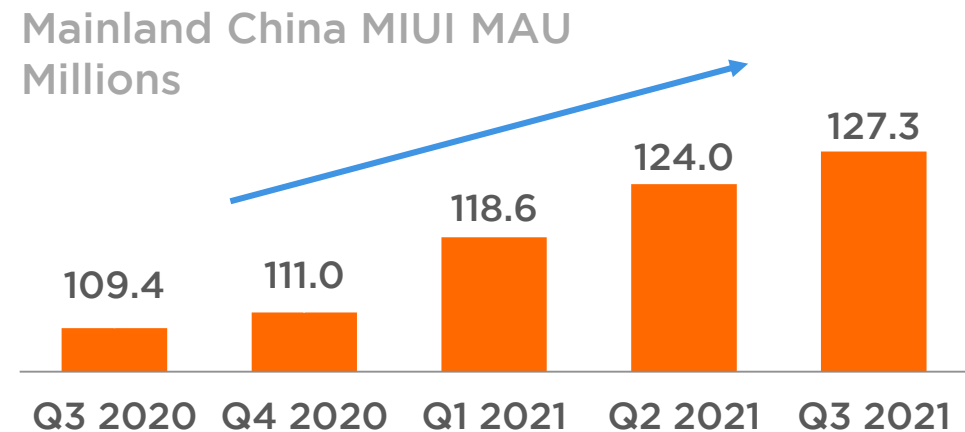
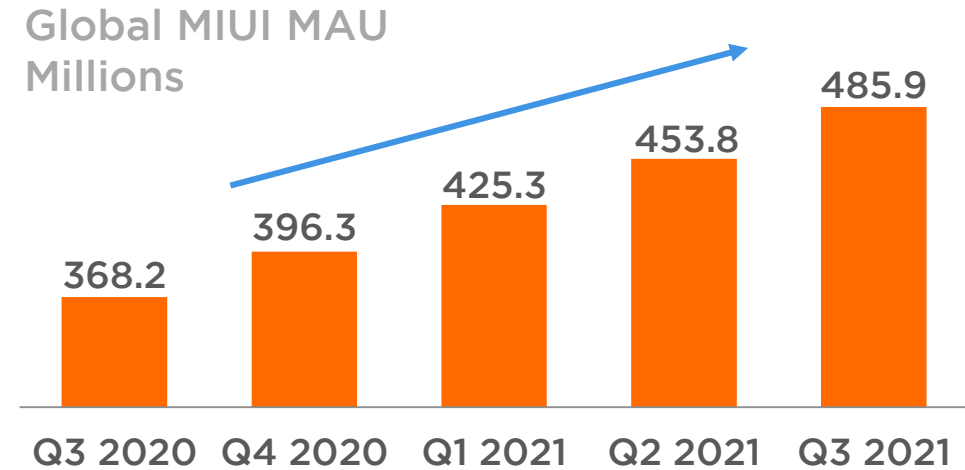
# Record User Number



Global MIUI MAU<sup>1</sup> reached **485.9 million**, up **32.0%** YoY

Mainland China MIUI MAU<sup>1</sup> reached **127.3 million**, a record high

Global TV MAU<sup>2</sup> grew **33.0%+** YoY



<sup>1</sup> In September 2021

<sup>2</sup> In September 2021, including both TV and TV box users

# Internet Services Revenue Achieved Record High



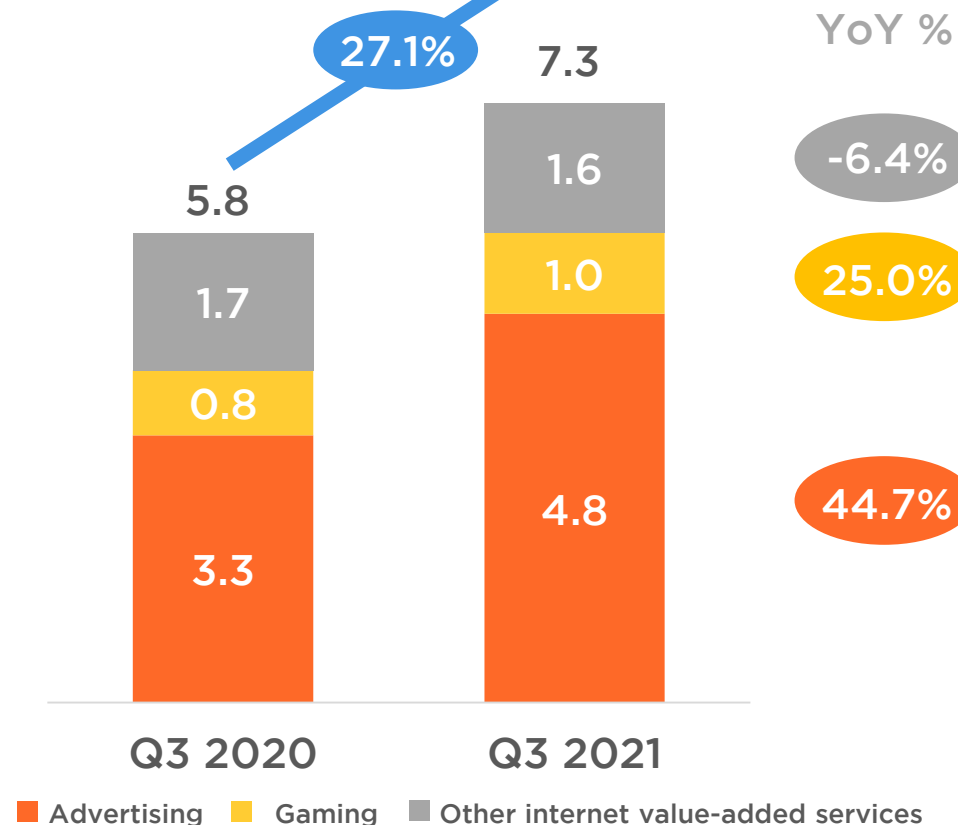
In Q3 2021

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 smartphone<sup>1</sup> in mainland China increased by **over 50%** YoY

### Search

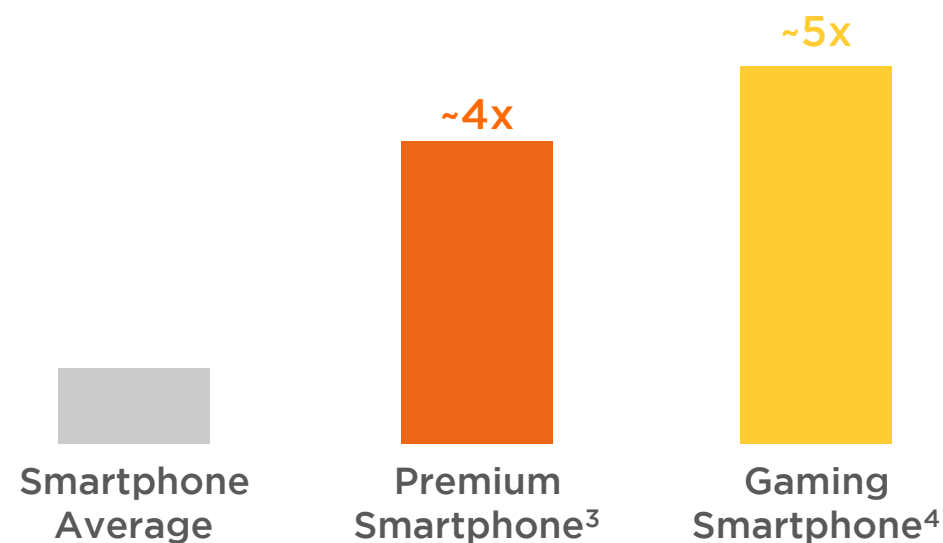
Overseas search revenue increased by **over 200%** YoY

### Performance-based and Brand Ads

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

## Gaming

### Mainland China Monthly Gaming ARPU<sup>2</sup>



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

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

<sup>2</sup> Based on internal data in September 2021

<sup>3</sup> Smartphones with mainland China retail price at RMB3,000 and above

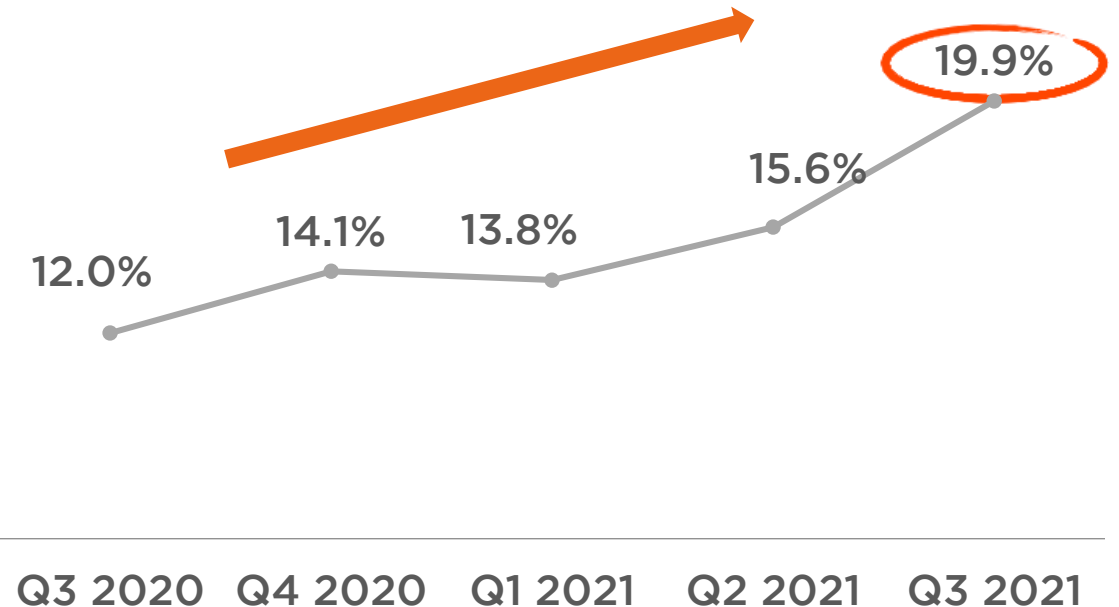
<sup>4</sup> Redmi K40 gaming edition

# 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

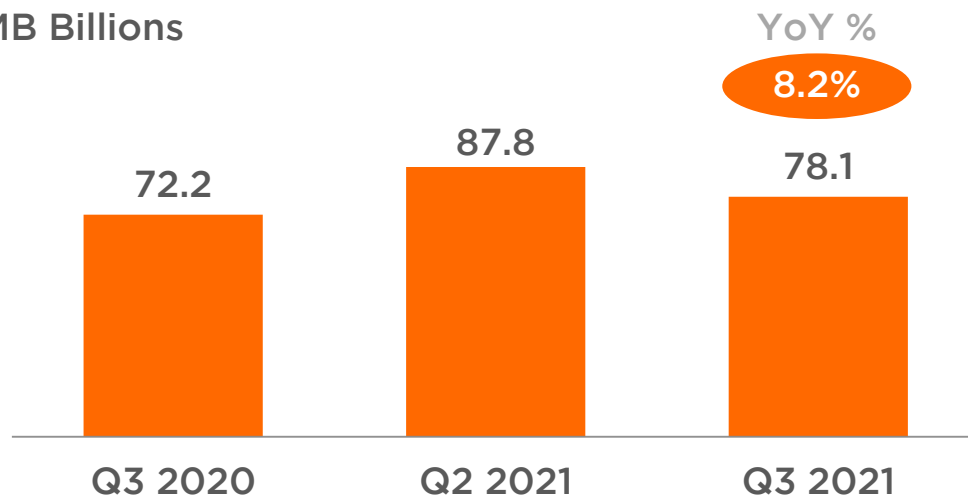


# Financials

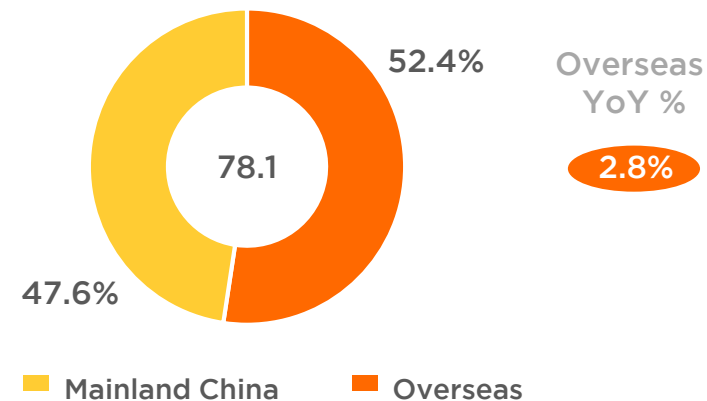


# Revenue by Region and Segment

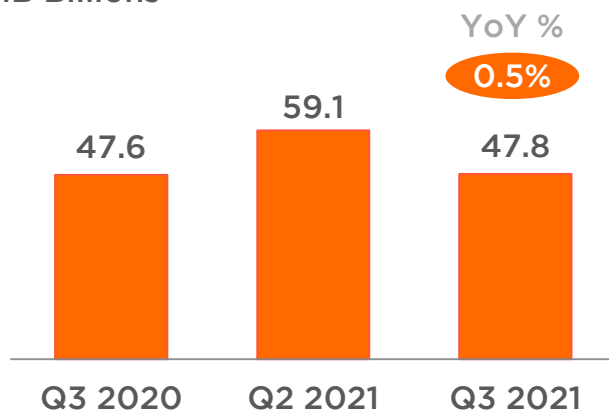
Total Revenue  
RMB Billions



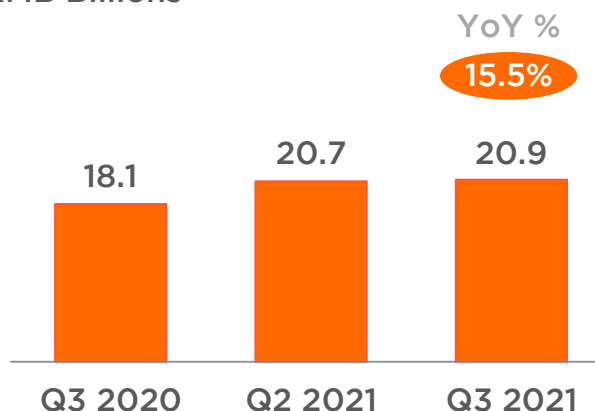
Total Revenue by Region, Q3 2021  
RMB Billions



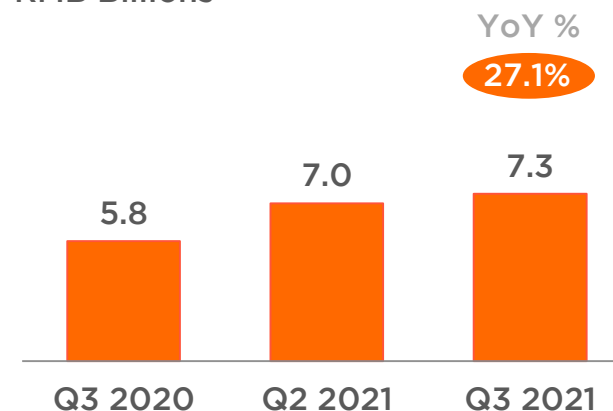
Smartphones Revenue  
RMB Billions



IoT and Lifestyle Products Revenue  
RMB Billions

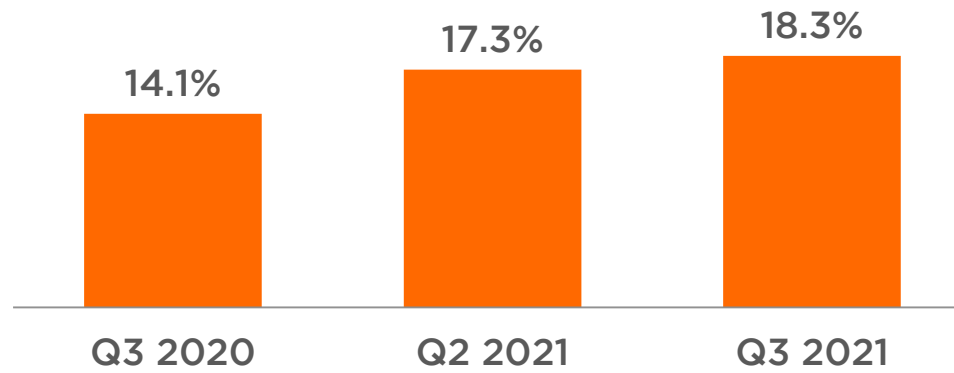


Internet Services Revenue  
RMB Billions

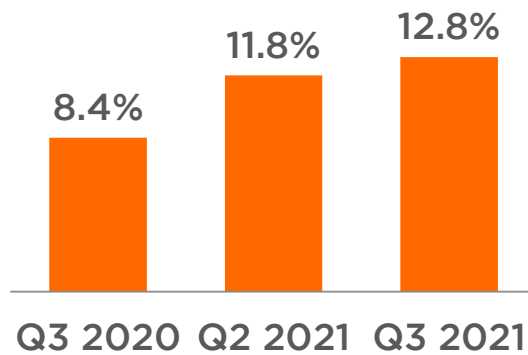


# Gross Margin by Segment

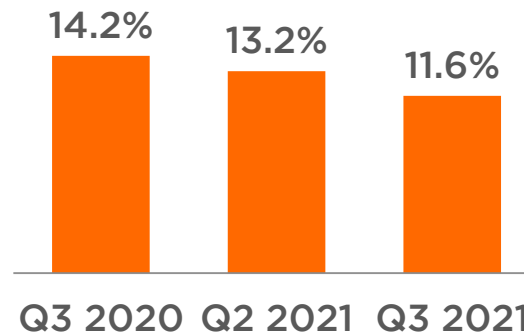
Overall



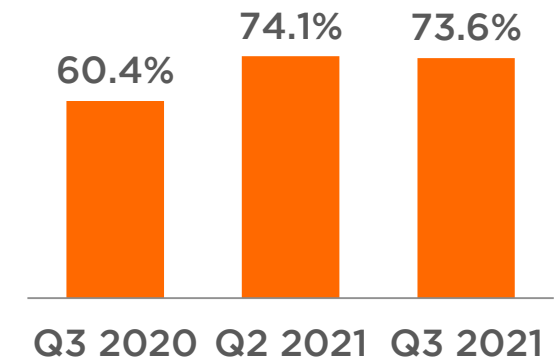
Smartphones



IoT and Lifestyle Products



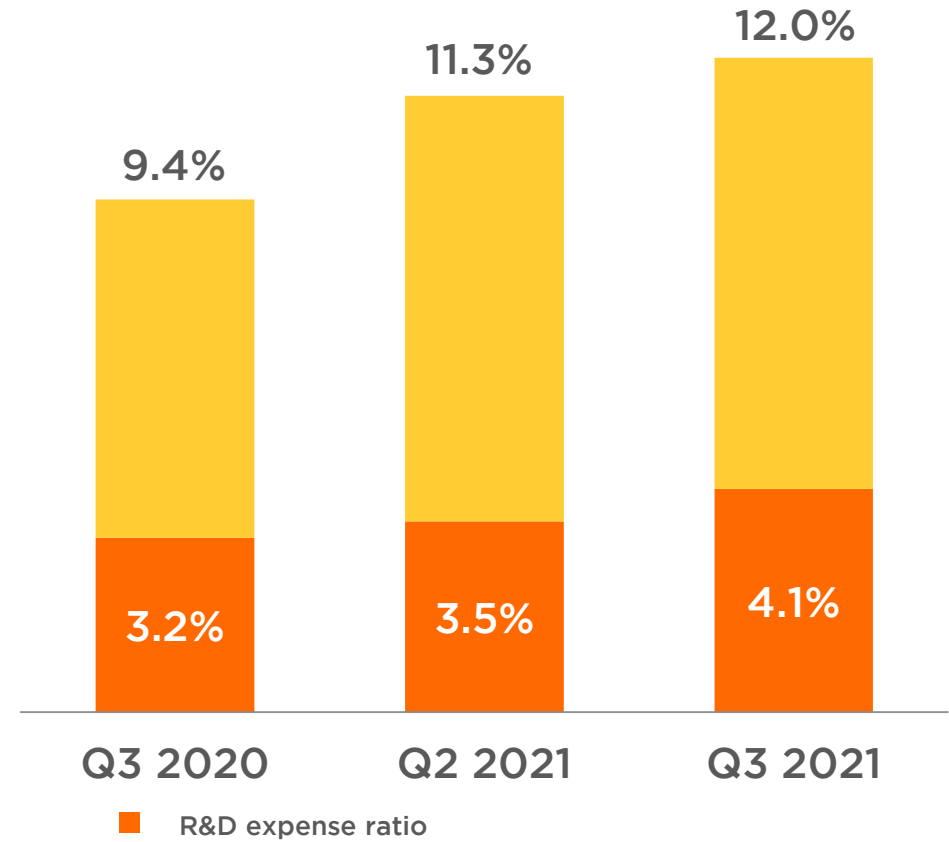
Internet Services



# Prudent Operating Expense Management



Operating Expense Ratio



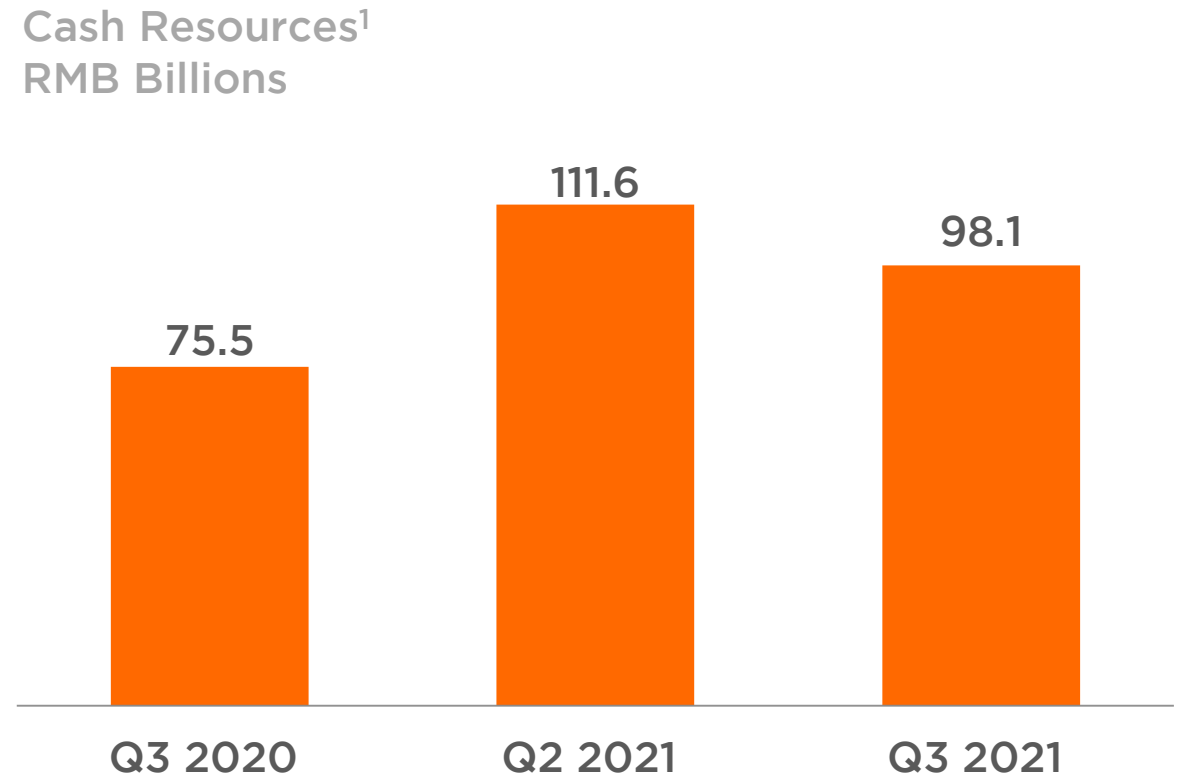
Operating expense ratio was 12.0% in Q3 2021

R&D expense ratio continued to grow

# Strong Cash Position



Our cash resources reached approximately **RMB98.1 billion**



<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

# 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<sup>1,2</sup>**

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

**€1 million<sup>1</sup>**

Flood disaster relief for Shanxi, China in October 2021

**RMB10 million<sup>1,2</sup>**

**Xiaomi Scholarship<sup>2</sup>**

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

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

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



IR@xiaomi.com