



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 Profit¹

4.5 billion

RMB

39.6% YoY

Leading Smartphone Market Position

#3

Global
Market Share²

44.1 million

Global
Smartphone Shipments

Growing User Base

508.9 million

Global MIUI MAU³

28.4% YoY

129.8 million

Mainland China MIUI MAU³

17.0% YoY

Leading AIoT Platform

434.0 million

AIoT Connected Devices⁴

33.6% YoY

8.8 million

Users with 5 or More
Connected Devices⁴

40.4% 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

² According to Canalys, by shipments in Q4 2021

³ In December 2021

⁴ As of December 31, 2021, excluding smartphones, laptops, and tablets

Remarkable Growth Achieved in 2021

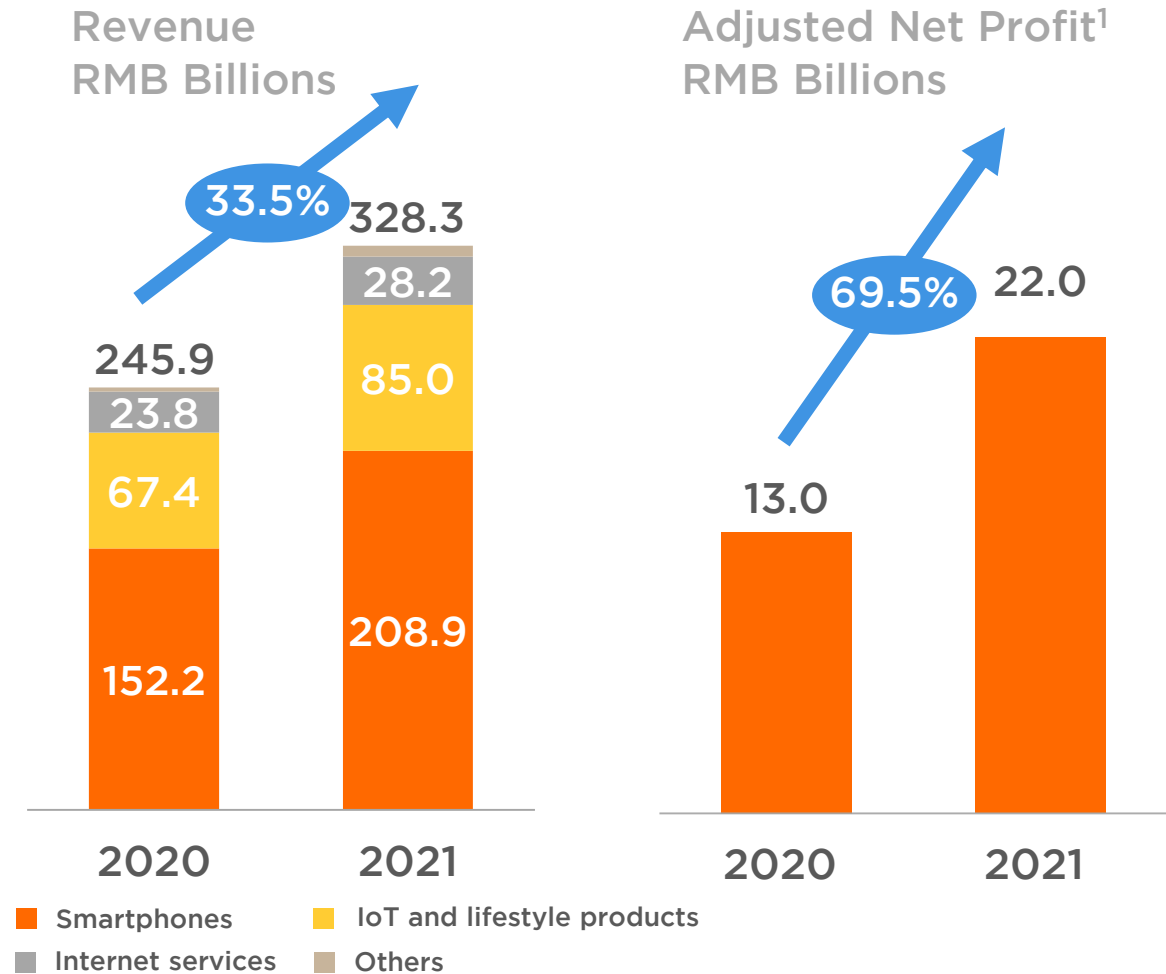


In 2021

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

Revenue of each segment achieved **record highs**

Adjusted net profit¹ RMB22.0 billion, up **69.5%** YoY

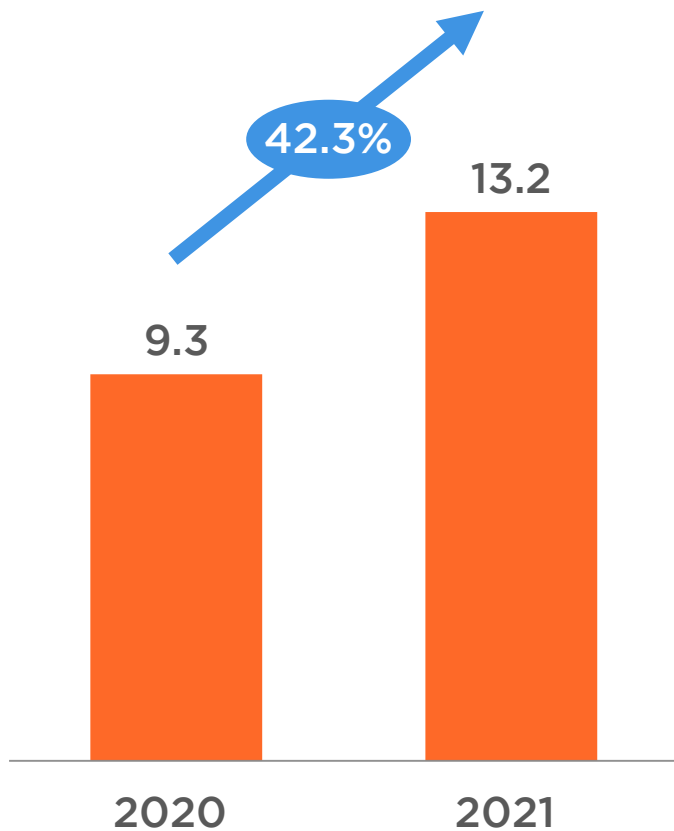


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R&D Expenses Exceeded **RMB13 billion** in 2021, up **42.3%** YoY



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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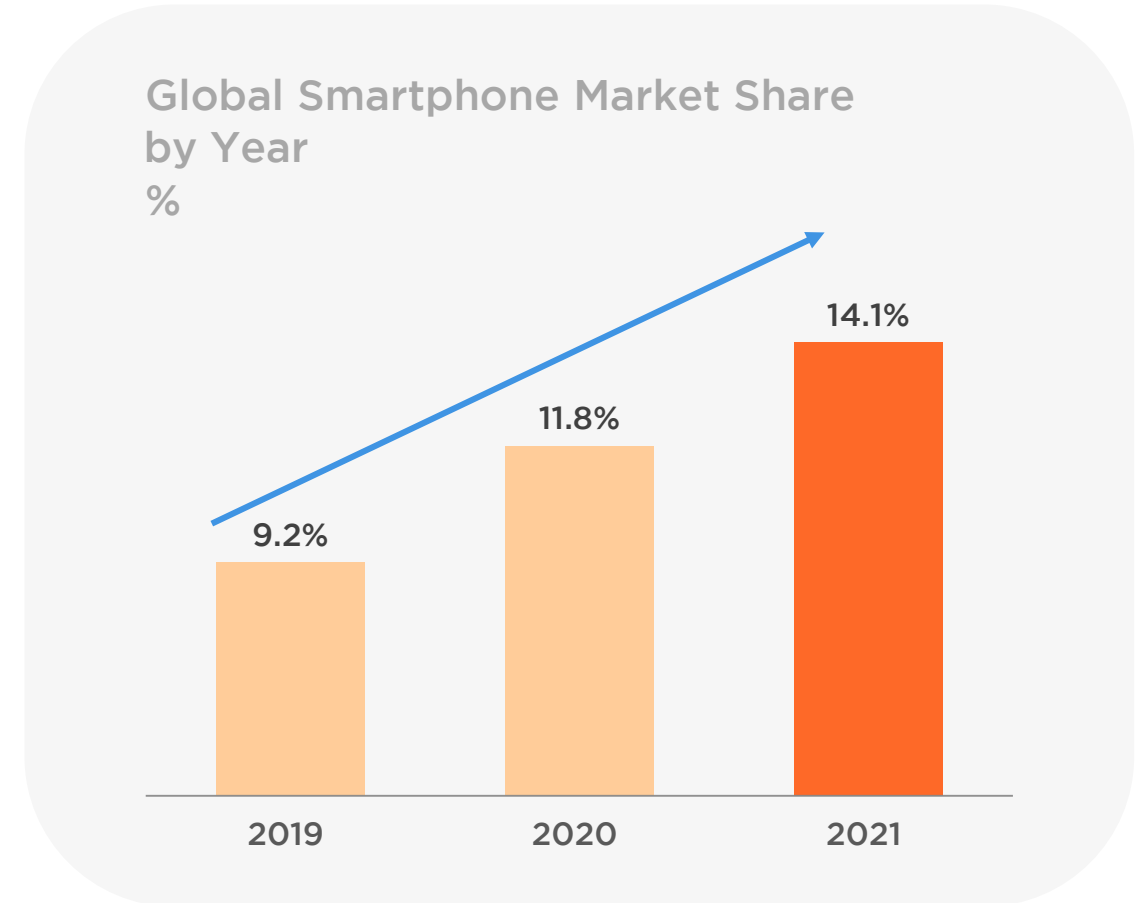
Expected R&D Investment Over Next 5 Years

Over RMB100 billion



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

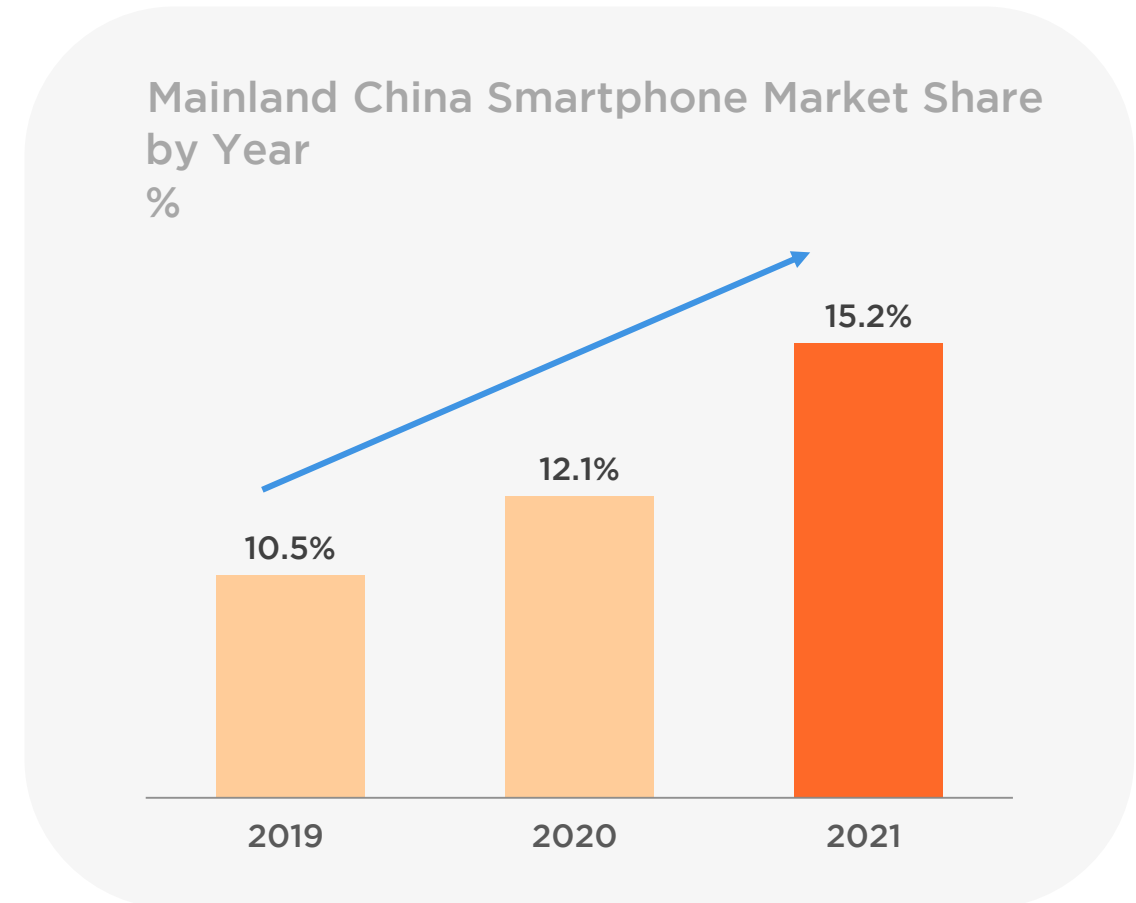
Vendor	2021 Shipments (Million Units)	2021 Market Share	Shipments YoY Growth
Samsung	274.5	20.3%	7.4%
Apple	230.1	17.0%	11.1%
Xiaomi	191.2	14.1%	27.8%
OPPO	133.5	9.9%	15.9%
vivo	129.9	9.6%	15.4%
Others	392.2	29.1%	-7.7%
Total	1,351.4	100.0%	6.9%



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

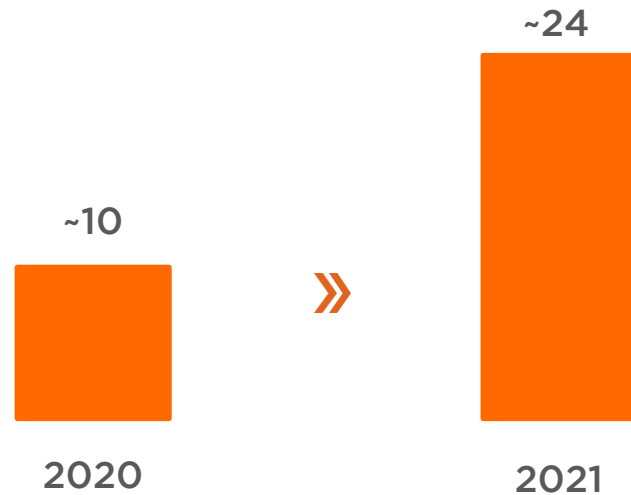


Vendor	2021 Shipments (Million Units)	2021 Market Share	Shipments YoY Growth
vivo	71.5	21.5%	23.6%
OPPO	66.4	19.9%	14.2%
Xiaomi	50.5	15.2%	26.9%
Apple	49.4	14.8%	43.7%
HONOR	40.2	12.1%	-
Others	54.9	16.5%	-
Total	332.9	100.0%	0.8%

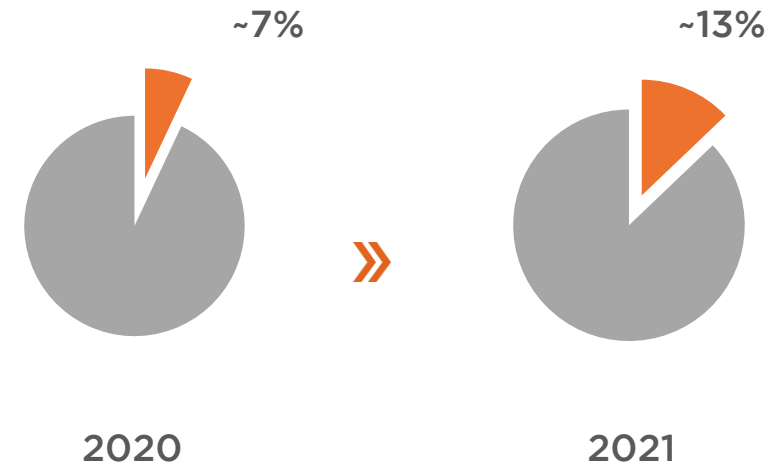


Strengthened Position in the Premium Smartphone Market

Global Premium Smartphone¹ Shipments
Million Units



Global Premium Smartphone¹ Shipments
As % of Global Smartphone Shipments

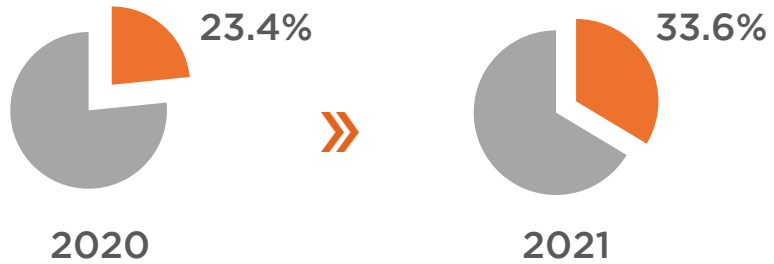


¹ Smartphones with mainland China retail price at RMB3,000 and above or with overseas retail price at €300 and above

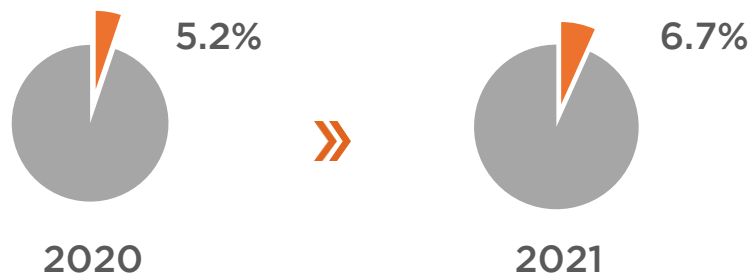
Mainland China New Retail Strategy: Store Expansion in 2021 and Operation Efficiency Improvement in 2022

Mainland China Smartphone Market

Xiaomi Online Market Share¹

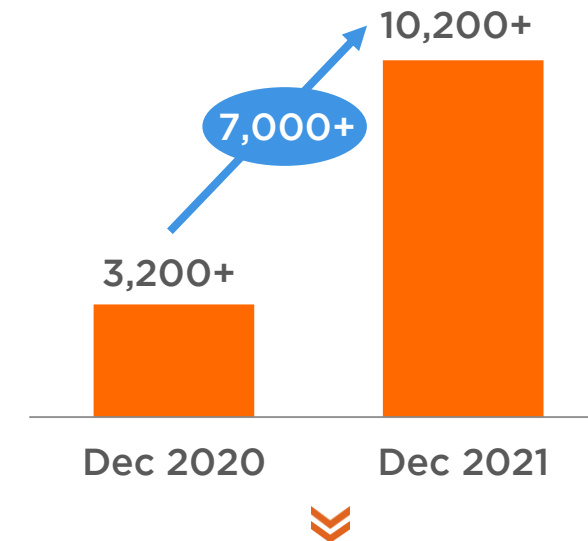


Xiaomi Offline Market Share¹



2021: Focus on Store Expansion

Offline Retail Stores in Mainland China
#



2022: Focus on Operation Efficiency Improvement

¹ 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**





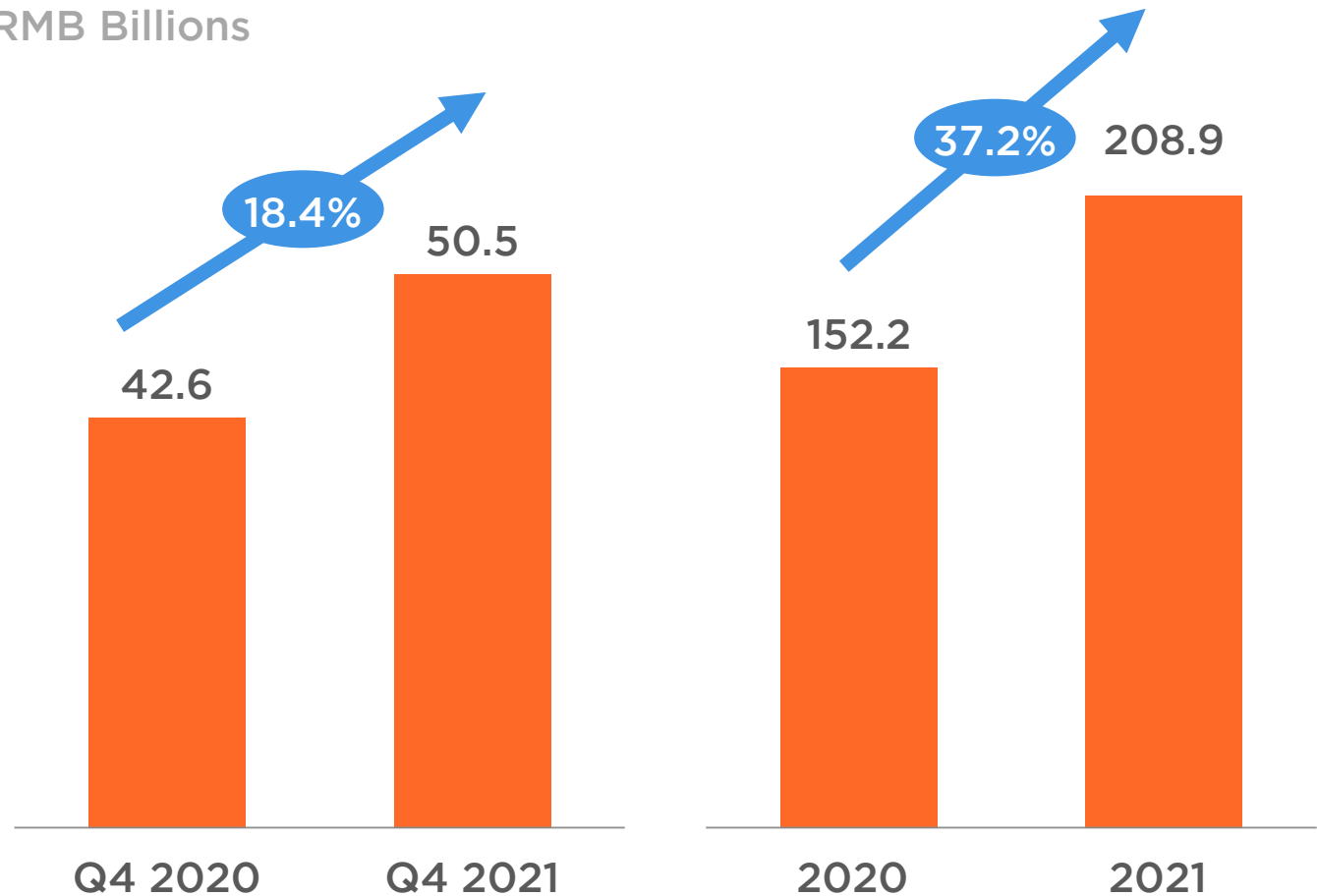
Smartphones

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 Performance¹

- ✓ 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.com²

No.1

By Shipments of Smartphone Models with Snapdragon® 8 Gen 1 Mobile Platform, Far above the Total of All Other Brands³

50%+

New Users⁴

50%+

Shipments Sold through Offline Channels⁵



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

² Based on Xiaomi 12 Pro in January 2022

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

⁴ 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

⁵ 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 Features¹

- ✓ 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 Launch²



¹ Based on Redmi K50 Pro

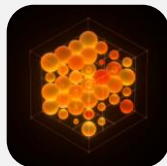
² Based on Redmi K50 and Redmi K50 Pro

MIUI 13: Stable and Smooth User Experience

Further Optimized Core OS Experience



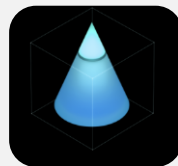
Smarter Processing



Higher Background Process Efficiency



Faster Storage



Longer Battery Life

Strengthened Privacy Protection



Facial Recognition Protection



ID Watermark

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Improved Multi-tasking Efficiency



Stronger Compatibility

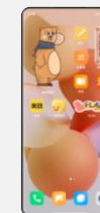


Multi-tasking Layout



Versatile Accessories

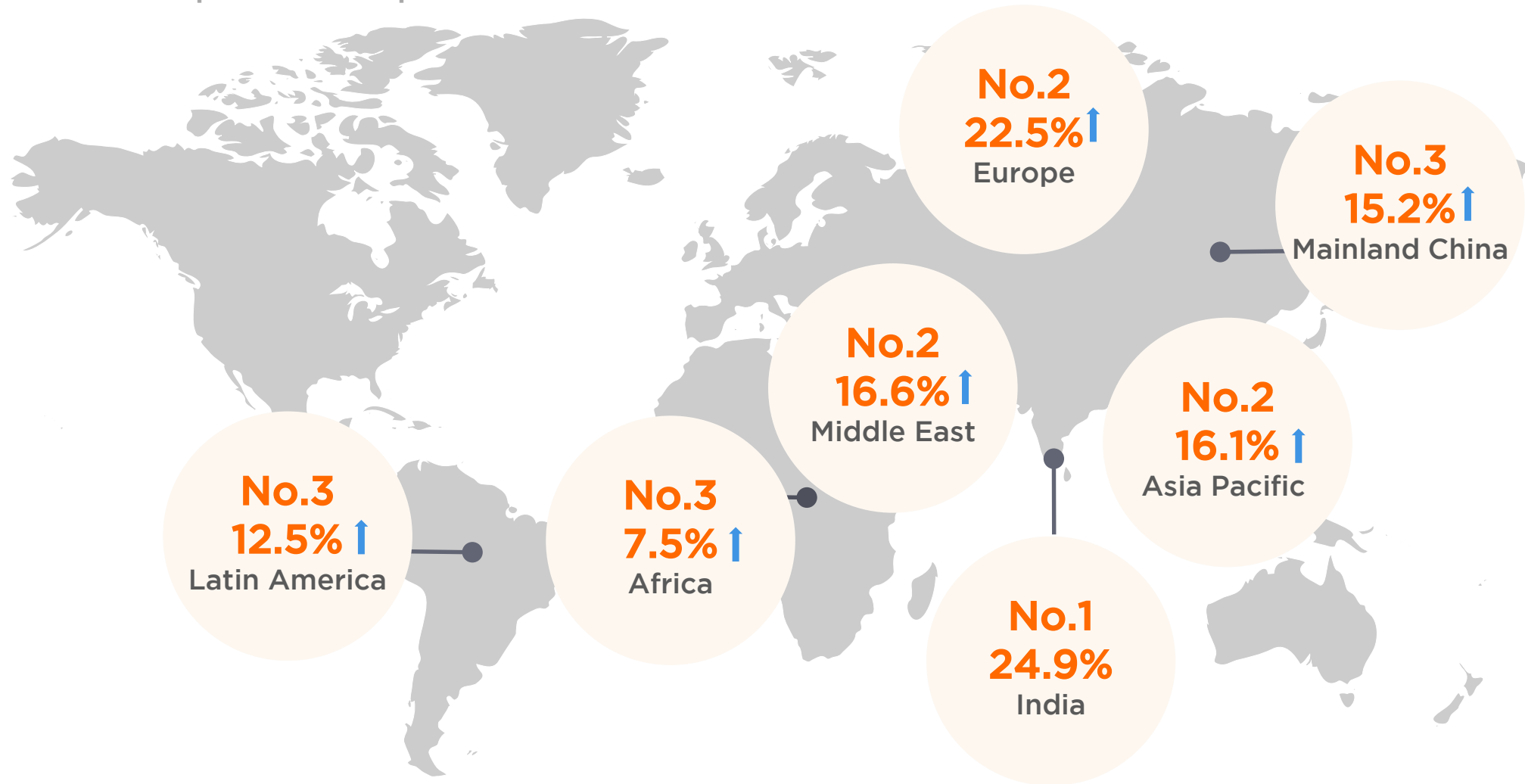
Personalized Interface with Design



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%
Xiaomi	42.1	22.5%	30.1%
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



Strong Performance of Overseas Premium Smartphone Market



Overseas Premium Smartphone Brand in 2021¹

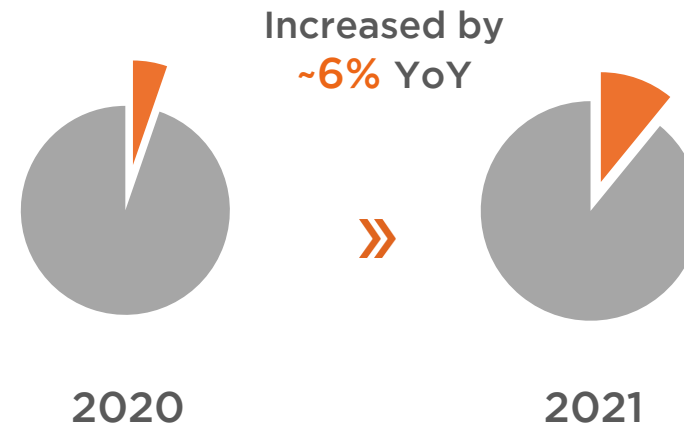
Top 3

YoY Growth of Overseas Premium Smartphone² Shipments in 2021

160%+

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

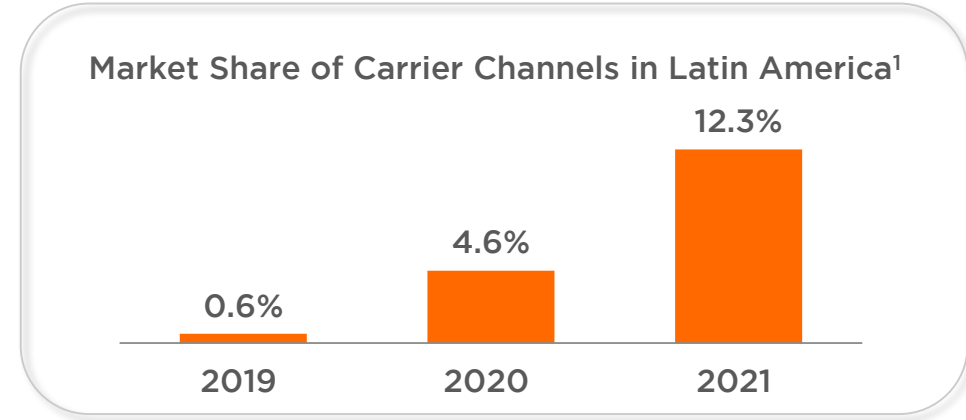
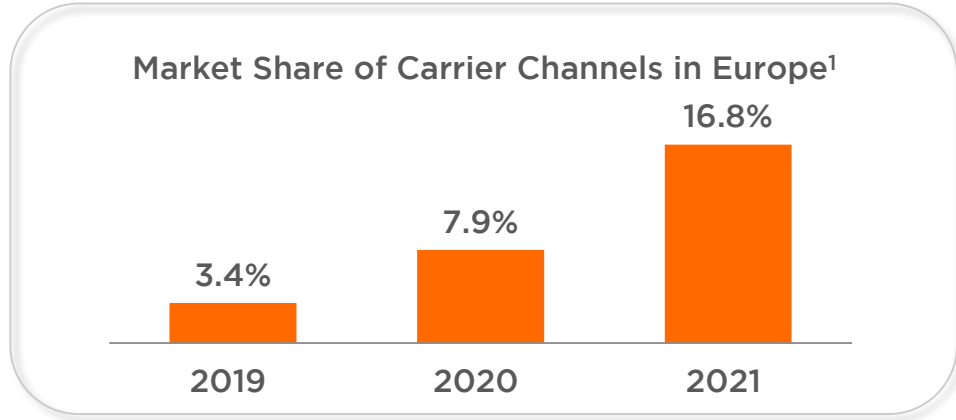
Overseas Premium Smartphone² Shipments as % of Overseas Smartphone Shipments



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

³ Smartphones with overseas retail price at €300 and above

Solid Expansion of Overseas Carrier Markets



Overseas Smartphone Shipments Through Carrier Channels in 2021²

Over 25 million Units

YoY Growth
120%+

Carrier Sub-networks as of December 31, 2021^{2,3}

Over 200

Smartphone Shipments Through Carrier Channels¹ in 2021

Top 3 in 34 Overseas Markets

¹ According to Canalsys, by shipments

² Excluding India, Nepal, Bangladesh, and Sri Lanka

³ Including carrier subsidiaries



AIoT

Revenue of IoT and Lifestyle Products Reached a **Record High**

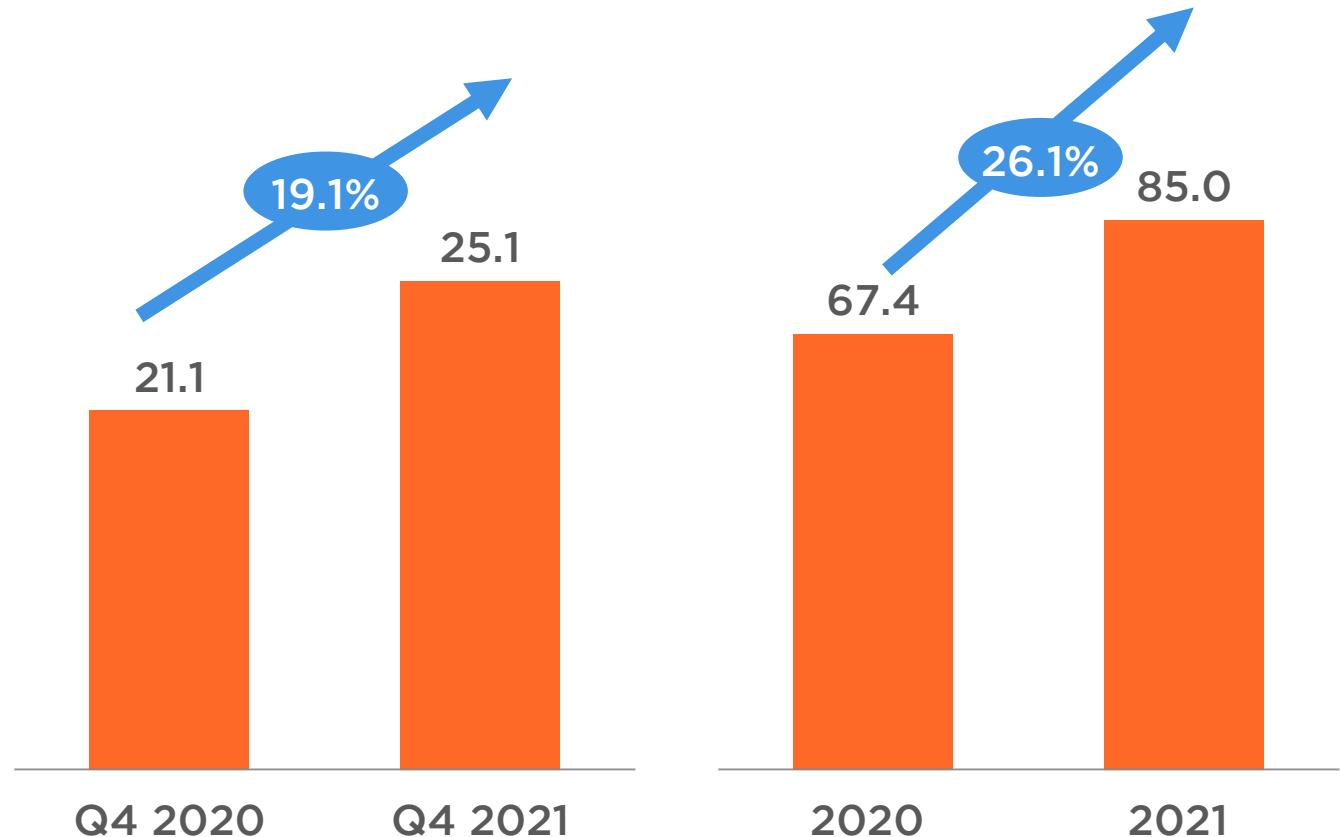


In Q4 2021, IoT and lifestyle products revenue reached RMB25.1 billion, a **record high**, up **19.1%** YoY

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 Devices¹
Up **33.6%** YoY



8.8 million

Users with 5 or More Devices
Connected to Xiaomi's AIoT Platform¹
Up **40.4%** YoY



107.0 million

AI Assistant MAU²
Up **23.3%** YoY



63.9 million

Mi Home App MAU²
Up **42.0%** YoY

¹ As of December 31, 2021, excluding smartphones, laptops, and tablets

² 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
Years¹

No.1

Smart TV Brand
in India

for **14** Consecutive
Quarters²

Redmi TV MAX 100"

Launched in March 2022

¹ According to AVC, by shipments in 2019, 2020 and 2021

² 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 Months¹

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 Category²

¹ 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

² 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 Bands¹



Global Shipments²
No.2

Mainland China Shipments²
No.2



TWS

Global Shipments³
No.2

Mainland China Shipments³
No.1



¹ According to Canalys, wearable bands include basic bands, basic watches, and smart watches

² According to Canalys, by shipments in Q4 2021

³ 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



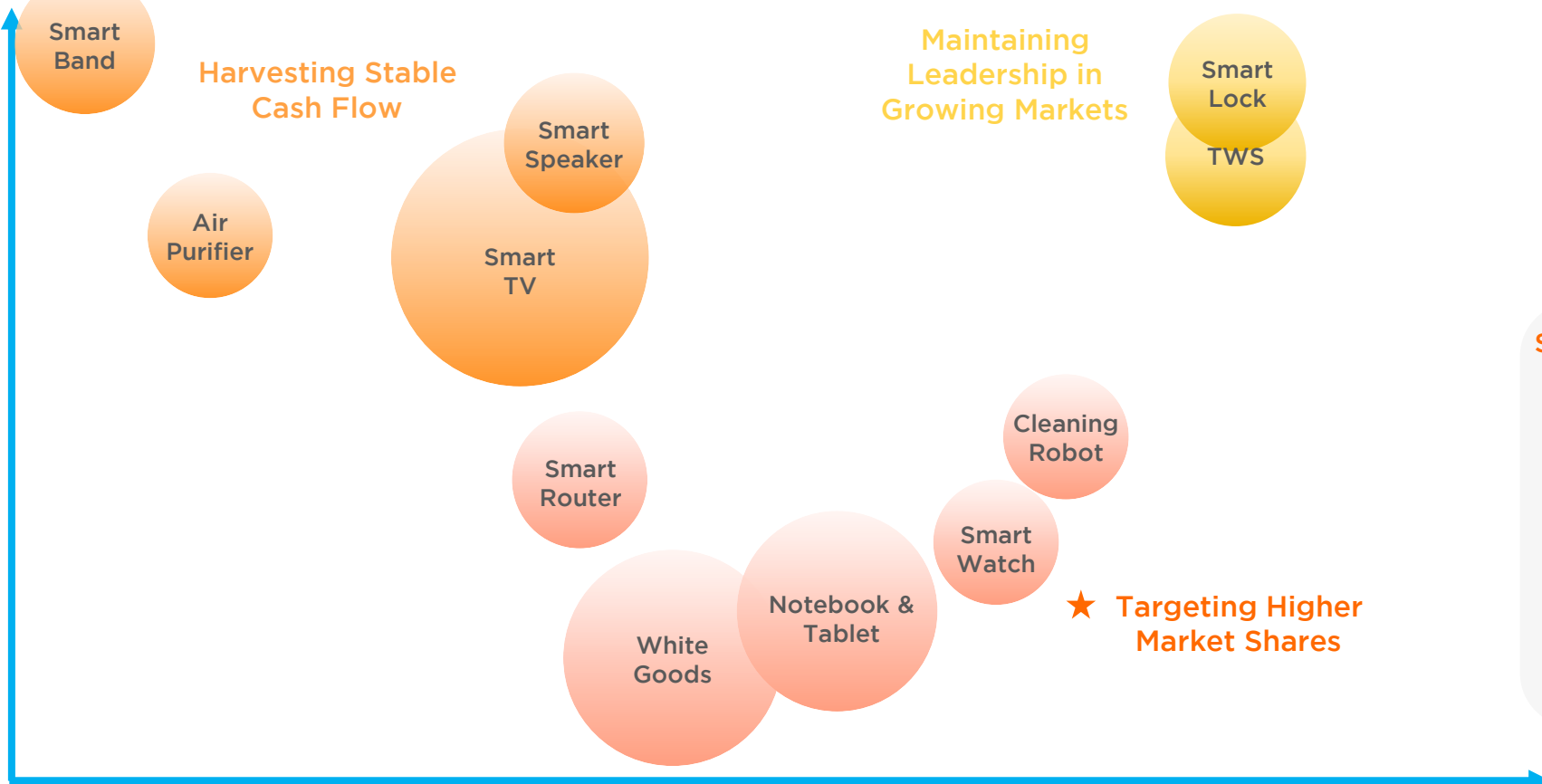
Ranked **No.2** by Sales Volume

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

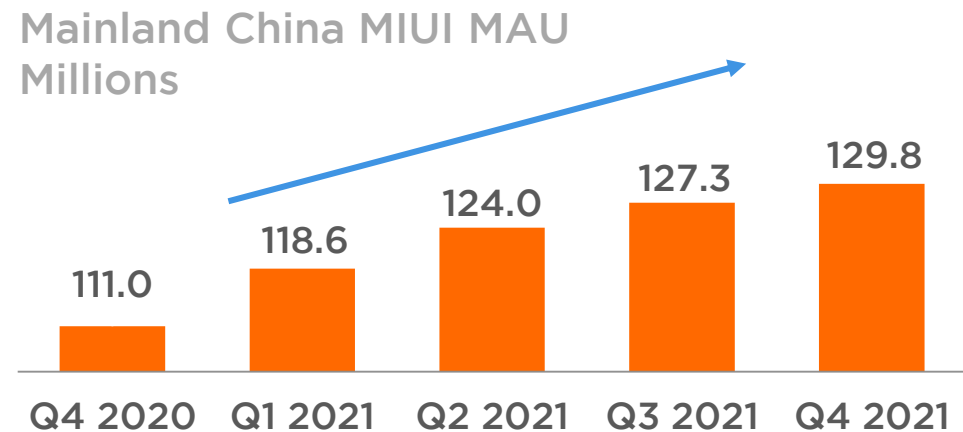
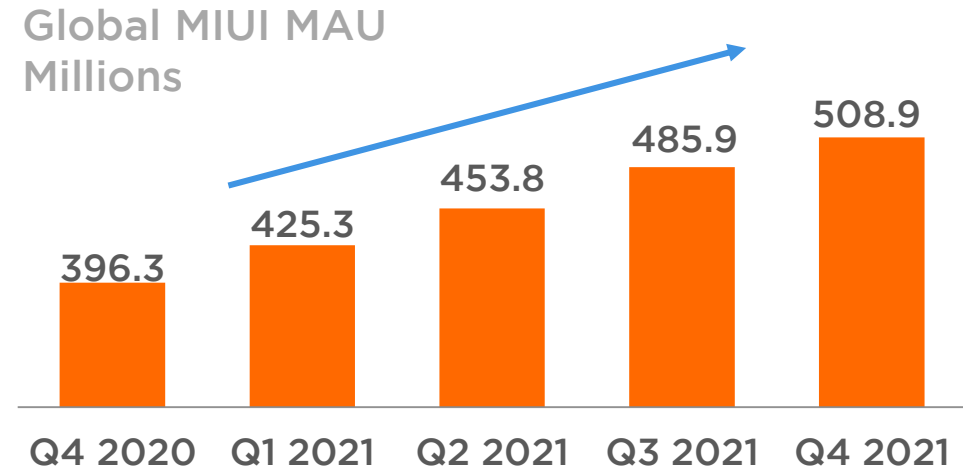


Global MIUI MAU increased by 112.5 million and Mainland China MIUI MAU increased by 18.9 million in 2021

Global MIUI MAU¹ reached 508.9 million, a record high, increased by **112.5 million** from Q4 2020, up 28.4% YoY

Mainland China MIUI MAU¹ reached 129.8 million, a record high, increased by **18.9 million** from Q4 2020, up 17.0% YoY

Global TV MAU² grew **29%+** YoY



¹ In December 2021

² In December 2021, including TV, TV box and TV stick users

Internet Services Revenue Achieved Robust Growth

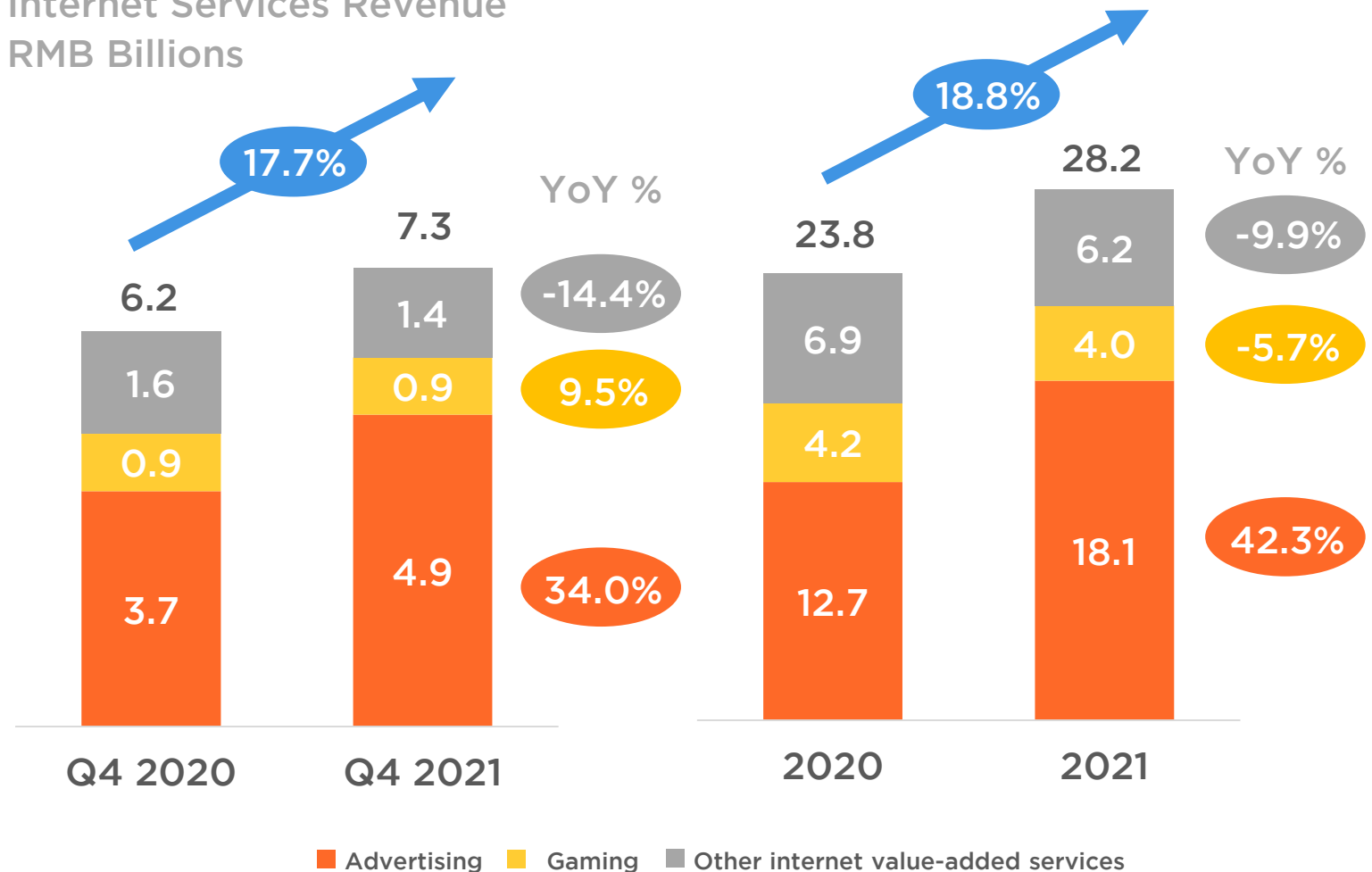
In Q4 2021, internet services revenue reached RMB7.3 billion, up **17.7%** YoY

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

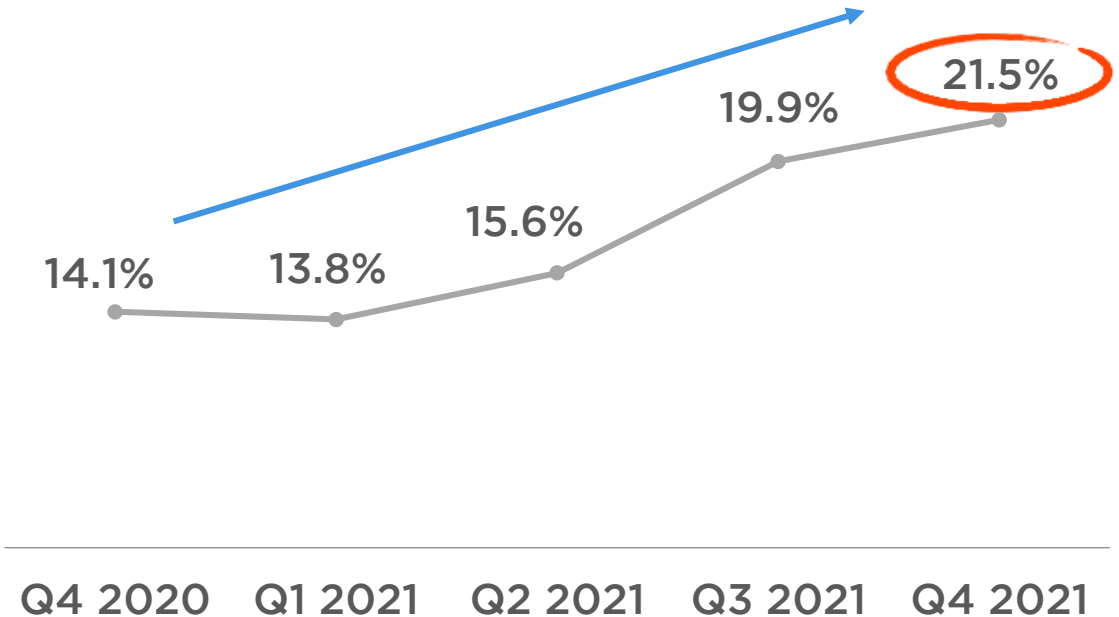


Continued Growth in Overseas Internet Services



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

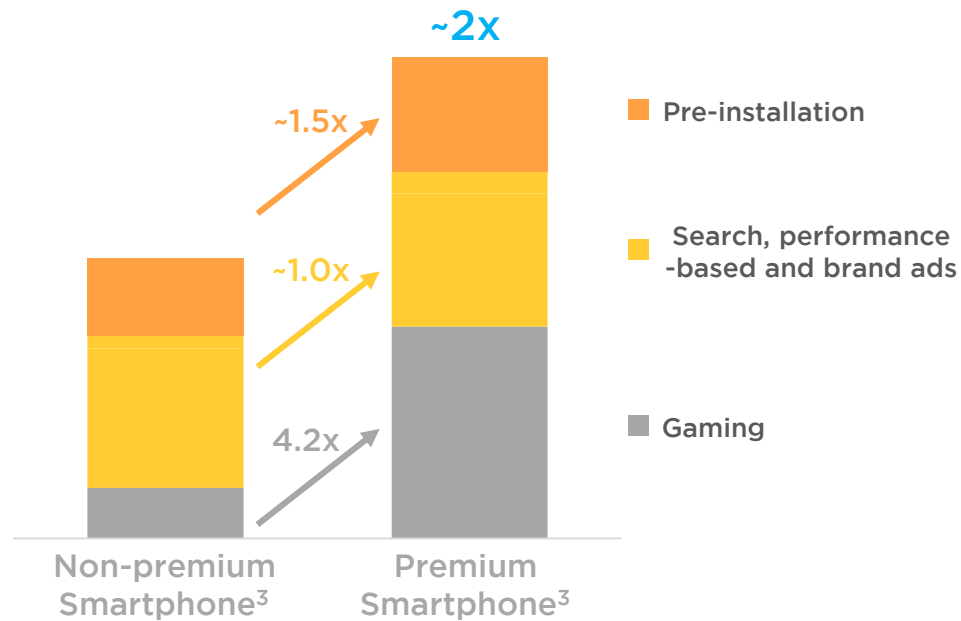
Q4 2021 Global search, performance-based and brand ads revenue reached **a record high**

Gaming

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

Life-time Value (“LTV”)¹

12-Month LTV per Smartphone Unit in Mainland China²



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

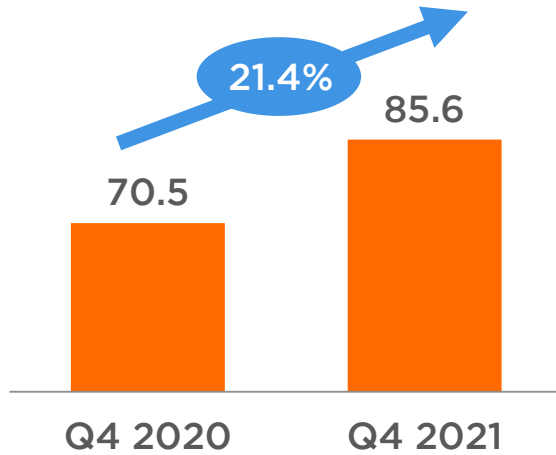
¹ LTV is defined as the average cumulative internet services revenue earned per smartphone unit over the specified period and includes pre-installation, search, performance-based and brand ads, and gaming revenue
² As of December 31, 2021, based on smartphone models launched in mainland China since 2020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



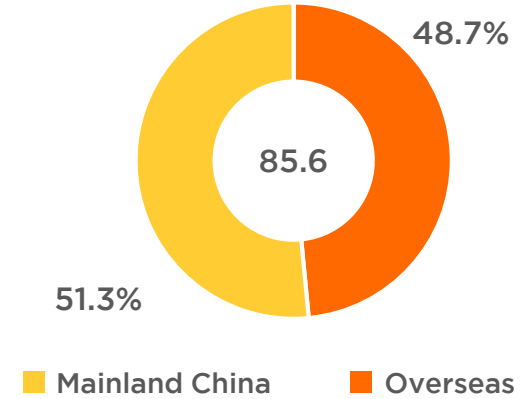
Financials

Quarterly Revenue by Region and Segment

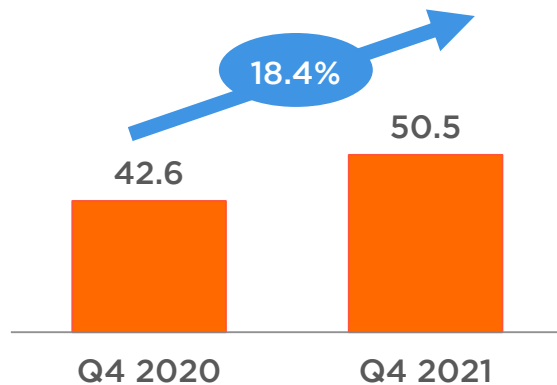
Total Revenue
RMB Billions



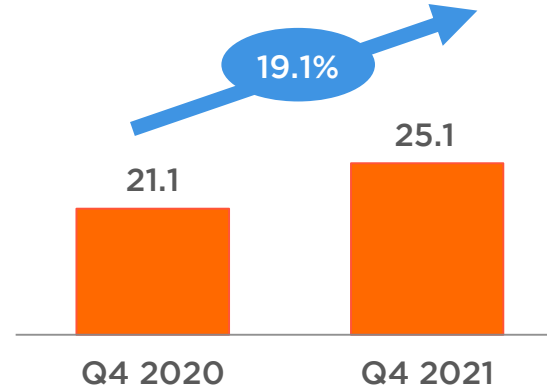
Total Revenue by Region, Q4 2021
RMB Billions



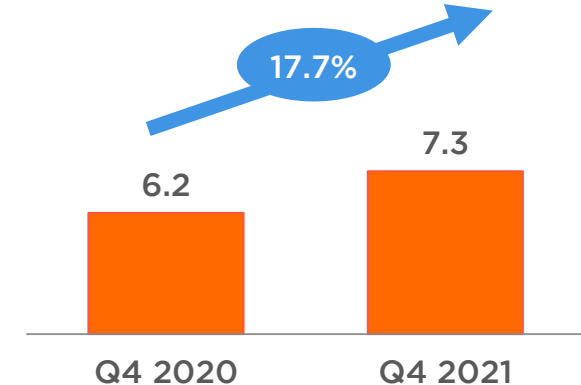
Smartphones Revenue
RMB Billions



IoT and Lifestyle Products Revenue
RMB Billions



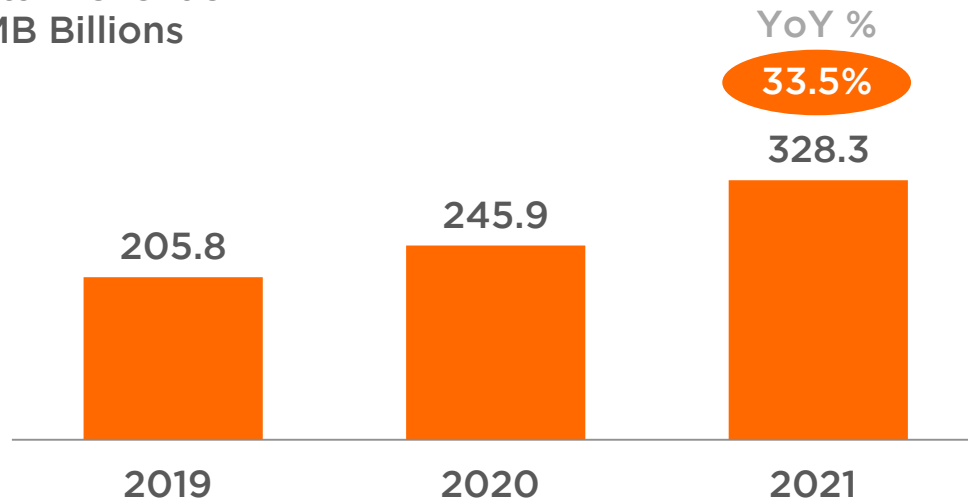
Internet Services Revenue
RMB Billions



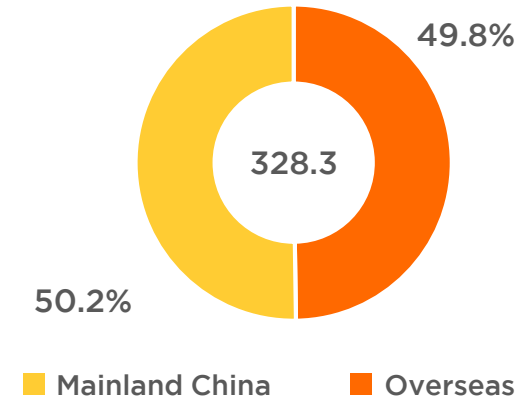


Annual Revenue by Region and Segment

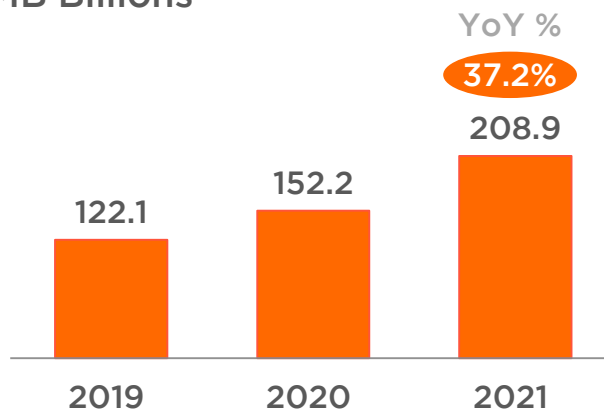
Total Revenue
RMB Billions



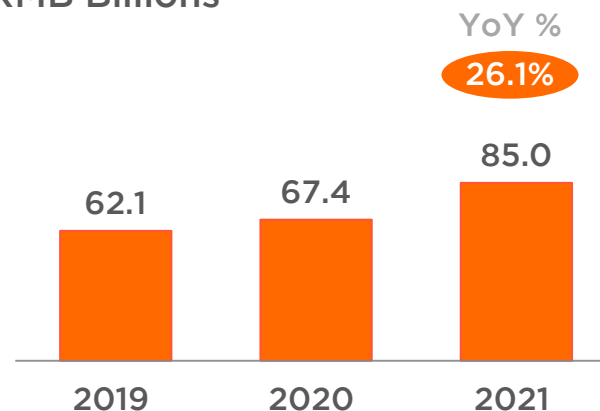
Total Revenue by Region, 2021
RMB Billions



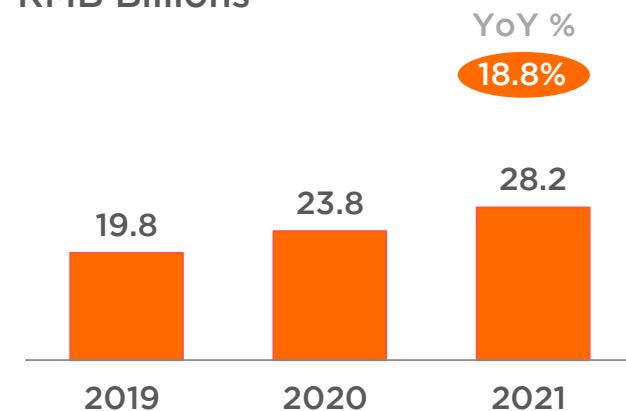
Smartphones Revenue
RMB Billions



IoT and Lifestyle Products Revenue
RMB Billions

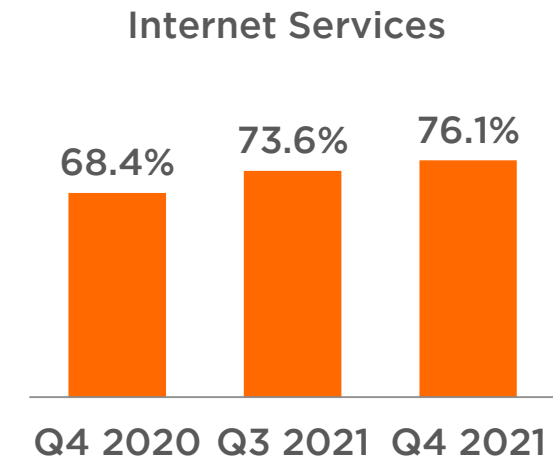
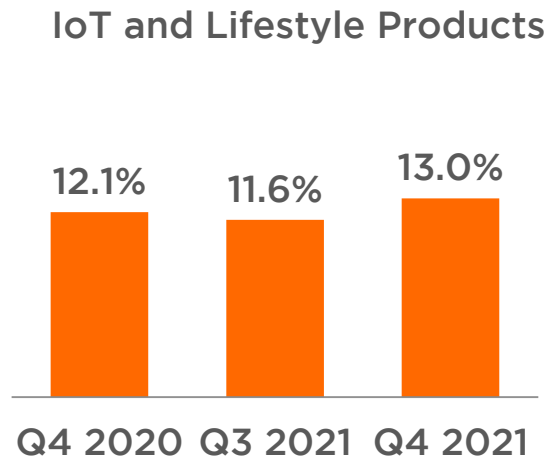
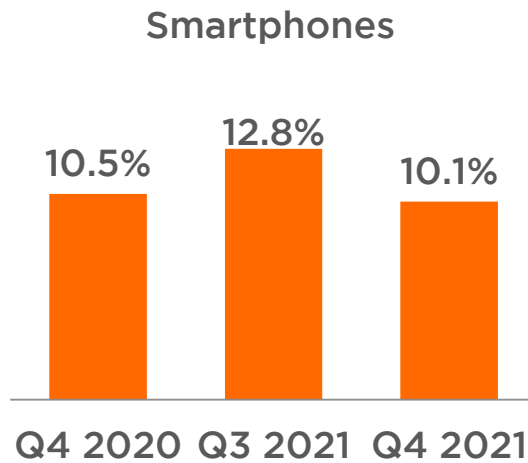
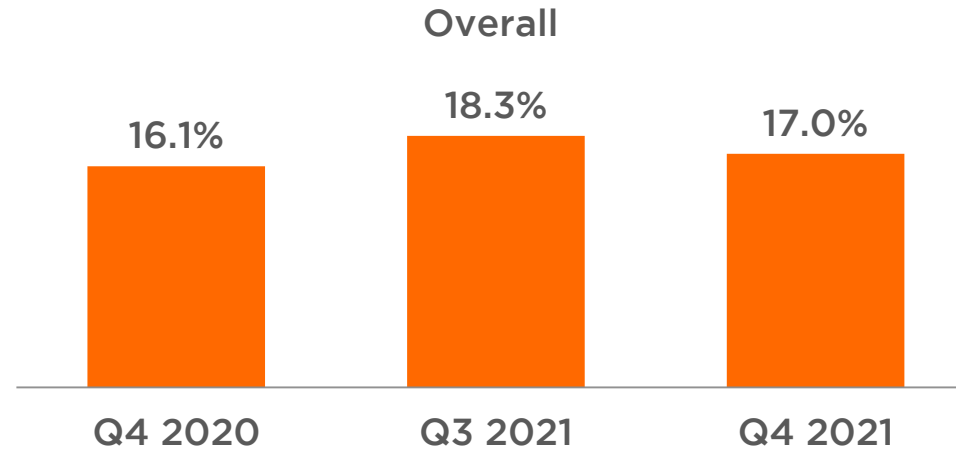


Internet Services Revenue
RMB Billions



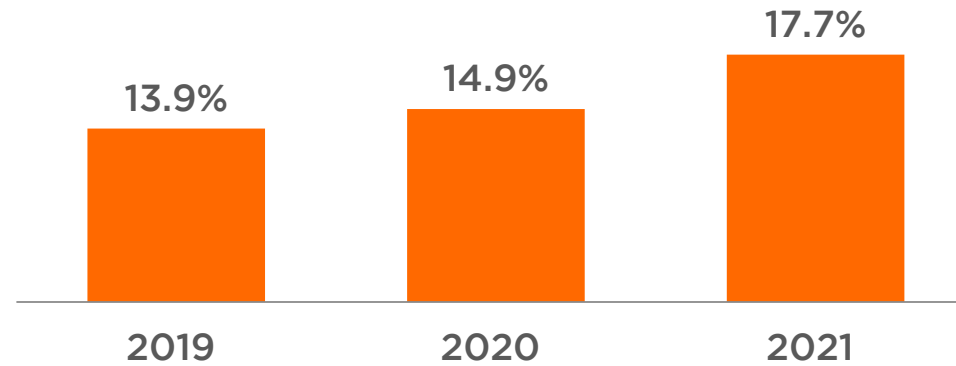


Quarterly Gross Margin by Segment

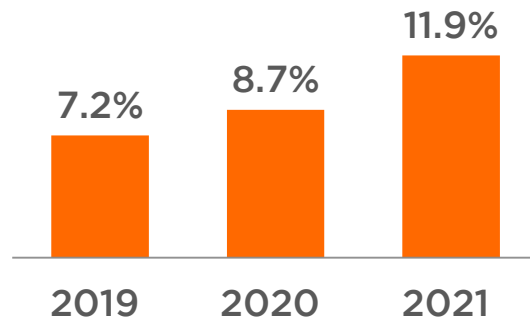


Annual Gross Margin by Segment

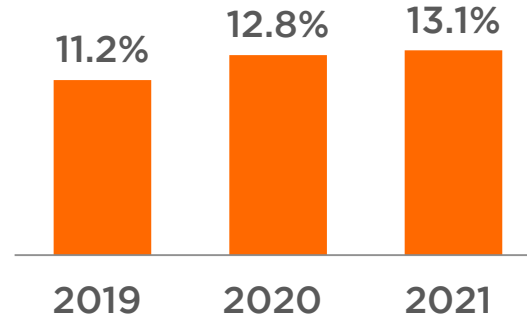
Overall



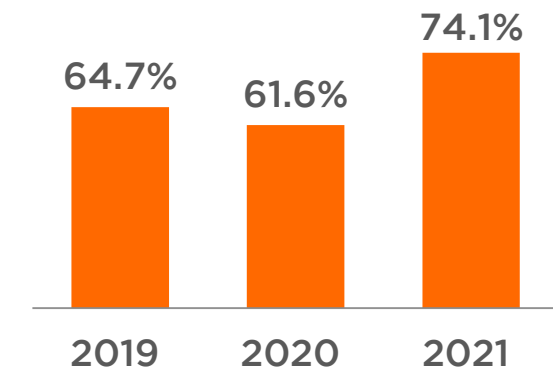
Smartphones



IoT and Lifestyle Products



Internet Services



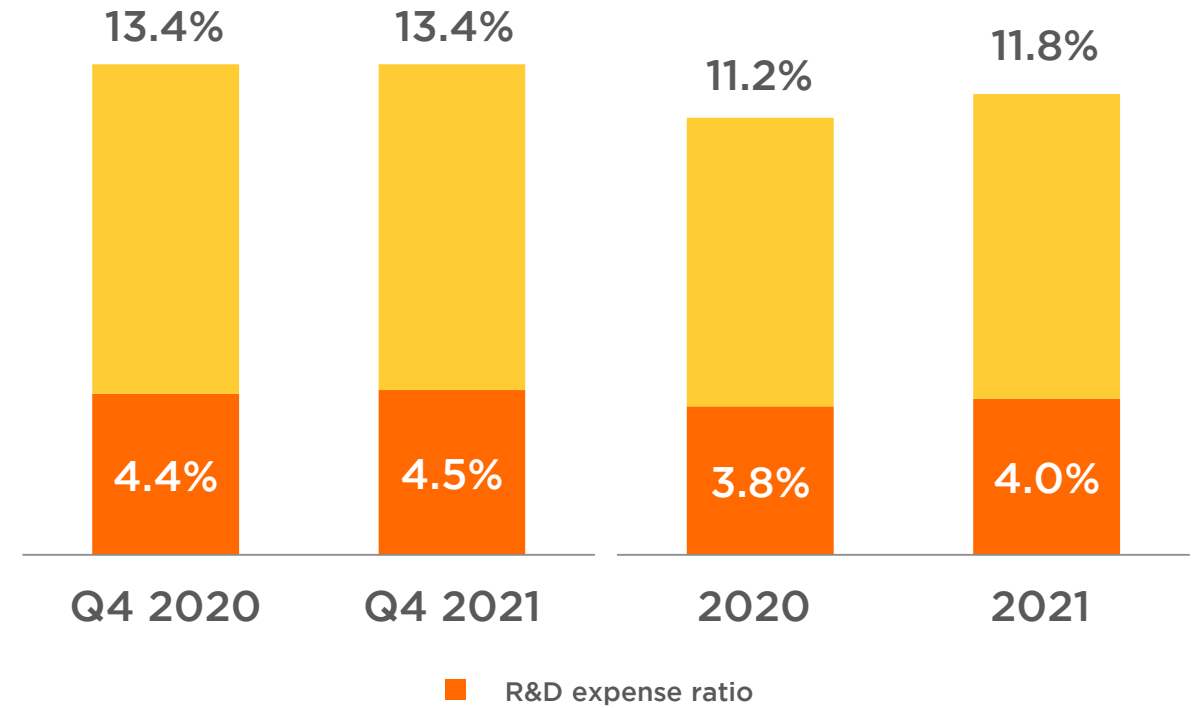


Continue to Invest in R&D

Operating Expense Ratio

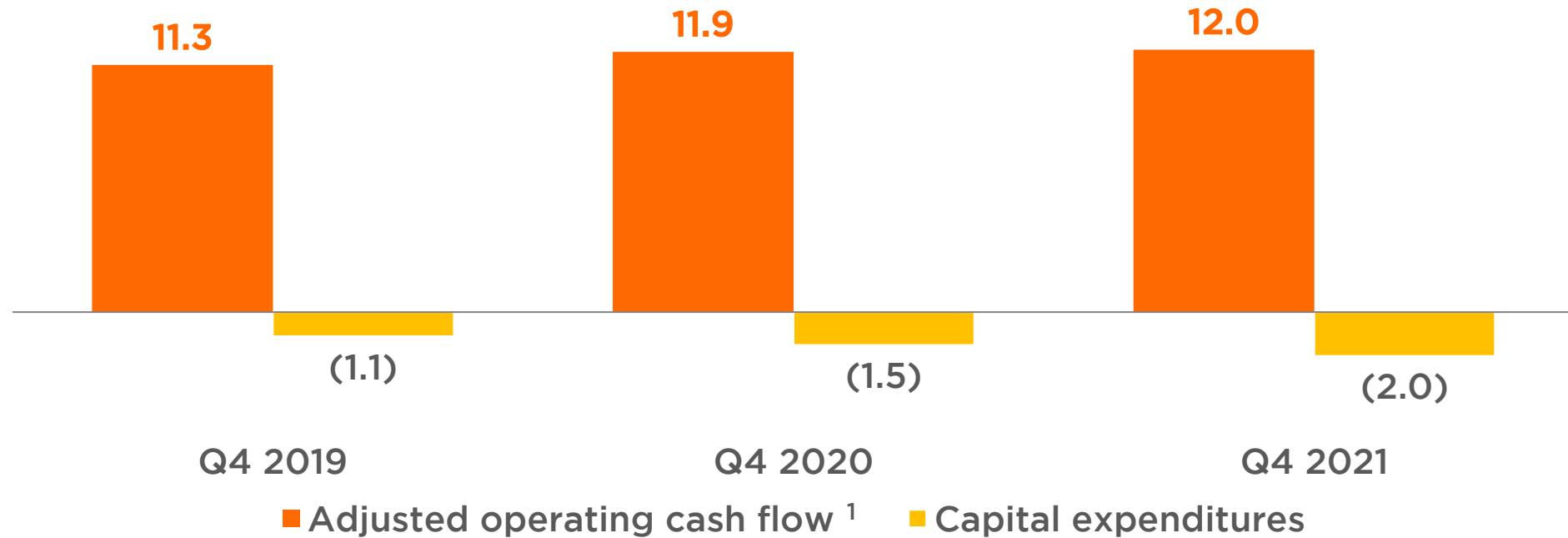
Operating expense ratio was 13.4% in Q4 2021

R&D expense ratio continued to increase



Robust Cash Flow Performance

Adjusted Operating Cash Flow¹ and Capex
RMB Billions

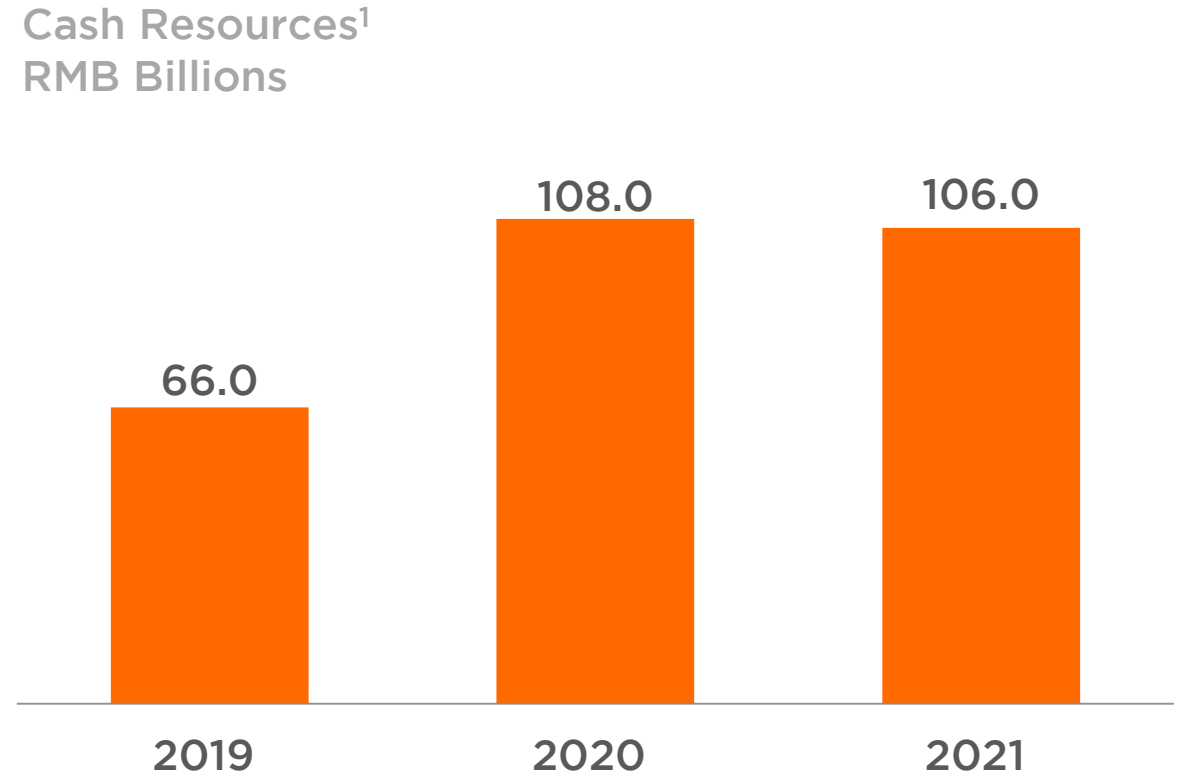


Repurchased **HKD8.4 billion** of Shares in 2021

¹ 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



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

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

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 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 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, China¹
Flood disaster relief of **€1 million** for Germany, the Netherlands and Belgium²

In October 2021

Flood disaster relief of **RMB10 million** for Shanxi, China¹
Volcano relief of **€100,000** for Spain²

In December 2021

Covid-19 relief of **RMB10 million** for Xi'an, China¹
Typhoon disaster relief of **US\$200,000** for Malaysia and Philippines²

In February 2022

Covid-19 relief of **HKD5 million** for Hong Kong, China²

Talent Development

Xiaomi Scholarships¹ 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**¹ to support 100 universities in China over 5 years

¹By Beijing Xiaomi Foundation
²By Xiaomi Foundation Limited



IR@xiaomi.com