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# Who Are We

A Consumer Electronics and Smart Manufacturing Company with Smartphones and Smart Hardware Connected by an IoT Platform at Its Core

## FY 2021

<table>
<thead>
<tr>
<th>Category</th>
<th>Key Figures</th>
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</thead>
<tbody>
<tr>
<td><strong>Market Leadership</strong></td>
<td></td>
</tr>
<tr>
<td>#3</td>
<td>Smartphone Company by Global Shipments(^1)</td>
</tr>
<tr>
<td>#1</td>
<td>Global Consumer AIoT Platform(^2)</td>
</tr>
<tr>
<td><strong>Massive User Base</strong></td>
<td></td>
</tr>
<tr>
<td>508.9 MM</td>
<td>Global MIUI MAU(^3)</td>
</tr>
<tr>
<td>129.8 MM</td>
<td>Mainland China MIUI MAU(^3)</td>
</tr>
<tr>
<td><strong>Strong Growth</strong></td>
<td></td>
</tr>
<tr>
<td>RMB 328.3 BN</td>
<td>2021 Total Revenue 33.5% up YoY</td>
</tr>
<tr>
<td>RMB 22.0 BN</td>
<td>2021 Adjusted Net Income(^4) 69.5% up YoY</td>
</tr>
<tr>
<td><strong>Increasing Profitability</strong></td>
<td></td>
</tr>
<tr>
<td>17.7%</td>
<td>2021 Gross Margin 2.8% up YoY</td>
</tr>
<tr>
<td>6.7%</td>
<td>2021 Adjusted Net Income(^4) Margin 1.4% up YoY</td>
</tr>
</tbody>
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1. According to Canalys, by smartphone shipments in 2021
2. According to iResearch, as of December 31, 2020, by number of global connected IoT devices
3. In December 2021
4. 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
Strong Growth Trajectory

- Revenue exceeded RMB100 billion within 7 years
- Listed on HKEX in 2018
- Became the youngest company on Fortune Global 500 in 2019

Total Revenue\(^1\)
RMB Billions

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>0.1</td>
<td>0.5</td>
<td>10.8</td>
<td>27.1</td>
<td>63.6</td>
<td>66.8</td>
<td>68.4</td>
<td>114.6</td>
<td>174.9</td>
<td>205.8</td>
<td>245.9</td>
<td>328.3</td>
</tr>
</tbody>
</table>

Launched MIUI | Launched Xiaomi smartphone | Launched Redmi series | Broadened IoT business | Expanded overseas markets | Smartphone x AIoT | Entered smart EV business

\(^1\) The revenue from 2010 to 2014 was based on unaudited management accounts
Globally Recognized Brand and Innovation

#338 on FORTUNE Global 500 list in 2021

#70 on BrandZ’s 2021 Top 100 Most Valuable Global Brands

#222 on Forbes Global 2000 list in 2021

3 Consecutive Years on Derwent’s Top 100 Global Innovators report
Triathlon Business Model

User-centric approach

- Hardware: Smartphone x AIoT, “killer” products
- New Retail: Maximize operating efficiency, same pricing online and offline
- Internet Services: Enhance user experience while monetizing traffic from smartphones and new retail
Global Footprint

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

Source: Canalys, by shipments. Markets are ranked in no particular order
Our Mission

Relentlessly build amazing products at honest prices to allow everyone in the world to enjoy a better life through innovative technology.

Our Vision

To be friends with our users and to be the “coolest” company in our users’ hearts and minds.
Our ESG Visions & Strategy

A Balance between Environmental and Social Impacts and Business Sustainability
ESG Management Framework

Corporate Governance Committee ("CGC")
- Oversight of ESG issues at Xiaomi;
- Discussion on ESG performance on a semi-annual basis

Sustainability Committee ("SC")
- Formulation of ESG action plans and objectives;
- Communication of plans and objectives;
- Tracking progress of plans

ESG Working Group
- Coordination of internal and external resources;
- Organization of quarterly meetings to share and discuss sustainability issues and relevant business impact

ESG-related Departments
- Execution of plans;
- Participation of quarterly meetings

In 2021,
- 2 ESG meetings at the CGC, approving 2021 ESG Report and environmental targets;
- 3 ESG meetings at the SC, discussing topics on carbon neutral and plans
Environmental
Under Task Force on Climate-Related Financial Disclosures (“TCFD”)

**Governance**
- Corporate Governance Committee
  - Monitoring the implementation of action plans;
  - Evaluating the progress of the action plans

**Strategy**
- Sustainability Committee
  - Providing guidance and assistance to execute projects
  - Identification and assessment of physical and transition risks per business nature;
  - Launch of electric vehicle as a business opportunity

**Risk Management**
- Adoption of regular business responses to the risks identified

**Metrics and Targets**
- Full-scope reporting of GHG emissions (Scope 1 and 2) verified by an independent third-party agency;
- Preparatory work towards a two-phase carbon neutral program
Environmental - Our Targets at Operation

**Energy**
The energy consumption per capita of self-operated office parks will be reduced by 5% in 2026, against the 2020 level.

**Greenhouse Gas (“GHG”)**
The GHG emissions per capita of our self-operated office parks will be reduced by 4.5% in 2026, against the 2020 level.

**Water**
Water consumption per capita of self-operated office parks will be no higher than that of 2020 level.

**Waste**
Non-hazardous wastes from self-operated office parks are separately managed by categorization. All hazardous wastes are handled by qualified third-party organizations.
Environmental - Impacts throughout Product Life Cycle

Minimize environmental impact throughout product life cycle

1. Design
   - Reduce material use
   - Utilize eco-friendly materials

2. Production
   - Optimize manufacturing engineering
   - Streamline manufacturing process
   - Plastic-free packaging for new products
   - No or less plastics/lighter weight packaging for existing products

3. Packaging
   - Win, use, and recycle

4. Logistics
   - Reuse of packaging in logistics
   - Increase full load rate of trucks
   - Optimize distribution routes

5. Product Use
   - Adopt energy-saving hardware
   - Optimize software performance for energy saving

6. Recovery
   - Add e-waste recovery and disposal measures

Climate Change
Operation
Product
Our Measures and Impacts

### Reduce Material Use

- **Annual saving of plastic**: 98 metric tons

### Utilize Eco-friendly Materials

- **Less water use**: 15%
- **Less energy use**: 20%
- **Less GHG emission**: 20%

### Optimize Manufacturing Engineering

- **EA50**: 132 metric tons annual saving of plastic
- **EA55**: 30,000 cubic meters annual saving of natural gas
- **EA65**: 30,000 kWh annual saving of electricity
- **Annual reduction of CO₂e emission**: 84 metric tons

### Plastic-free Packaging for New Small-sized IoT Products

- Selected small-sized IoT products with plastic-free packaging

### No or Less Plastics/Lighter Weight Packaging for Existing Products

- **Annual saving of paper**: ≤ 43 inches
- **130 metric tons**

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1 Based on the test results provided by the supplier
Our Measures and Impacts (Cont’d)

Reuse of Packaging

Number of post-consumer carton reused: 6 million

Optimize Distribution Routes

Annual saving of woods: 280 metric tons
Annual saving of aviation fuels: 460 metric tons
CO₂e emissions avoided: 1,423 metric tons

Optimize Software Performance for Energy Saving

Battery saver: 47 minutes
Additional use time per charge

Product Use

Additional use time: 21 minutes

Recovery

Add E-waste Recovery and Disposal Measures

Markets with trade-in programs: 650,000 smartphones
Annual collection under trade-in: 197 metric tons
Social
Social - Supply Chain Management

Supply Chain ESG Management Framework

Policy and Management
- **Policies**
  - Xiaomi Supplier Code of Conduct
  - Supplier Social Responsibility Agreement
  - Xiaomi Corporation Conflict Minerals Policy
  - Xiaomi Supplier Social Responsibility Audit Procedures
- **Management**
  - Supply chain ESG management
  - Supplier ESG performance management

ESG Risk Management
- Risk-tiering management

Code of Conduct Assessment
- Third-party independent ESG audits

Capability Enhancement
- Onsite coaching for suppliers
- Subject-specific skill training

Continuous Improvement
- “Person-in-charge” Mechanism
  - Rectification tracking and reporting

Raw materials mining
- Processing
- Assembly
- Logistics
- Sales and services
- Product recovery and recycling

Production supplier
- Non-production supplier
Social - Supply Chain Management (Cont’d)

**Code of Conduct Assessment**
- **71 more audits in 2021 than 2020**
- **Better performance in 2021**
  - High-performer: 22.50% (2020) vs. 29.70% (2021)
  - Medium-performer: 22.50% (2020) vs. 25.90% (2021)
  - Low-performer: 55.00% (2020) vs. 44.40% (2021)
- **Over 70% of the suppliers under rectification status have a completion rate above 60%**
  - Completion Rate ≤ 60%
  - Completion Rate at 60%-80%

**Responsible Sourcing**
- **Sn Tin** 90 smelters/refiners, 99% certified
- **Ta Tantalum** 36 smelters/refiners, 100% certified
- **W Tungsten** 51 smelters/refiners, 100% certified
- **Au Gold** 173 smelters/refiners, 100% certified
- **Co Cobalt** 90 smelters/refiners, 70% certified

**GHG Management**
- **Among smartphone suppliers**
  - Carbon reduction targets set: 103
  - GHG emission data independently verified: 41
  - In the process of independent verification: 9
  - Participants in training arranged by Xiaomi: 700+
Social - Privacy Protection

Management System

Scope and Structure
- Xiaomi Corporation VP
- Security and Privacy Committee
  - Cloud
  - Legal
  - Business Unit

ISO 27001 Global Coverage

100%

Privacy Talent Society
Supply Chain
Privacy
Talent
Society

Process

Privacy Design
Security by Default

- Product security development lifecycle (SDL) optimisation
- Before online
  - Security requests and recommendation
- Testing
  - All products pass security tests
- After online
  - Internal and external monitoring on product security

- Vulnerability disclosure process
- Receive
- Test and verify
- Correction plan
- Scope and impact
- Disclose

Innovation

Enhanced Privacy Protection on MIUI

- MIUI 12.5
  - Clipboard data
  - Photo and privacy
  - Webpage behaviour
  - Location

- MIUI 13
  - Facial recognition protection
  - Privacy watermark

Transparency

More Disclosure

- First Transparency Report
- More whitepaper published on security and privacy

Cloud Legal Business Unit

Xiaomi Corporation VP

First Transparency Report
More whitepaper published on security and privacy

TRUST Center
Privacy at Xiaomi

Xiaomi Security Center

TRUSTe Certified Privacy
GDPR Certified

TU Veehndt

Privacy Rights

ioxt

Total Full-time Employee Headcount

Europe Countries and Regions
- 2020: 278
- 2021: 613

Other Asian Countries and Regions
- 2020: 1,203
- 2021: 1,683

China (including Hong Kong, Macau and Taiwan)
- 2020: 20,586
- 2021: 31,115

North American Countries and Regions
- 2020: 6
- 2021: 16

Oceania Countries and Regions
- 2020: 1
- 2021: 0
Social - Talent Management (Cont’d)

Incentives for Outstanding Talents

8,455 Selected Participants\(^1\)

- Outstanding young engineers, fresh graduates, and employees in core positions
- Recipients of the Annual Excellent Technology Award
- Recipients of the New 10-Year Entrepreneurship Program

266.5 million Award Shares

Promoting Work-life Balance

2,500+ Participants in 2021 Xiaomi Family Day across five main office areas in Mainland China

1,000+ Participants in Midsummer FUN Night

67 Clubs and associations in 2021, an increase of 10 from 2020

\(^1\) For details, please refer to the announcements “Grant of awards pursuant to share award scheme” on January 6, July 2, July 6 and November 24, 2021, respectively
Social – Social Responsibility

Accessibility

Approach: Internal document that incorporates the quality requirements of accessibility feature in all Xiaomi software applications

Applications:
- Special Needs
- Elderly
- Emotional Care

Engagement: Mi Accessibility Week

Disaster Warning

Warning Display:
- Smartphone
- Smart TV

Warning Types:
- Earthquake
  - 50 warnings of earthquake above 4.0
  - 10 million alerts sent
- Natural Disaster
  - 60 thousand red and orange warnings
  - 220 thousand alerts sent
Governance
Governance - Corporate Governance Structure

Board of Directors

Executive Directors
- Lei Jun
- Lin Bin
- Liu De

Non-executive Director
- Liu Qin

Independent Non-executive Directors
- Chen Dongsheng
- Wong Shun Tak
- Tong Wai Cheung Timothy

43% of board members are independent

Audit Committee
Chaired by Wong Shun Tak

Corporate Governance Committee
Chaired by Chen Dongsheng

Nomination Committee
Chaired by Tong Wai Cheung Timothy

Remuneration Committee
Chaired by Chen Dongsheng

All of the board committees are chaired by independent non-executive directors
Green Bond & Recognition
## Green Bond - Further Demonstrated Our Commitment to ESG

### Transaction Summary

<table>
<thead>
<tr>
<th>Transaction Summary</th>
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</thead>
<tbody>
<tr>
<td><strong>Issuer</strong></td>
<td>Xiaomi Best Time International Limited, a direct wholly-owned subsidiary of Xiaomi Corporation</td>
</tr>
<tr>
<td><strong>Settlement Date</strong></td>
<td>July 14, 2021</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>US$400 million (Net Proceeds: US$392.8 million)</td>
</tr>
<tr>
<td><strong>Coupon</strong></td>
<td>4.100%</td>
</tr>
<tr>
<td><strong>Maturity</strong></td>
<td>30 Years (July 14, 2051)</td>
</tr>
<tr>
<td><strong>Use of Proceeds</strong></td>
<td>To finance or refinance, in whole or in part, one or more of the Xiaomi's new or existing Eligible Projects, pursuant to Xiaomi's Green Finance Framework</td>
</tr>
<tr>
<td><strong>External Review</strong></td>
<td>Sustainalytics Second Party Opinion</td>
</tr>
</tbody>
</table>

### Eligible Project Category

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<thead>
<tr>
<th>Eligible Project Category</th>
<th>Sustainable Development Goal (SDG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eco-efficient and Circular Economy Adapted Products, Production Technologies and Processes</td>
<td><img src="image1" alt="SDG9" /> <img src="image2" alt="SDG12" /> <img src="image3" alt="SDG14" /></td>
</tr>
<tr>
<td>Energy Efficiency</td>
<td><img src="image4" alt="SDG7" /> <img src="image2" alt="SDG9" /></td>
</tr>
<tr>
<td>Green Buildings</td>
<td><img src="image4" alt="SDG7" /> <img src="image2" alt="SDG9" /> <img src="image5" alt="SDG15" /></td>
</tr>
<tr>
<td>Clean Transportation</td>
<td><img src="image2" alt="SDG9" /> <img src="image6" alt="SDG11" /></td>
</tr>
<tr>
<td>Pollution Prevention and Control</td>
<td><img src="image2" alt="SDG12" /></td>
</tr>
<tr>
<td>Renewable Energy</td>
<td><img src="image4" alt="SDG7" /></td>
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</tbody>
</table>
External Recognition to Our ESG Efforts

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