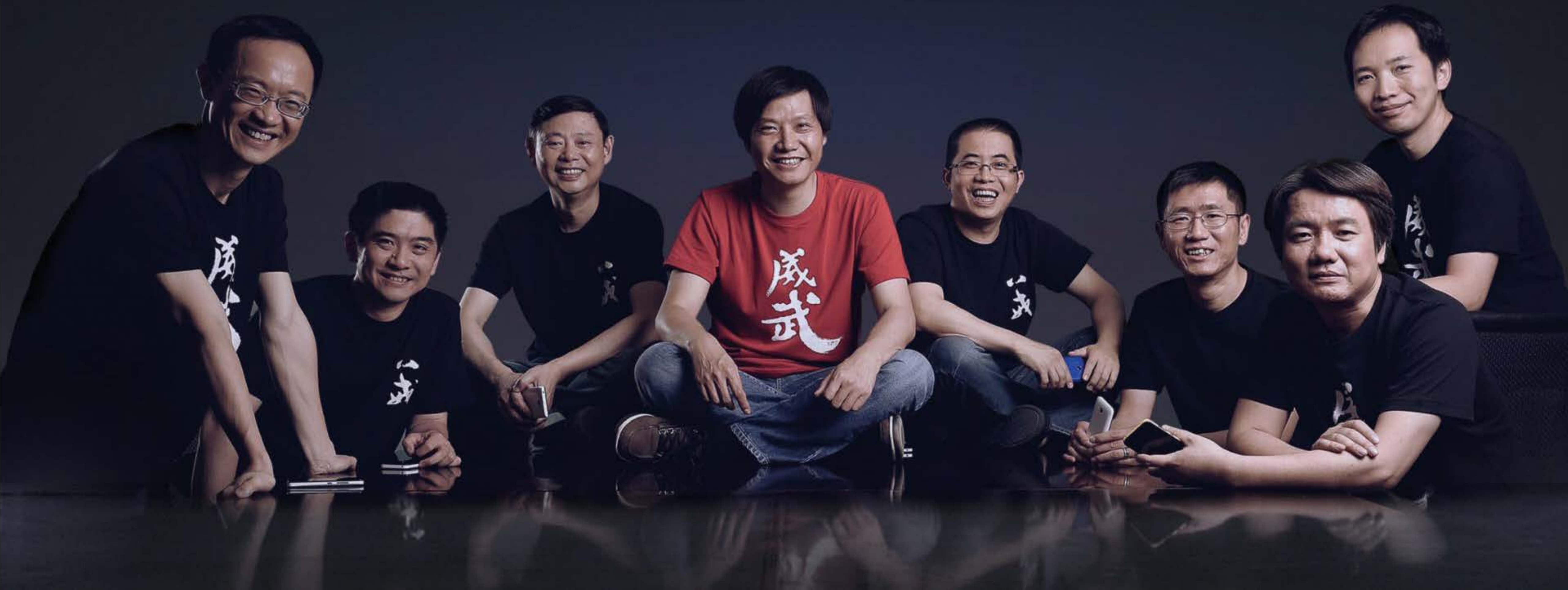




Xiaomi Group Introduction

Founded on April 6th, 2010



Xiaomi Business Model – 1. High Quality Products



Xiaomi Business Model – 2. Selling products at cost on MI.COM

The screenshot displays the MI.COM website interface. At the top, the MI logo is on the left, and a navigation menu lists products: Redmi Note 4G, Redmi 1S, Mi 3, Mi TV, Mi Box, Mi Power Bank, Mi Headphones, and Mi Band. The main banner features the text "2015 Xiaomi Flagship Product Launch" in gold, accompanied by images of a pair of black and gold headphones, a white smartphone, and a white smart speaker. Below the banner are three product category cards:

- Redmi**: Expect more. Achieve more. (Image of a white smartphone)
- MIUI**: Redefining Android. (Image of a smartphone displaying the MIUI interface)
- Mi Bunny family**: Learn more about Mi Bunnies. (Image of several colorful bunny plush toys)

Xiaomi Business Model – 3. Word of Mouth Marketing and Social Media



A photo of two heavy men sitting on a Xiaomi packaging box was widely spread through China Social Medias. This marketing activity reflects the quality of Xiaomi packaging and products.

Xiaomi Business Model – 4. Mi Fans

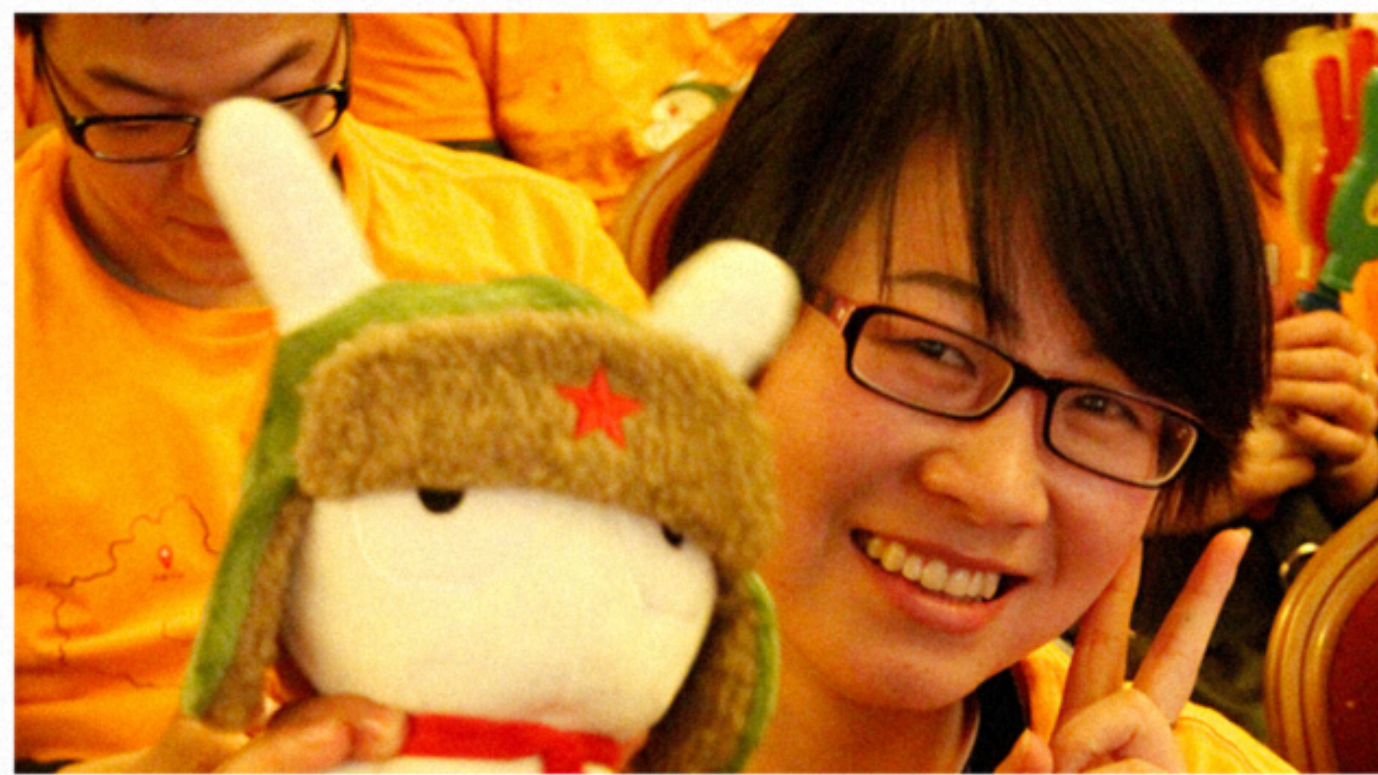


Make friends with
your users

和用户做朋友!

小米的用户关系指导思想

Xiaomi user interaction philosophy

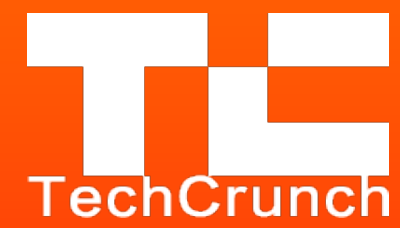


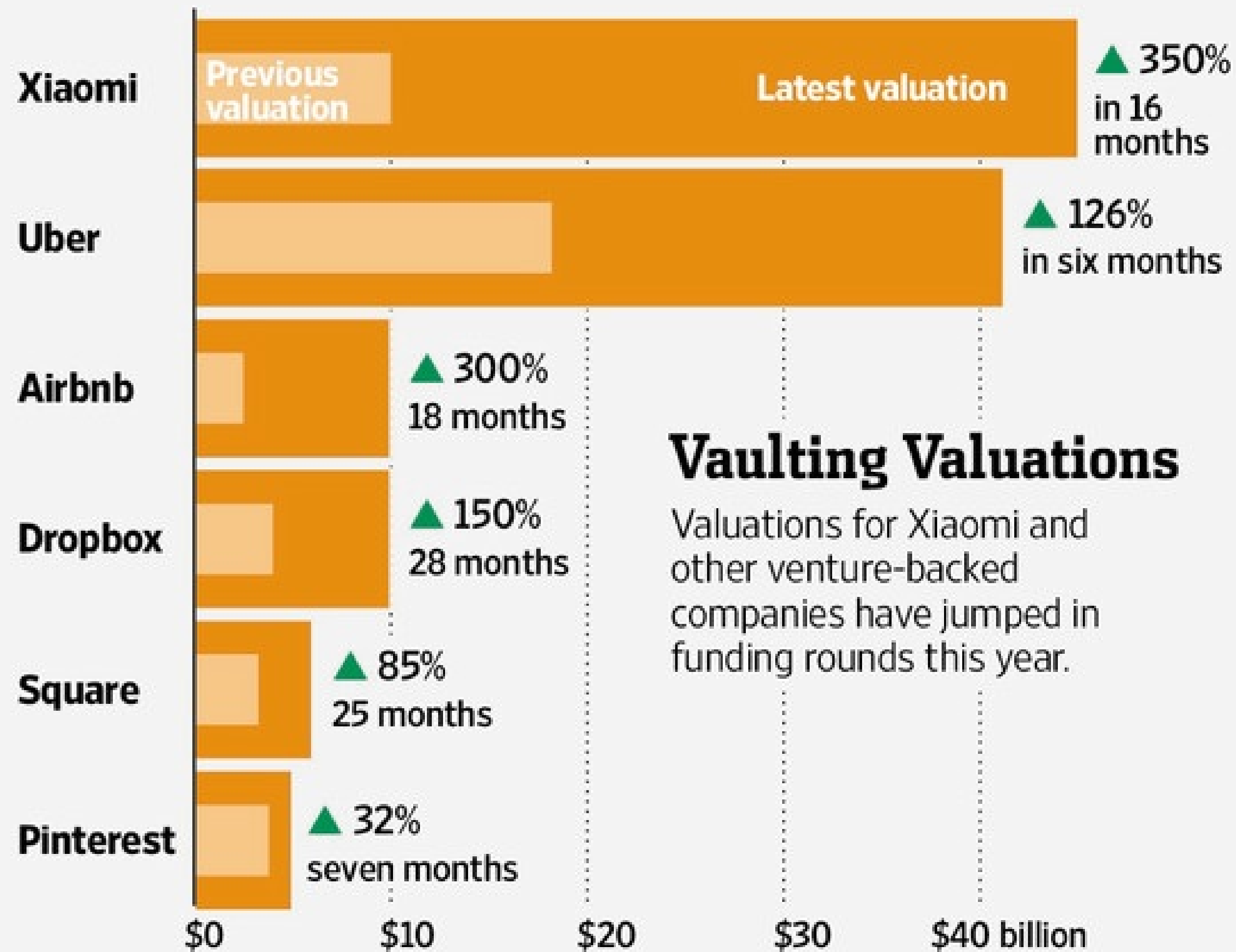
74 Billion

RMB revenue for 2014 posing a growth of **134%**

61 million Mobile phones sold in 2014

**Our innovation is widely recognized
by world renowned media**

The logo for CCTV, consisting of the letters 'CCTV' in a stylized, white, sans-serif font on a red background.The word 'FORTUNE' in a white, serif font on a purple background.The TechCrunch logo, featuring the letters 'TC' in a large, white, stylized font with 'TechCrunch' written in a smaller, white, sans-serif font below it, on an orange background.The logo for 'FASTCOMPANY', with 'FASTCOMPANY' in a small, white, sans-serif font at the top, followed by 'THE WORLD'S MOST INNOVATIVE COMPANIES 2013' in a larger, white, sans-serif font, on a lime green background.The BBC logo, consisting of the letters 'B B C' in a white, sans-serif font, each letter contained within a white square, on a blue background.The word 'Forbes' in a white, serif font on a green background.



Sources: Dow Jones VentureSource; WSJ staff reports

The Wall Street Journal

Valued at 46 billion USD

Xiaomi Core Products



Mi Note

Quality and design beyond your imagination

¥ 2299

This advertisement features a white Mi Note smartphone shown at an angle against a light grey background. The phone's screen displays the time 14:00. The Xiaomi logo is in the top right corner.



Mi TV 2

49" 4K TV with a stand-alone soundbar & subwoofer

¥ 3999

This advertisement shows a Mi TV 2 with a stand-alone soundbar and subwoofer. The TV screen displays a sunset scene of the Golden Gate Bridge. The background is a solid red color.



Mi Wi-Fi

Dual-band 802.11 AC Router with 1TB Hard Drive

¥ 699

This advertisement features a black Mi Wi-Fi router with a 1TB hard drive. The router is shown from a three-quarter perspective against a light grey background.

Xiaomi Phone and Pad



Mi Pad

The best Android tablet ever

¥ 1499 (16GB) | ¥ 1699 (64GB)

This advertisement shows a stack of colorful Mi Pad tablets in shades of red, yellow, green, and blue. The top tablet is black and displays the time 2:45 and the date 5月16日 星期四.



小米盒子

首款4K超高清网络机顶盒

299元

1GB增强版

立即购买

新品上市 小米小盒子199元

This advertisement features a black Mi Box (小米盒子) set-top box. The background is white and includes several award logos: 2014 China Red Star Award, 2014 Good Design Award, and Red Dot Award.

Xiaomi Wifi Router

Products from Xiaomi Invested startup companies



Action Camera



Smart Cam



MI Band



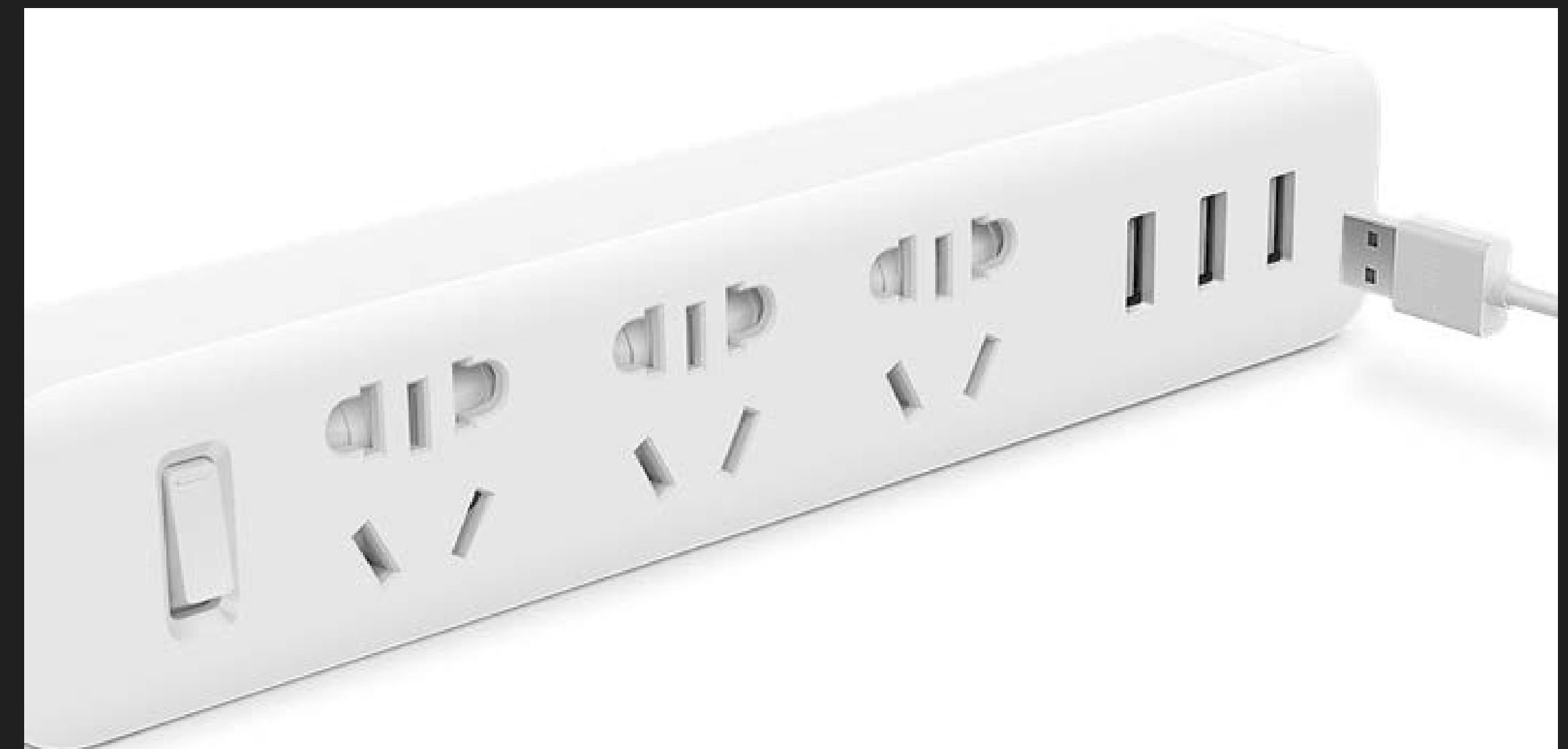
Bathroom Scale



Air Purifier



Power Bank



Power Strip

Xiaomi, way to go.

