



Xiaomi in Greece - 3,5 years Journey

Build a company within Company



13



commercial team



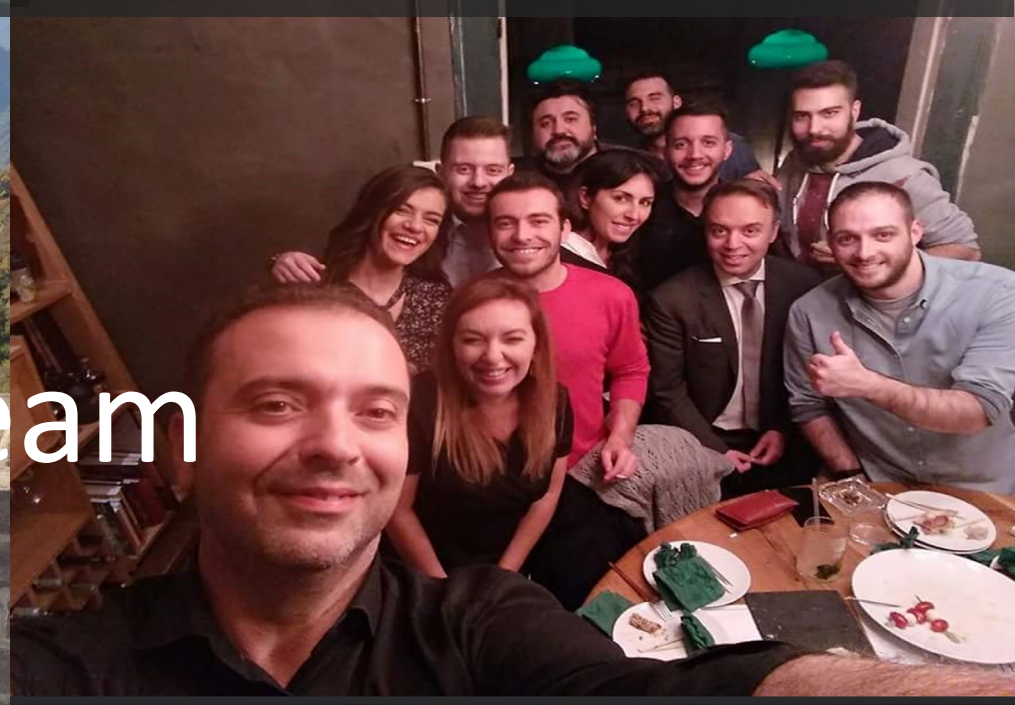
12

9

service team



Mi store team



A unique success story



Mi MIX



Mi



Mi A



Redmi Note



Redmi

2

Brand in Smartphone sales



+1M

Smartphone sales 2017 - 2020



#1

Brand in Wearable sales



+21 K

Mi Electric Scooter sales



+2M Xiaomi products in Greece

2017 - 2019



Mi Store Golden Hall

1st Mi store in EU



Mi Store Thessaloniki

1st Mi store N. Greece





Mi Store Nicosia



xiaomi

The 10 year journey

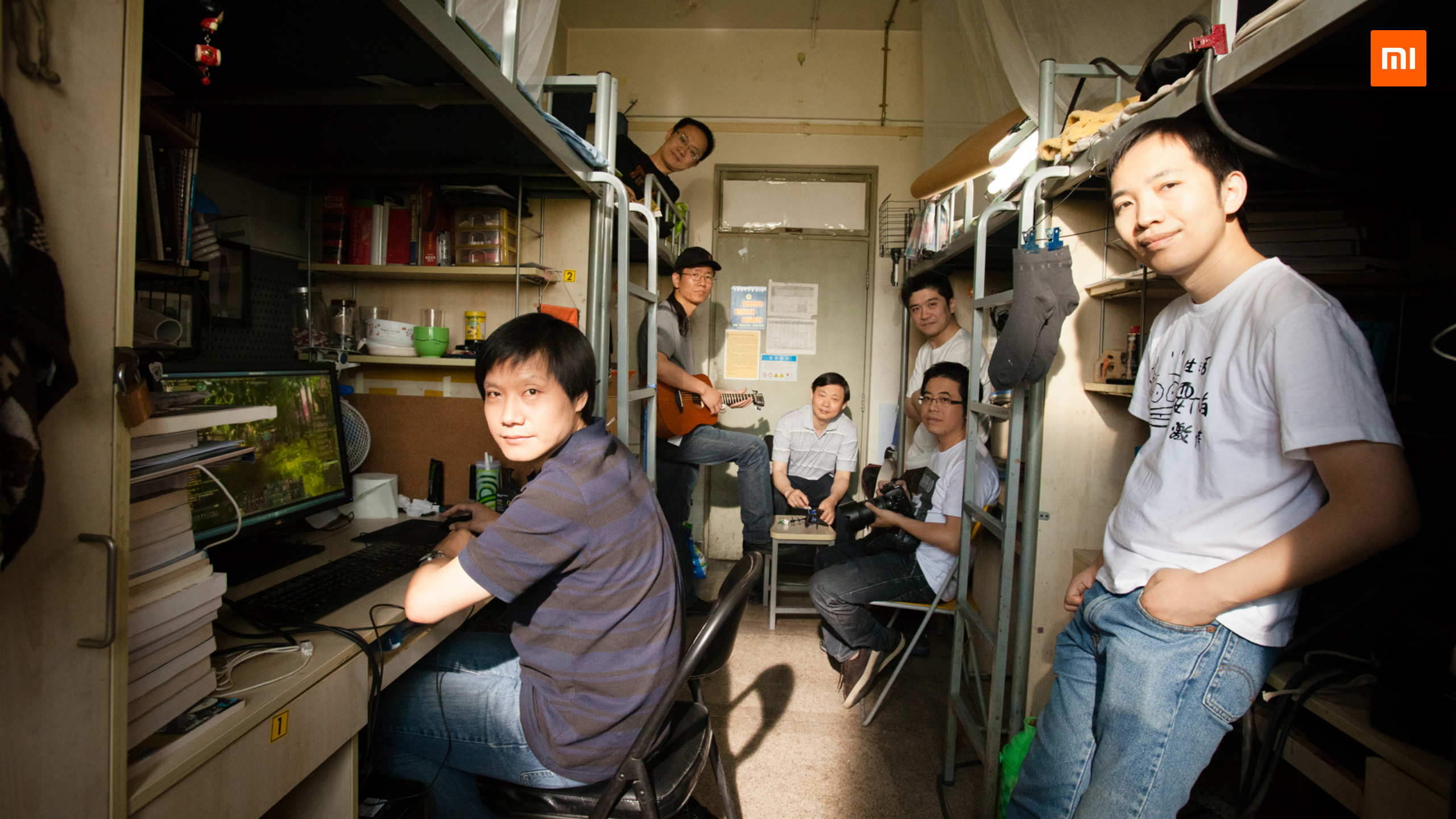
Xiaomi's mission

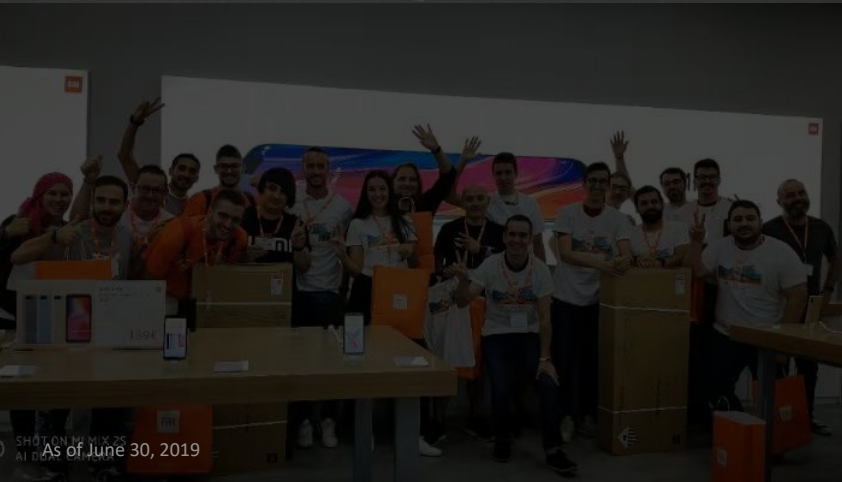
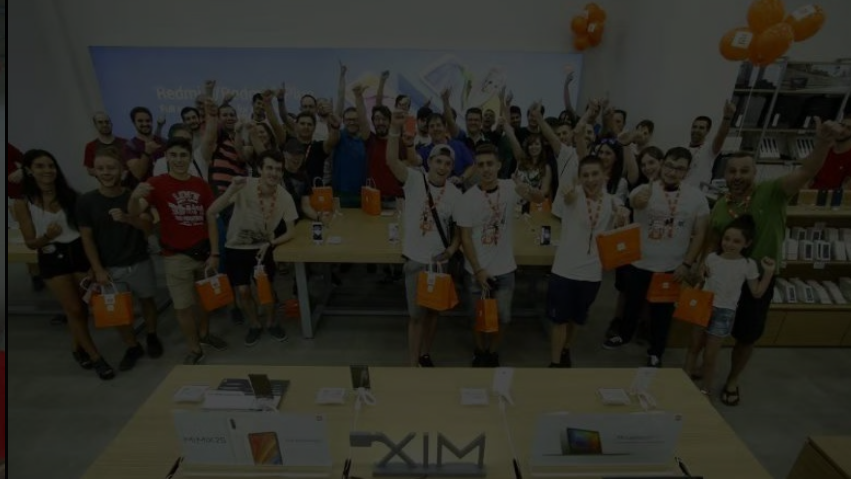
Innovation for everyone

Always support good quality products that
will “touch our lives at affordable prices”

Enable the whole world to enjoy happiness
that technology brings to our lives







16900+ full-time employees



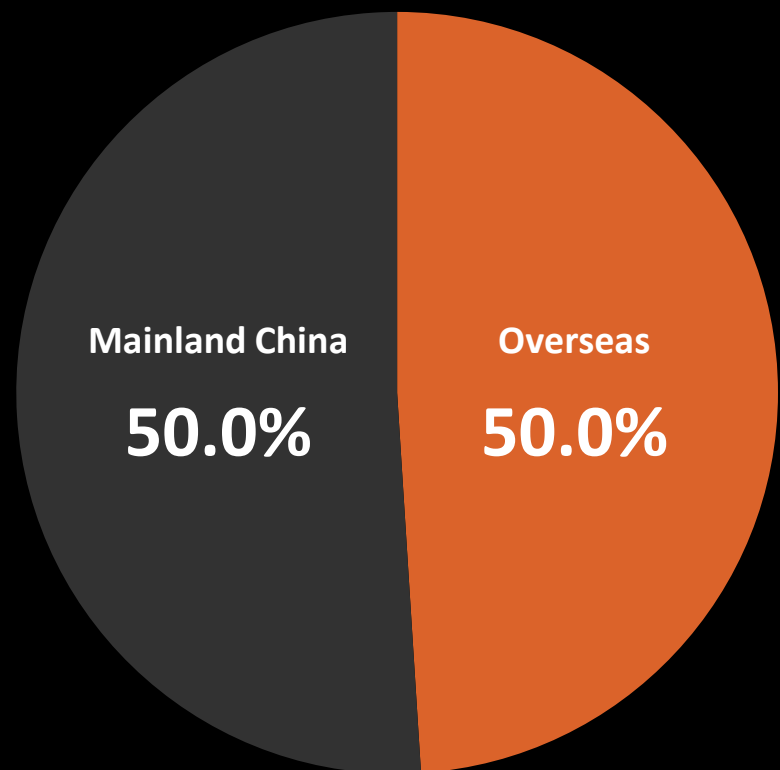
Xiaomi did the impossible

Forbes

2020 GLOBAL 2000

#384





Q1 2020

For the first time, our overseas revenue
Contributed to half of our total revenue



Xiaomi joins 2019's **Fortune Global 500**







Xiaomi crossed

US\$15 billion

in revenue in 2017

Time to US\$15 billion

Google

9 years



12 years



17 years

Tencent

17 years



20 years



Xiaomi reached

US\$~30 billion

in revenue in 2019

7 regions



Western
Europe

Eastern
Europe

Middle East

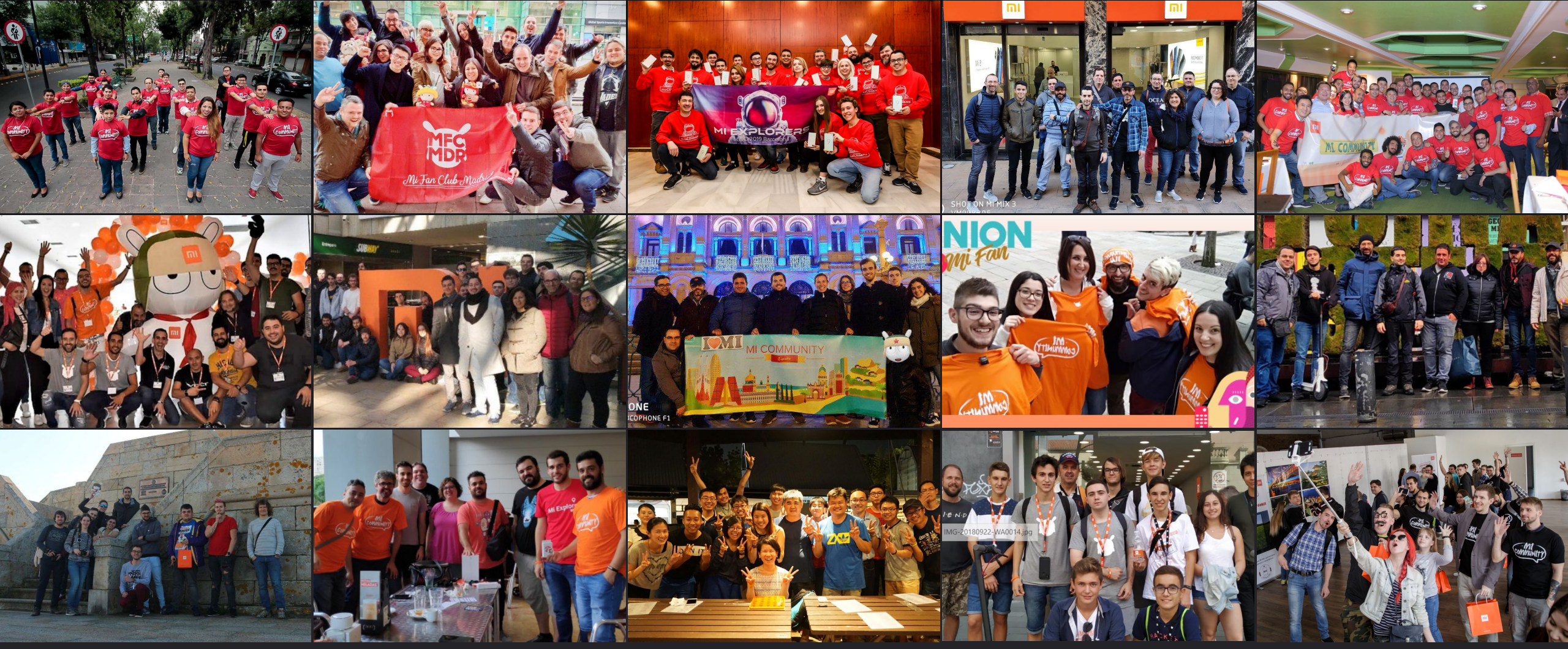
Africa

C.I.S.

Southeast
Asia

Latin
America

80+ markets

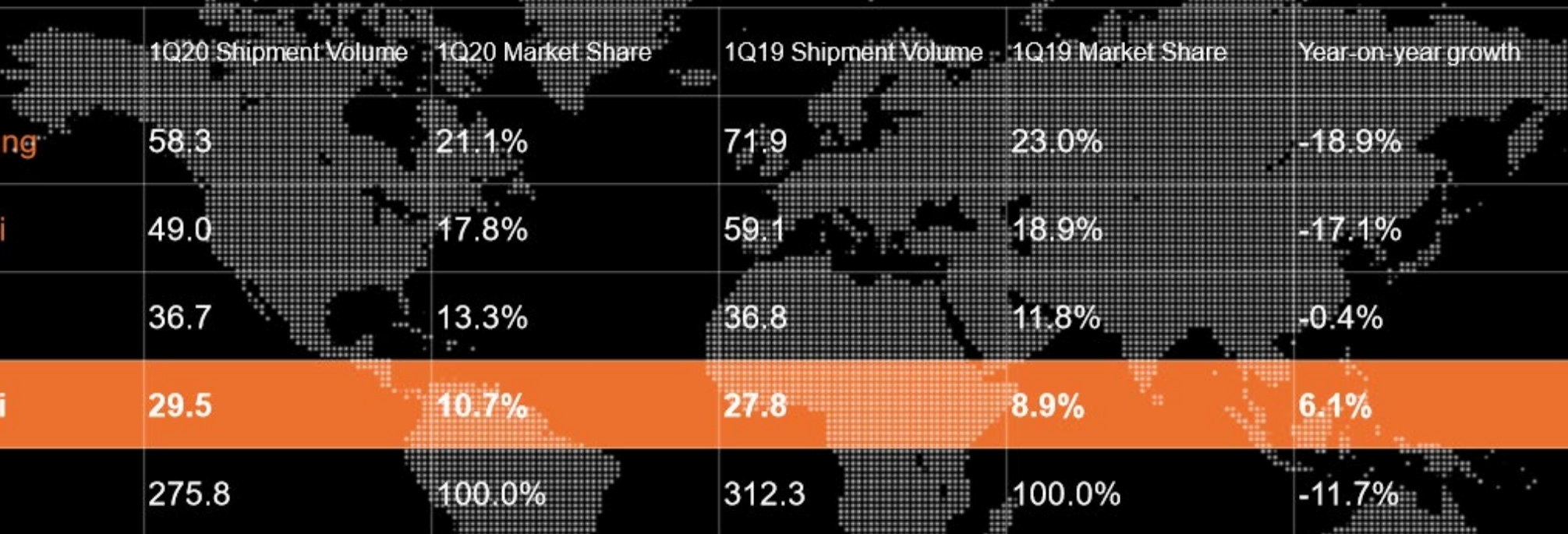




520

Authorized Mi Home stores overseas

#4 Q1 worldwide smartphone shipment - IDC



Company	1Q20 Shipment Volume	1Q20 Market Share	1Q19 Shipment Volume	1Q19 Market Share	Year-on-year growth
1. Samsung	58.3	21.1%	71.9	23.0%	-18.9%
2. Huawei	49.0	17.8%	59.1	18.9%	-17.1%
3. Apple	36.7	13.3%	36.8	11.8%	-0.4%
4. Xiaomi	29.5	10.7%	27.8	8.9%	6.1%
TOTAL	275.8	100.0%	312.3	100.0%	-11.7%

Source: IDC Quarterly Mobile Phone Tracker, Apr. 29, 2020

#3 smartphone brand in Central and Eastern Europe

Company	Q12020 market share	Year-on-year growth
1.Samsung	28%	-27%
2. Huawei	28%	-29%
3.Xiaomi	21%	45%
4.Apple	8%	-21%
5. Oppo	2%	757%

Top 5 in 42 global smartphone markets



Greece #2



Belarus #1



India #1



Myanmar #1



Austria #2



Hungary #2



Israel #2



Latvia #2



Ukraine #1



Croatia #3



Czech Rep. #3



Estonia #3



Indonesia #3



Laos #3



Poland #2



Russia #3



Singapore #3



Spain #3



UAE #3



Vietnam #3



Belgium #4



Cambodia #4



China #4



Colombia #4



Italy #4



Nepal #4



Netherlands #4



Qatar #4



Romania #4



S Korea #4



Slovakia #4



Slovenia #4



Switzerland #4



Turkey #4



Egypt #5



France #5



Ireland #5



Kuwait #5



Malaysia #5



Portugal #5



Saudi Arabia #5



Sri Lanka #5

We are more than just
a smartphone company

We are a game changer in
Consumer AIoT

Smartphone + AIoT

Dual-engine strategy interactive

Xiaomi will invest 1.47 billion USD in AIOT in the next few years





Connected devices on the Xiaomi IoT platform

213 million

Over 213 million connected
smart devices

200+

countries and
regions covered



400+

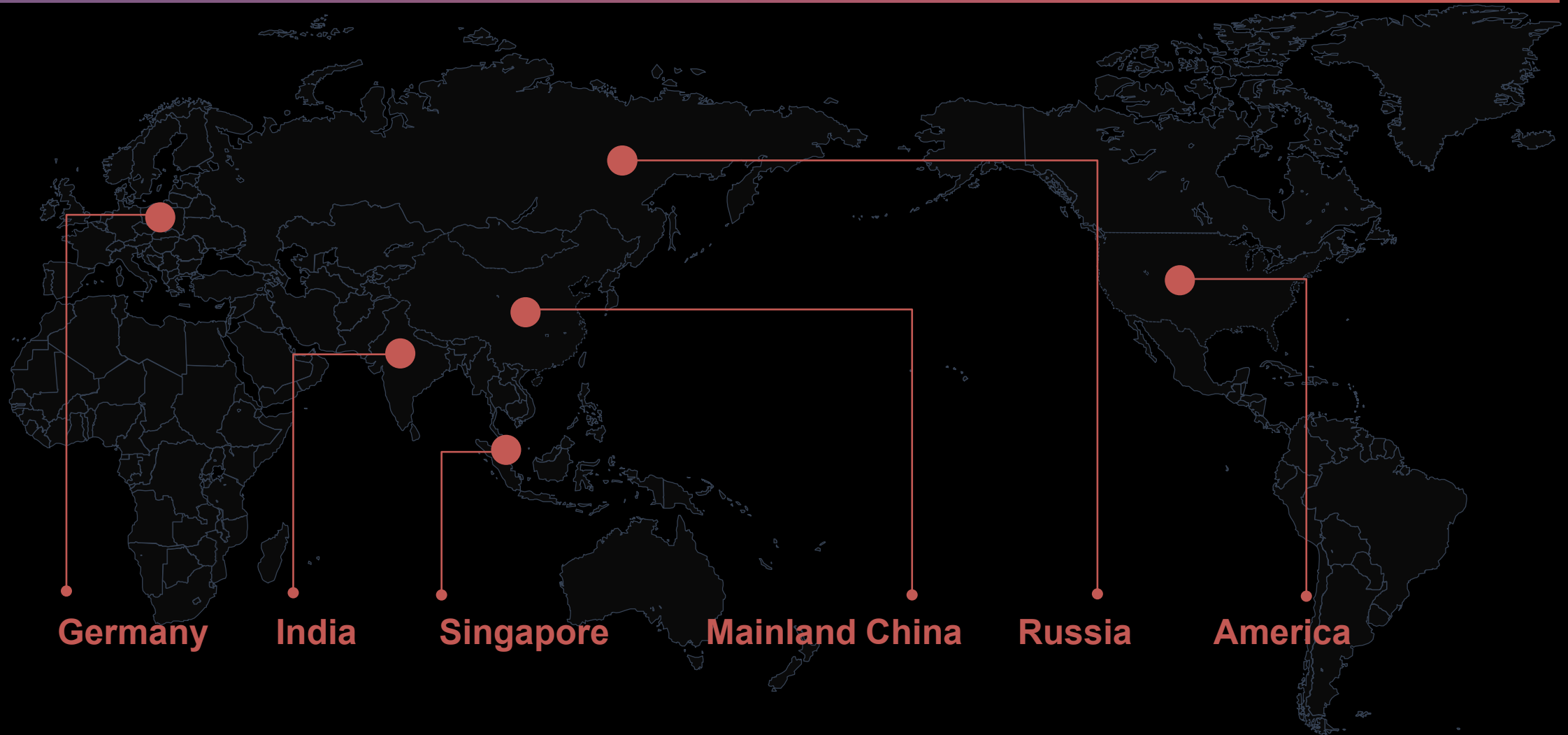
Ecosystem companies

AIoT related patent applications

1000+

MIOT Server Location

6 Site locations of MIOT server in the world, all have been certified and fully compliant with GDPR.



**Xiaomi is the world's
largest consumer IoT platform**



2000+ ecosystem products Globally
250+ ecosystem products in Greece



Mi Home App

A control centre for all your smart products

How did we achieve this?

Amazing products, honest pricing



Innovation

Design

Quality

Value for
money

2020 iF DESIGN AWARD



Global content partnerships



Xiaomi's innovation is recognized by professional organizations globally

EXHIBIT 2 | The 50 Most Innovative Companies of 2014

1 to 10	11 to 20	21 to 30	31 to 40
1 Apple	11 Hewlett-Packard	21 Volkswagen	31 Procter & Gamble
2 Google	12 General Electric	22 3M	32 Fiat
3 Samsung*	13 Intel	23 Lenovo Group	33 Airbus
4 Microsoft†	14 Cisco Systems	24 Nike	34 Boeing
5 IBM	15 Siemens	25 Daimler‡	35 <u>Kionix Technology</u>
6 Amazon	16 Coca-Cola	26 General Motors	36 Yahoo
7 Tesla Motors	17 LG Electronics	27 Shell	37 Hitachi
8 Toyota Motor	18 BMW	28 Audi	38 McDonald's
9 Facebook	19 Ford Motor	29 Philips	39 Oracle
10 Sony	20 Dell	30 Softbank	40 Salesforce.com

Source: 2014 BCG Global Innovators Survey.
 *Includes all Samsung business groups (excluding electronics and heavy industry).
 †Includes Nokia.
 ‡Includes Mercedes-Benz.

BCG

2014 Most Innovative Companies

#35

50 Smartest Companies 2015

SORT BY:
 Rank
 Name
 Location
 Years on List

- 1 Tesla Motors
- 2 Xiaomi
- 3 Illumina
- 4 Alibaba
- 5 Counsyl
- 6 SunEdison
- 7 Tencent
- 8 Juno Therapeutics
- 9 SolarCity
- 10 Netflix

MIT
Technology
Review

50 Smartest Companies

#2

EXHIBIT 1 | 2016 Most Innovative Companies

1 Apple	26 Pfizer
2 Google	27 General Motors
3 Tesla Motors	28 JPMorgan Chase
4 Microsoft	29 Johnson & Johnson
5 Amazon	30 A&P
6 Netflix	31 Nike
7 Samsung Group	32 Expedia
8 Toyota	33 Allianz
9 Facebook	34 SpaceX
10 IBM	35 3i
11 Bayer	36 The Walt Disney Company
12 Southwest Airlines	37 Hilton
13 Hewlett-Packard	38 Renault
14 BMW	39 NTT Docomo
15 General Electric	40 Intel
16 Daimler	41 Maricopa International
17 Uber	42 3M
18 Dupont	43 Dell
19 Dow Chemical Company	44 Orange
20 BASF	45 Siemens
21 Airbus	46 Huawei
22 Under Armour	47 Bristol Myers Squibb
23 Glaxo Sciences	48 Honda
24 Regeneron Pharmaceuticals	49 BT Group
25 Cisco Systems	50 Procter & Gamble

Source: BCG Global Innovation Survey 2016.

BCG

2016 Most Innovative Companies

#35

1 Amazon	11 Microsoft	21 Pinterest
2 Google	12 Uber	22 Adobe
3 Uber	13 Facebook	23 Disney
4 Apple	14 IBM	24 eBay
5 Tesla	15 Twitter	25 Microsoft
6 Facebook	16 Slack	26 Microsoft
7 Airbnb	17 Kickstarter	27 Microsoft
8 Intel	18 Kickstarter	28 Microsoft
9 Twitter	19 Kickstarter	29 Microsoft
10 Twitter	20 Kickstarter	30 Microsoft
11 Microsoft	31 Pinterest	32 Pinterest
12 Uber	33 Pinterest	34 Pinterest
13 Facebook	35 Pinterest	36 Pinterest
14 IBM	37 Pinterest	38 Pinterest
15 Twitter	39 Pinterest	40 Pinterest
16 Slack	41 Pinterest	42 Pinterest
17 Kickstarter	43 Pinterest	44 Pinterest
18 Kickstarter	45 Pinterest	46 Pinterest
19 Kickstarter	47 Pinterest	48 Pinterest
20 Kickstarter	49 Pinterest	50 Pinterest

FAST COMPANY

2017 Most Innovative Companies

#13



Philippe Starck

Mi MIX industrial designer

World famous industrial designer



**GOOD
DESIGN**

“Mi-Look”

“More than ten smart hardware and software products from Xiaomi eco-system companies were entered for the 2017 Japan Good Design Awards. Xiaomi is the Chinese brand to win the highest number and quality of awards, and their highly consistent design style deeply impressed the judges. Whenever they saw a square or round white smart home product, they would call it “Mi-Look”

Xiaomi received 400+ ID awards



Germany iF Design

Gold Award

Mi LED Smart Desk Lamp
Mi Sphere Camera Kit



US IDEA Design

Gold Award

Mi Mix Full Screen Concept Phone



reddot award 2017
best of the best

Germany Reddot Award Best of the Best

Mi Electric Scooter



Japan Good Design Gold Award

Smartmi Full DC Inverter Air
Conditioner



MiJia IH Pressure Rice Cooker
Mi Electric Scooter
MiJia Roborock Robot Vacuum
Cleaner
Mi Drone
Mi Band1
Mi Band2
MiJia AIRWEAR Anti-Fog And Haze
Mask
AirPOP Anti-Fog And Haze Mask
MiJia Customization
Huahuacaocao Smart Flower Pot
Viomi Water Purifier V1
Viomi Water Purifier S1
Viomi L1 Water Filter Kettle (UV
Germicidal)
Yeelight LED Ceiling Light
90 Points Metal Suitcase (Silver)
MiniJ 6 Front Load Washing Machine
Xiaomi Round Bluetooth Speaker 2
Mi Smart Home Kit
Mi TDS Pen Water Quality Tester
Mi Water Purifier 3



Mi Drone
Mi LED Portable Light
Mi Water Purifier 3
AirPOP Anti-Fog And Haze Mask
MiJia Customization
MiJia IH Pressure Rice Cooker
Ninebot Electric Unicycle (MK2)
Mi Piston Headphones

Mi Piston Headphones 4
Mi Piston Headphones Crystal
Edition
Mi Capsule In-Ear Headphones
Mi In-Ear Headphones
Mi Bluetooth Headphones
1MORE HD Noise Cancelling In-Ear
Headphones
1MORE Voice of China In-Ear
Headphones
1MORE Design Piston Earbuds
1MORE Over-ear Headphones
Mi LED Portable Light
Mi Portable Fan
AM3S Sports Recorder
Jiuan Oximeter
Jiuan Blood Pressure Monitor
Jiuan Scale
Mi Box Mini
Mi Box 3
Mi Box 3 Enhanced Edition
Mi Piston Headphones

Ninebot Self Balancing Scooter
(Xiaomi Edition)
Mi Powerbank 10400mAh
German Design Award 2018
Aqara Window Door Sensor
Air Conditioning Companion
COMPUTEX d&i awards



reddot award
winner

Mi LED Smart Desk Lamp
Yeelight LED Ceiling Light
AirPOP Anti-Fog And Haze Mask
MiJia Customization
Mi Water Purifier 3
Mi Piston Headphones Standard
Edition
1MORE Speaker
1MORE Bear Toy (Smart Chatting
Toy)
Doctor B Bass Method Toothbrush
SmartMi UVGI Air Humidifier
Amazfit Moon Beam, Equator
Series
QICYCLE R1 Road Bicycle
(Finished)
QICYCLE R1 Road Bicycle
(Wheelset)
AM3S Sports Recorder
Mi Band2
Amazfit Health Band



GOOD DESIGN

Mi Electric Scooter

MiJia Portable Walkie Talkie

MiJia Laser Projector

AirPOP Anti-Fog And Haze Mask

MiJia Customization

Mi Body Fat Scale

Philips EyeCare 2 Smart Desk Lamp

Doctor B Bass Method

Toothbrush (MiJia Customization)

SmartMi Full DC Inverter

Air Conditioner

Mi Bluetooth Headphones (2015)

Amazfit Arc
PO3 Oximeter
BG5 Glucometer
BG1 Glucometer
BP7 Blood Pressure
Monitor
BP5 Blood Pressure
Monitor
HS4 Body Fat Scale
Mi TV 2s
Mi TV 3
Mi TV 3s Curve
Mi TV 4 65"
Mi Box Enhanced
Edition
Mi Box Mini
Mi Bluetooth Speaker

Mi Box Enhanced Edition

Mi TV2s

Mi Bluetooth Speaker

Mi TV 4 65"

Mi Drone

Mi Water Purifier 3

Mi LED Smart Desk Lamp

Xiaomi Round Bluetooth

Speaker 2

Mi Power Strip



Mi Electric Scooter
MiJia Laser Projector
Mi Sphere Camera Kit
MiJia Portable Walkie Talkie
Xiaomi Round Bluetooth
Speaker 2
Mi Drone
Mi Internet Radio
MiJia IH Pressure Rice
Cooker
Mi TDS Pen Water Quality
Tester
MiJia Smart Temperature
Control Kettle
Amazfit Moon Beam,
Equator Series
Mi LED Portable Light & Mi
Portable Fan
Mi Power Strip
Mi Band
Mi Scale
MiniJ 6 Front Load Washing Machine



Mi Electric Scooter
MiJia Roborock Robot Vacuum Cleaner
MiJia Philips EyeCare 2 Smart Desk Lamp
Gold Award
Mi Water Purifier 3
Mi Drone
MiJia IH Pressure Rice Cooker



Nicecube Modular Power Adapter Gold Award
Concept Power Adapter

Mi TV2
Mi TV 3
Mi TV3s Curve
Mi TV 4 65"
Mi Box 1 Gold Award
Mi Box Enhanced
Edition
Mi Box Mini
Mi Box 3 Enhanced
Edition



Mi In-Ear Headphones Pro Gold Award
Aqara Water Sensor
Aqara Window Door Sensor
Loock Smart Peephole
1MORE Spearhead VR Gaming Headsets
Mi Noise Cancelling In-Ear Headphones
Type-C
1More Bluetooth In-Ear Headphones
iBFree 2.0
MiniJ 6 Front Load Washing Machine
1MORE Capsule In-Ear Headphones
1MORE Triple Driver In-Ear Headphones
Mi Over-ear Headphones
Beijing Gift Set
Mi Band
Mi Powerbank
Taipei Cycle d&i Awards
QICYCLE R1 Road Bicycle (Finished)
Mi Bluetooth Speaker Gold Award
Mi Box 3 Enhanced Edition
Mi TV 3s Curve



Mi Powerbank 10400mAh
MiniJ 6 Front Load Washing Machine
Doctor B Bass Method Toothbrush
(MiJia Customization)
Mi Portable mouse



Mi Water Purifier 3



Mi Electric Scooter
MiJia Laser Projector
Mi Sphere Camera Kit
MiJia Portable Walkie Talkie
MiJia IH Pressure Rice Cooker
MiJia Roborock Robot Cleaner
Mi Drone
Mi Band
Mi WiFi Router
Mi Powerbank 10400mAh
Mi Box 1
Mi TV 3s Curve



iHealthBG1Glucometer

iHealthBG5Glucometer

iHealthHS3Scale



MiniJ 6 Front Load Washing
Machine



Mi Electric Scooter

Mi Band

Ninebot Self Balancing Scooter

All Awards



1MORE Crystal Headsets



Mi Washing Machine



reddot award
winner

Mi Smart Door Lock





Mi Electric Scooter

Portable folding design

30km long-range battery life

Intuitive and easy-to-learn

Double braking system



MIDC 2018

米 A o T 开发者大会





PHILIPS

PHILIPS



Google Assistant



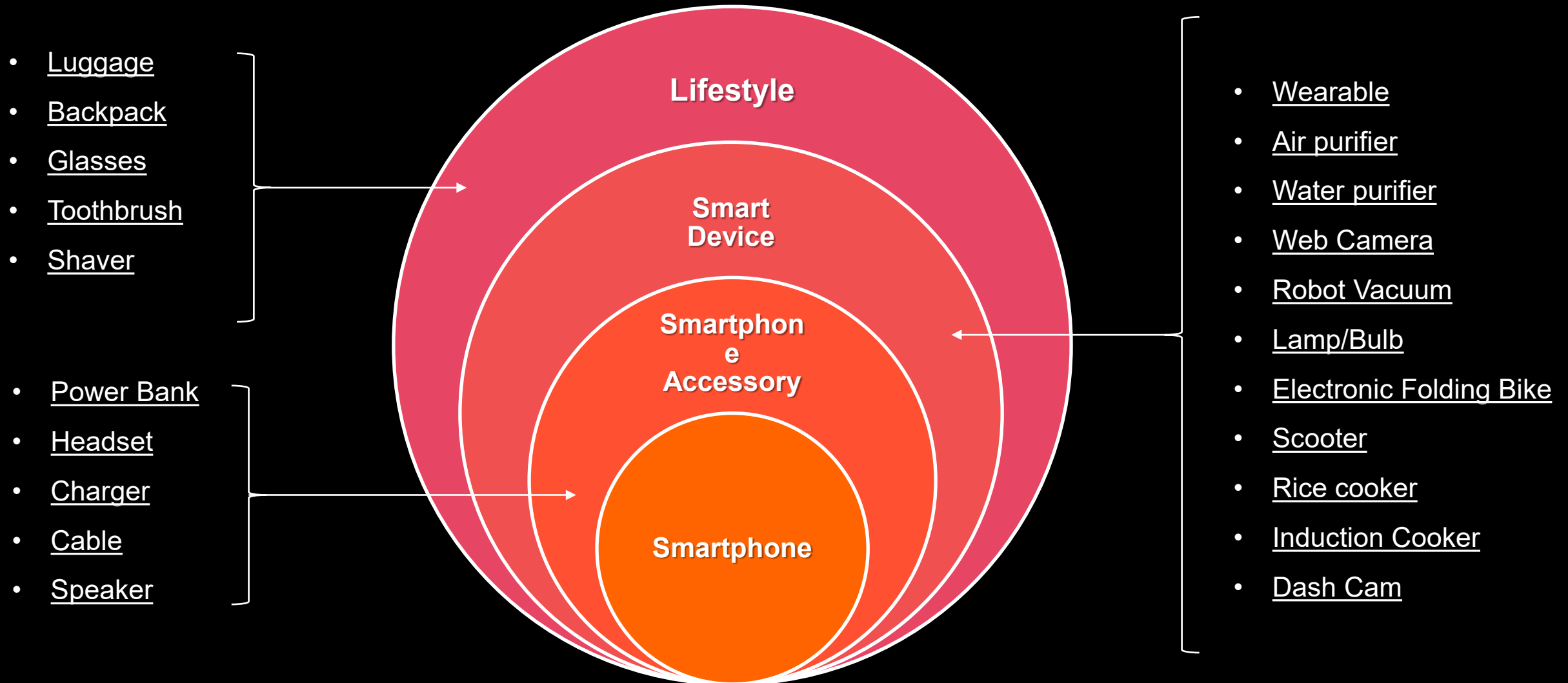


Xiaomi

Smart Home Solution



Mi Product Layout



Smart life with Xiaomi IOT systems & AI assistants

- Enjoy an intuitive control over your smart home with Xiaomi IOT products and various AI Assistants.



Smart Home Demo – Living Room



Scenario: Leaving Home

- Press the **Wireless Switch**, and then
 - The **lights and Air Purifier** are switched off;
 - The **Control Hub** turns to "Alert Mode";
 - The **Security Camera** turns to "Monitoring Mode";
 - The **Robot Vacuum-Mop** starts to clean your home.

Scenario: Coming Back Home

- When the door is opened,
 - All the **smart lights** turned on;
 - The **Robot Vacuum-mop** returns to its charging dock;
 - The **Air Purifier** starts working;
 - The **Standing Fan** starts working;
 - The **Security Camera** turns to "Sleep Mode".

Smart Home Demo – Bedroom



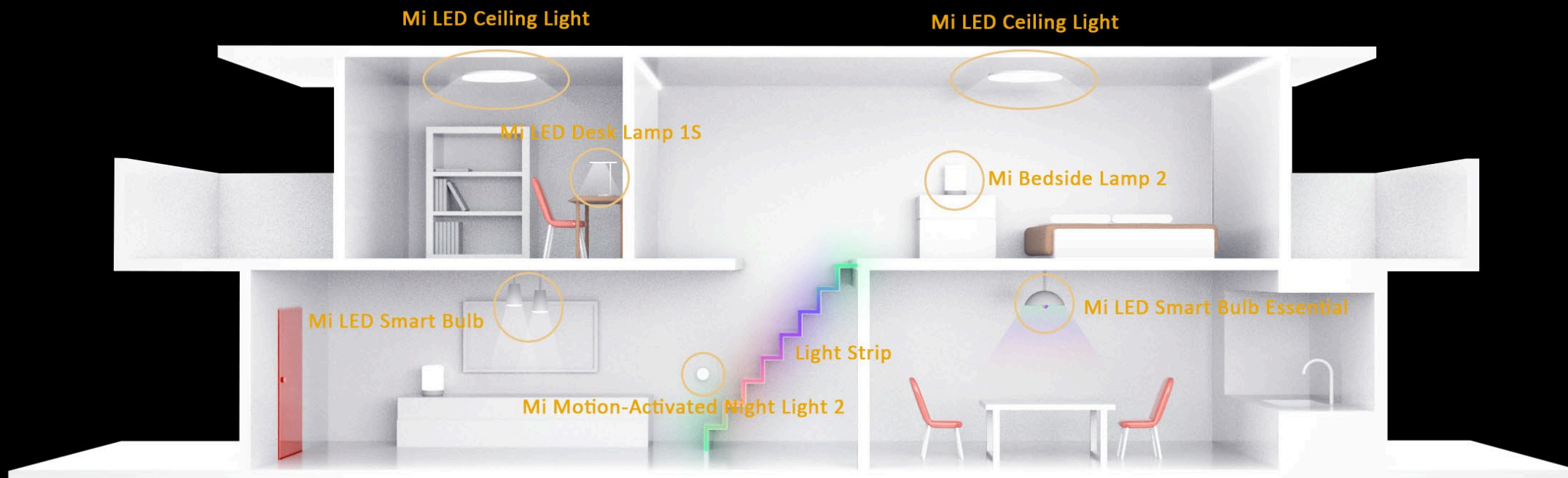
Scenario: Waking Up

- Early in the morning, the **Rice Cooker** prepares your breakfast.
- At a preset time, **Beside Lamp** gradually gets brighter in 15 minutes, akin to the sunrise.
- When the window is opened for ventilation, **Air Purifier** turns off.

Scenario: Going to Bed

- Press the Wireless Switch, and then
 - The **Control Hub** switches to "Alert Mode";
 - The **Air Purifier** turns to "Sleep Mode";
 - The **Security Camera** goes to "Monitoring Mode";
 - All **smart lights** dim in 10 minutes, eventually switched off.
- When you get up at night, the **Motion-Activated Night Light** turns on, and the **Motion Sensor** switches on the bathroom light.

Smart Lighting Solution



Control

Remote control from anywhere
via Mi Home App



Customization

Adjust color and brightness as you please
Choose Scenario: Sunrise, Sunset, Movie time



Hands Free

Control smart lights with simple voice
commands through smart speakers

We are **more than** just
a **smartphone** company

5G + AIOT

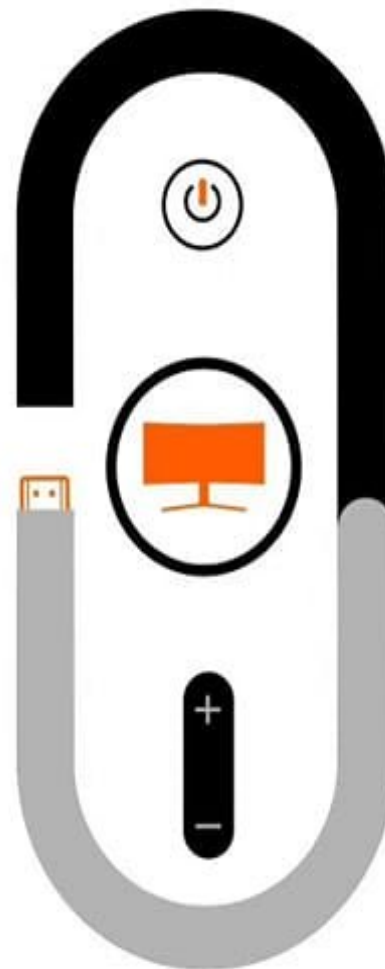
Dual-engine strategy



Xiaomi Ecosystem Product Launch

July 15 | 20:00 GMT+8

Watch here:    



Innovation for everyone

