



 **XIAOMI**

A CHINESE SUCCESS STORY

THE ELECTRONIC GIANT – WHAT'S BEHIND



# What is Xiaomi?

A Chinese electronics manufacturer with focus on **low price high end smartphones**.



## Wide product range:

smartphones & fashion, furniture & lifestyle, home electronics & e-mobility – Xiaomi develops products for every situation in life.



Unique selling point among all (Chinese) mobile phone manufacturers – Xiaomi utilizes its own operating system **MIUI**, which is based on Android.



## Competition to Apple:

both companies are highly innovative and rely on high-quality design. But Xiaomi appeals to a broader audience because of lower prices.



## Rapid growth:

2011 the first smartphone.  
2017 fifth place in worldwide smartphone sales.



## Attack on the global economy:

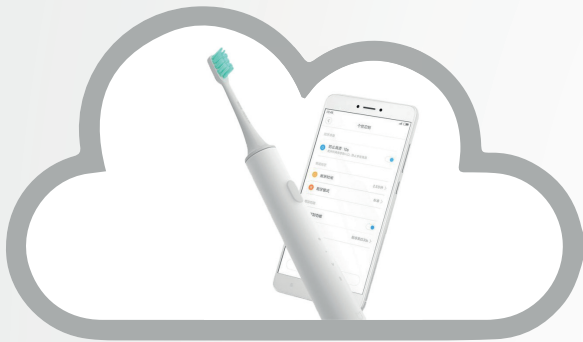
Already number 1 seller of smartphones in India. Opening stores worldwide, first in Asia, now in North America and Europe.

# Xiaomi product range – more than just smartphones



# Mi Home – everything for everyday life

The company produces **products for all areas of life** that are not only sold under the Xiaomi brand. On its own Chinese sales platform Youpin, household articles, fashion and even sofas and bicycles are sold.



## Sanitary articles

Oclican electronic toothbrush



## Travel

Xiaomi hard shell suitcase



## Fashion

MiTown Men's Down Jacket



## Household

YiWuYiShi stainless steel wok



## Furniture

8H spring core sofa



## Mobility

Ninebot children's bicycle



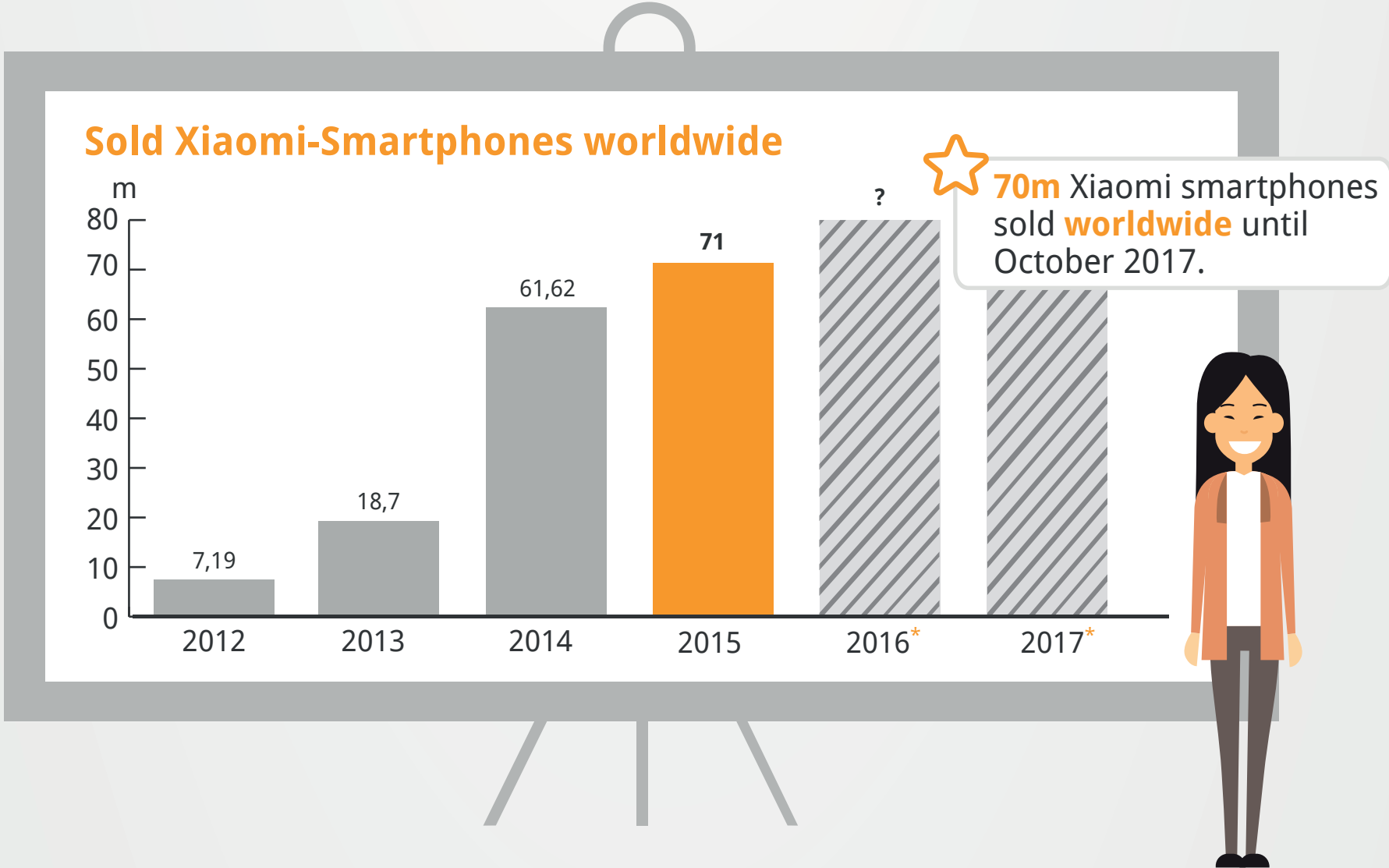
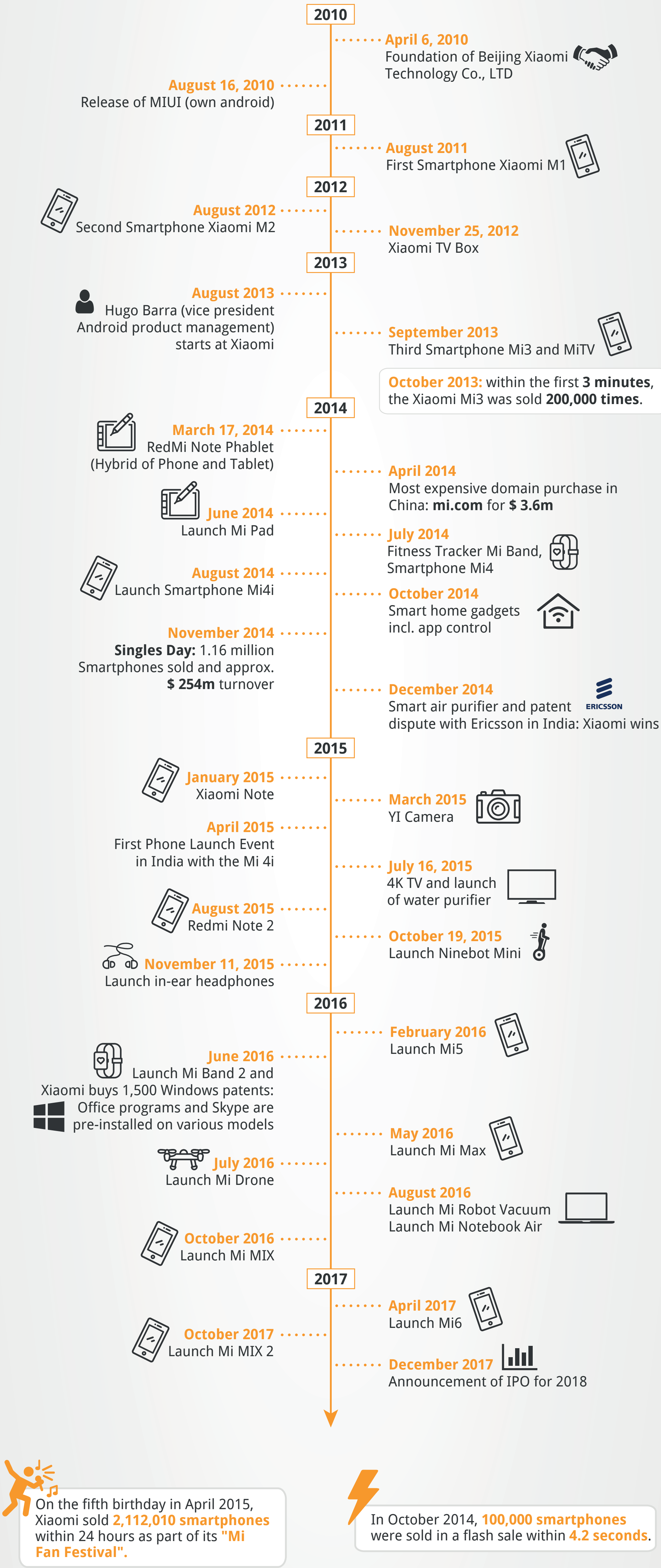
### Xiaomi Philosophy:

**Appealing design – high quality – low price.**

Products for everyday life that can be bought and genuinely be recommended to friends. Thus Xiaomi becomes a natural center of life.

From start-up to IPO

Milestones and product launches in the rapid development of Xiaomi since its foundation in 2010.



\* Xiaomi has not released any figures for 2016 after sales fell short of its own expectations. In 2017, however, the number of smartphones sold increased again.



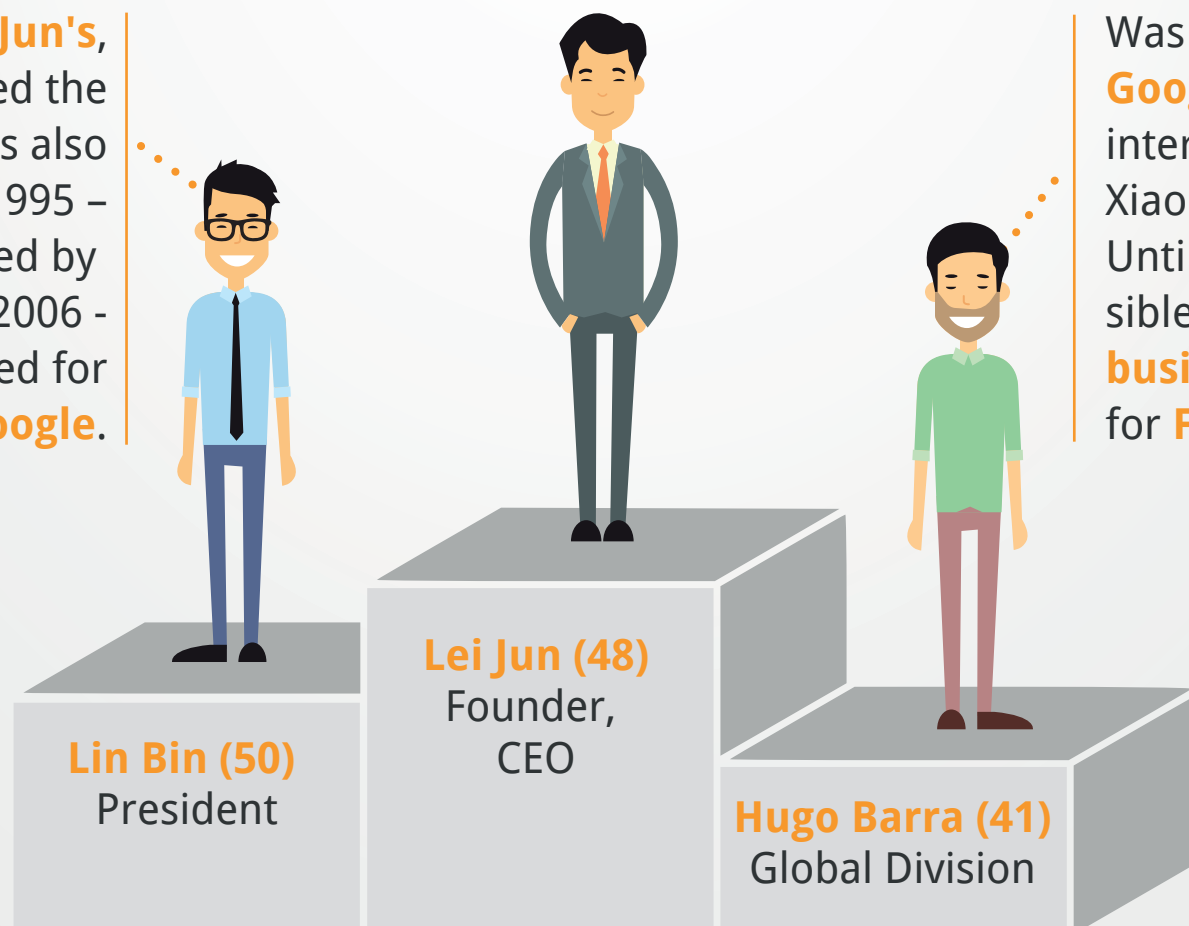
# Corporate Governance – Lei Jun is the "Steve Jobs of China"

Lei Jun, founder and CEO of Xiaomi, who holds **77.8% of the company**, is one of the world's richest people with an estimated fortune of **\$ 12,6bn**. There are several vice-presidents who preside over various areas of the company. Two other well-known managers of the company are Lin Bin and Hugo Barra.

Founder & CEO of Xiaomi. He was previously CEO at **Kingsoft** and is still chairman of the board. He is one of the **25 richest people in China** and was voted "Businessman of the Year" by Forbes Asia in 2014.

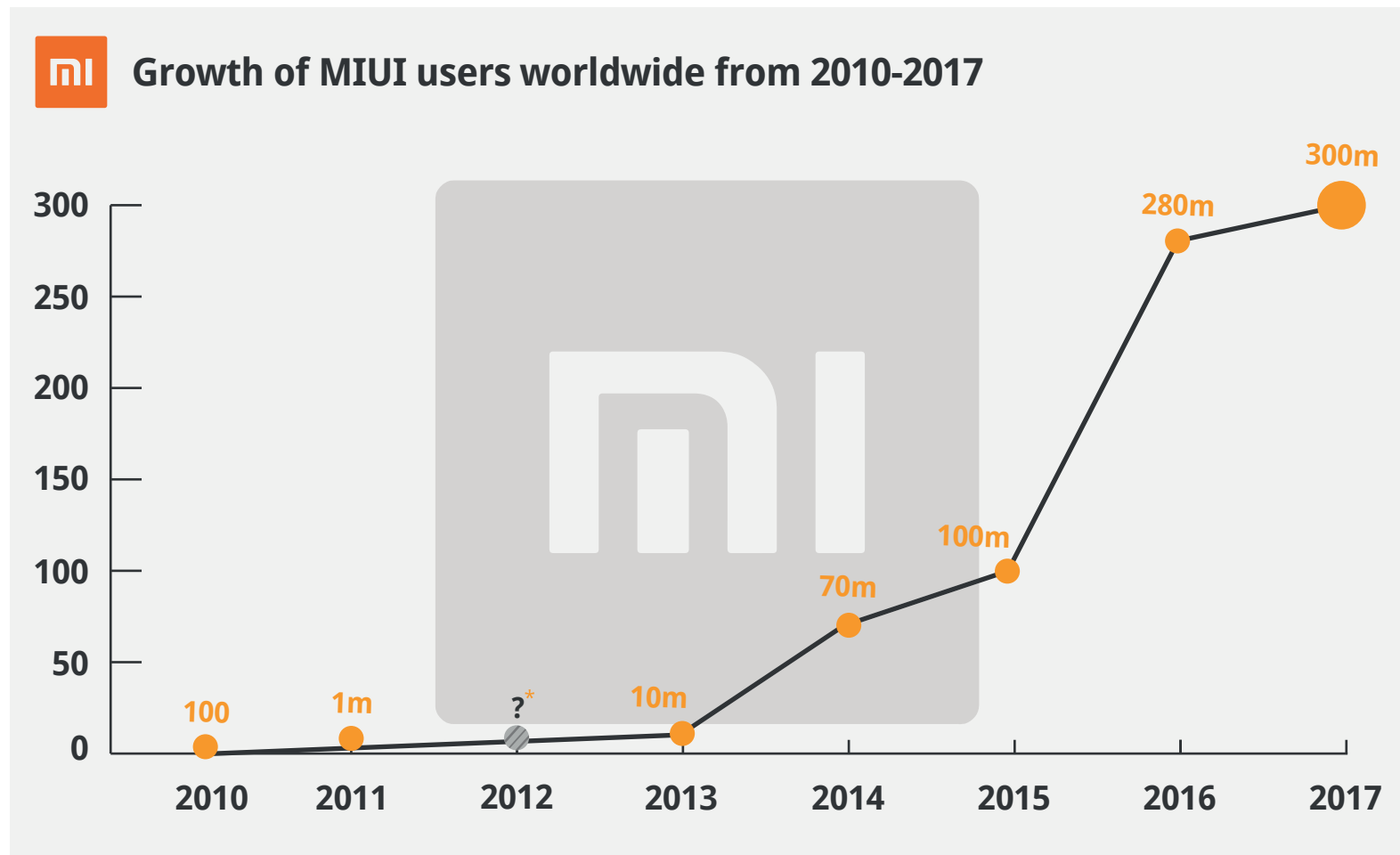
As a **friend of Lei Jun's**, he co-founded the company and is also President. From 1995 – 2006 he was employed by **Microsoft**, from 2006 – 2010 he worked for **Google**.

Was "**headhunted**" out of **Google** in 2013, which was interpreted as a sign of Xiaomi's **global ambitions**. Until 2017 he was responsible for **international business** – today he works for **Facebook**.



# Operating system MIUI – Worldwide user numbers

Before Xiaomi launched the first smartphones, its own Android-based operating system MIUI was released on August 26, 2010.



\* Xiaomi has not released any figures for the year 2012.

# Employees of Xiaomi worldwide

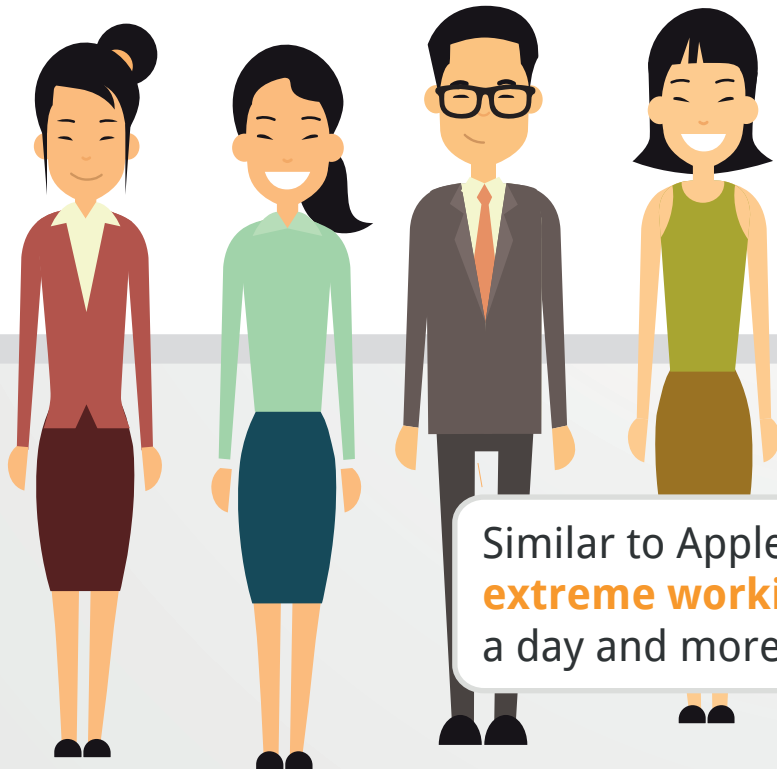


LAST REVISED: JANUARY 2018

**15.000 Employees**

## Outside of China also in:

- Thailand
- India
- Malaysia
- Singapore
- Spain
- Russia
- Pakistan
- Dubai



By comparison, Apple had around **123,000 employees** in 2017!

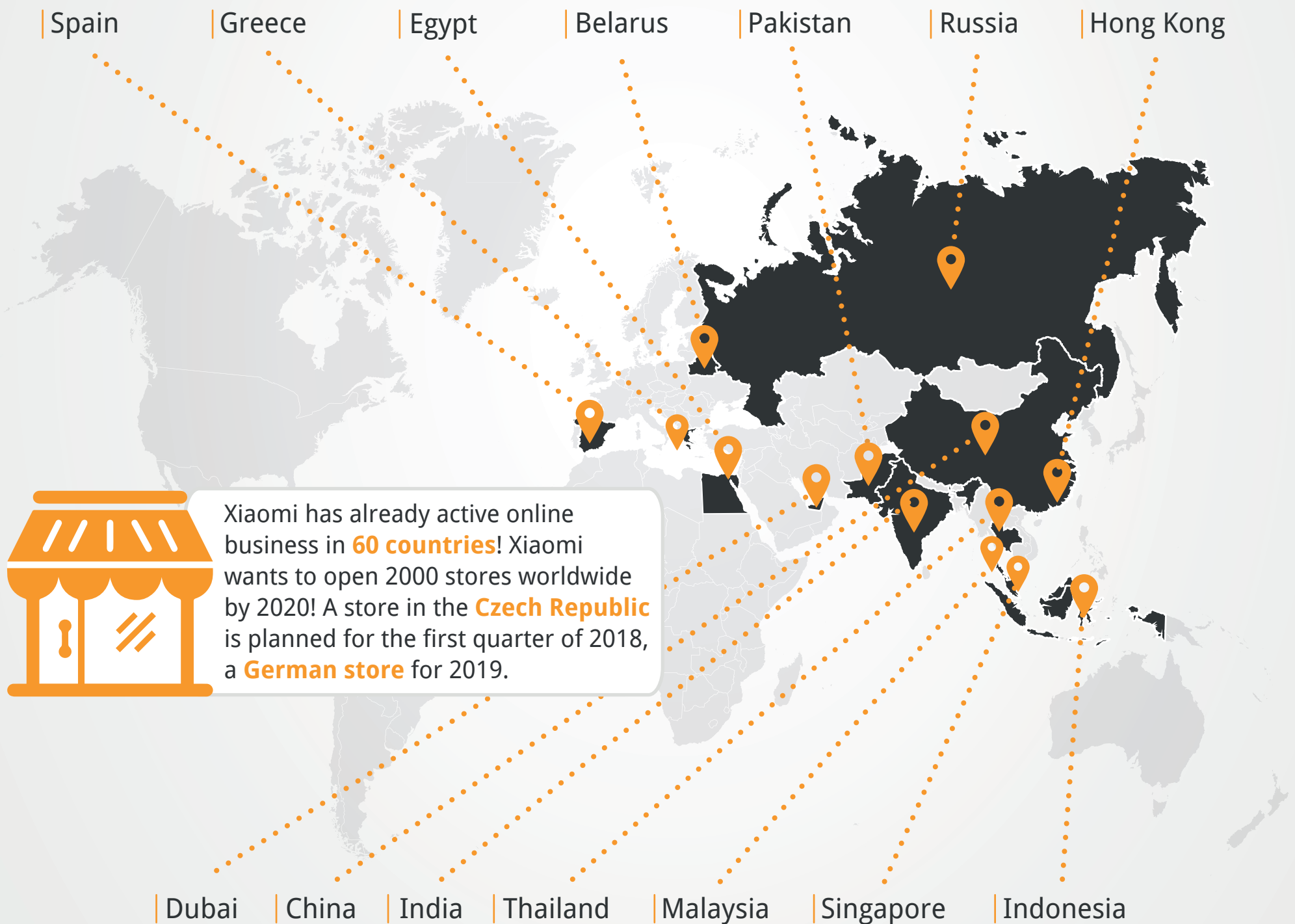
This is about **8 times** as many employees!



Similar to Apple, Xiaomi employees also have **extreme working hours** – sometimes **12 hours** a day and more.



# Global expansion plans – Xiaomi stores worldwide\*



Currently **Xiaomi** has about **300 stores** only in China. In comparison, **Apple** has around **500 stores worldwide**.

The **stores outside of China** are so-called "**authorized resellers**" and not run by Xiaomi itself.

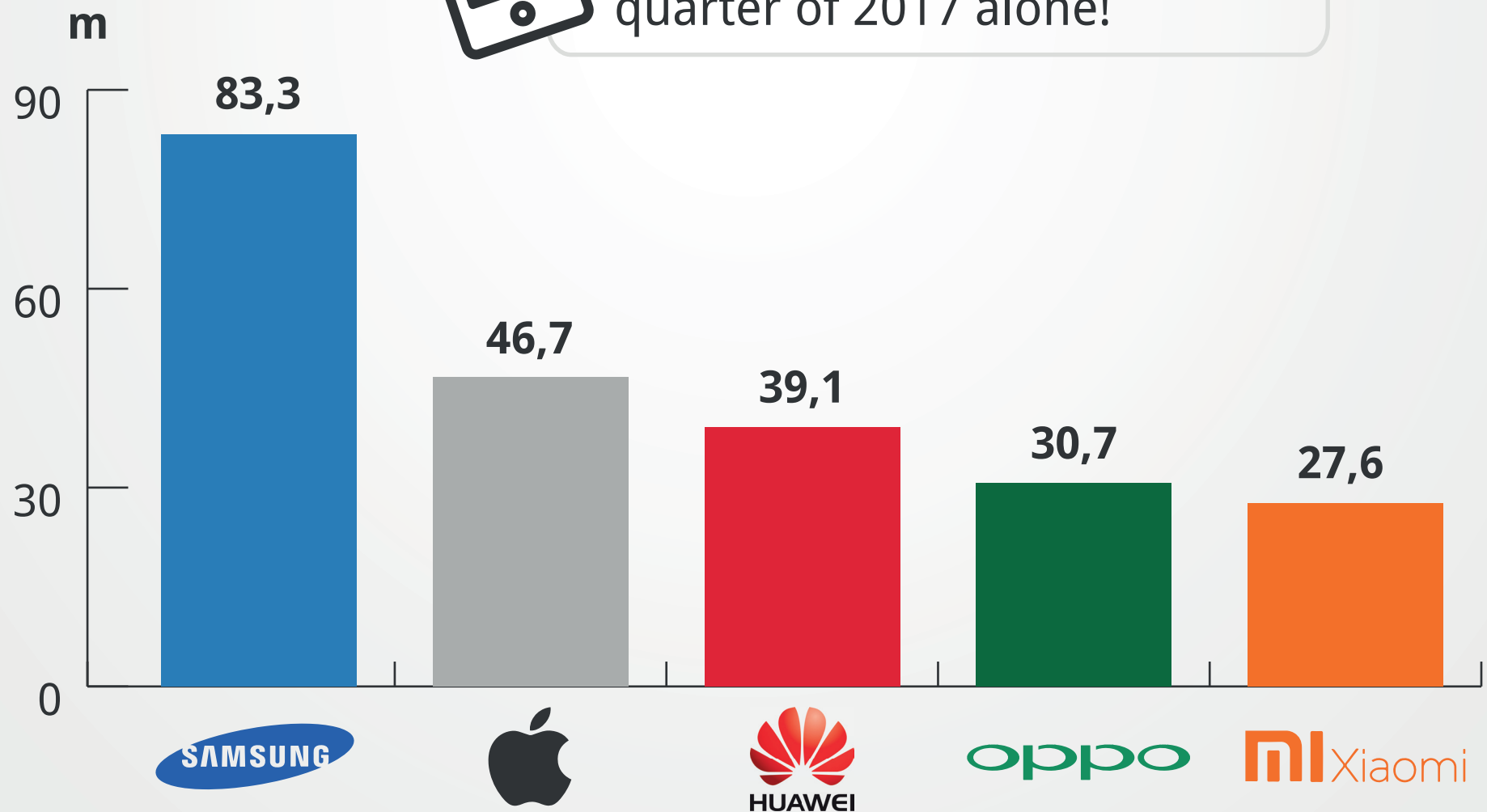
\* Last revised: November 2017

# Smartphones – worldwide sales by manufacturer in 2017

The chart shows worldwide sales of smartphones from various manufacturers in the 3rd quarter of 2017.

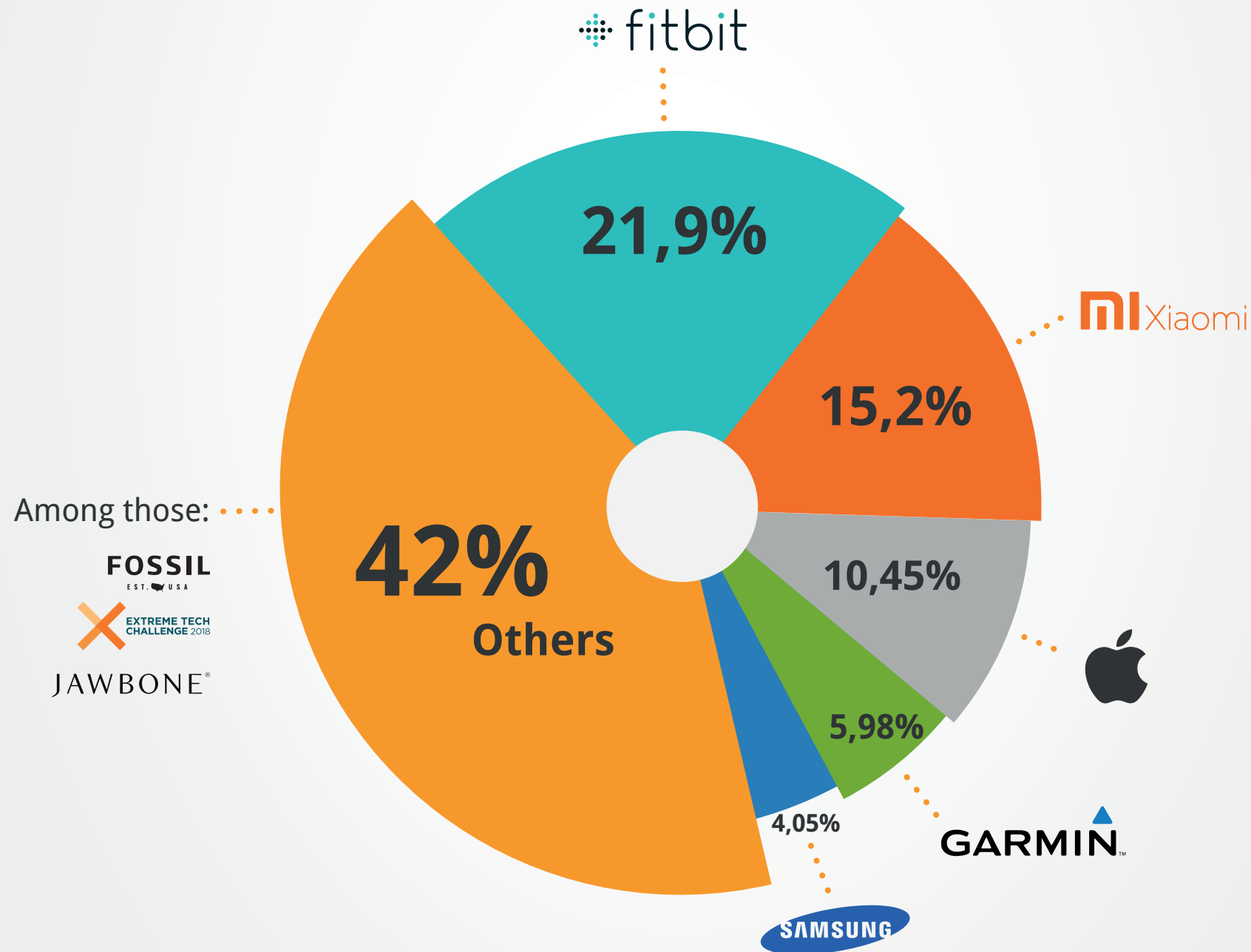


**227.4m smartphones sold** by the listed companies in the 3rd quarter of 2017 alone!



# Wearables – worldwide sales by manufacturer in 2016

According to forecasts, sales in the Wearables segment will amount to around **7.010.000.000 Dollar** in 2018!



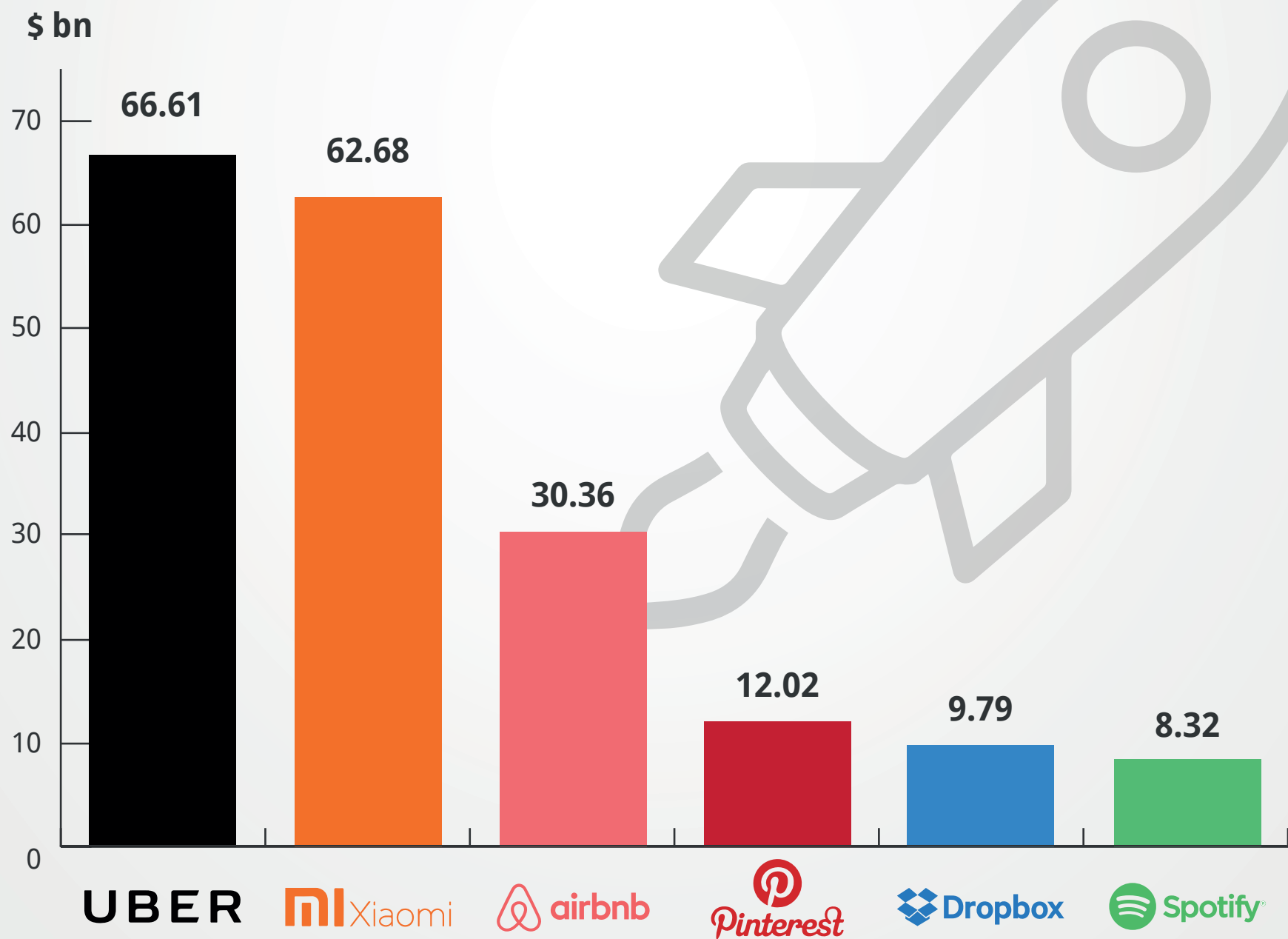
In **global comparison**, **China** generates the largest turnover: in 2017, it was around **\$ 2.57bn**. According to forecasts, sales of around **\$ 2.87bn** are set to be achieved by **2022**. This corresponds to an annual growth of **2.2%**.

In comparison, in **Germany**, around **\$ 0.37bn turnover** was **generated** with wearables in 2017!



# Ranking – the world's most valuable start-ups

The chart shows a ranking of the most valuable digital start-ups according to valuations of venture capital companies worldwide until October 2017 in billions of dollars.



# More than just a company

Xiaomi invests in smaller start-ups from all over China and thus expands its own product range.

## Companies, Xiaomi is investing in

**ninebot**

Manufacturer of e-scooters. Bought the American company Segway in 2015 through financial support, including funds from Xiaomi.

**ofo**

Bicycle Sharing start-up. Meanwhile 10 million bicycles in 20 countries. Xiaomi invested in the Beijing-based company in 2016.

**YI**

Manufacturer of action cameras (Yi 4K) and video equipment. Founded in 2014; now officially independent of Xiaomi.



## Subsidiary companies

### **Beijing Doukan Technology Co., Ltd**

Develops and sells internet-based reading applications and videos. Subsidiary company registered since 2012.

### **Rigo Design**

Designed for companies like Lenovo. Bought by Xiaomi in 2015.

### **Jiefuruitong Co., Ltd.**

Online payment service provider, Xiaomi's subsidiary since the beginning of 2016.



# Nice to know



Xiaomi already surpassed Samsung as the No.1 Smartphone seller in the huge Indian market in Q4 2017.



Xiaomi (pronounced "**show me**"; show as in "shower") literally means "**little rice**". In a figurative sense, the rice grain is supposed to represent the **beginning** of the company.



**Guinness World Record:**  
In India, Xiaomi sold the Mi3 smartphone 15,000 times within **two seconds**! That's right, **15,000** in two seconds!



The **figurative trade mark MI** in the logo stands among other things for "**Mobile Internet**", but unofficially also for "**Mission Impossible**", because it seemed impossible to establish Xiaomi on the market due to many hurdles.



From Lei Jun comes the statement: „Most **customers in China don't trust advertising**, they trust their friends."

Xiaomi's **mascot** is a rabbit called **Mitu**. It is meanwhile available in many different forms such as **cuddly toys, Bluetooth speakers** for children and even short **animated films**.



The Xiaomi logo contains a **hidden word**. Turned upside down it resembles the **Chinese character** for **heart**.





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