



Organizational Changes and Appointments of Staff

Dear Xiaomi colleagues:

Over the last eight years, Xiaomi has matured into a public company, with revenue exceeding RMB100 billion and nearly 20,000 employees. As we continue to build a sustainable future for the company, we believe that organizational management and strategic planning must be prioritized. In this spirit, our senior management team has implemented several changes that will not only expand the capabilities of headquarters, but also provide opportunities for young talent to rise up the ranks.

The changes are as follow:

1. **We will create 2 new departments to further strengthen the management functions of headquarters: the Organization Department and the Strategic Advisory Department. We will also announce changes in the roles of senior management members, including Wang Chuan, Liu De, Hong Feng and Shang Jin.**
 - a. The Organization Department will be responsible for the recruitment, promotion, training, assessment and remuneration for mid- to senior-level management, as well as the organizational structure of each department. Senior Vice President Liu De will assume the role of department head, reporting to the CEO. Jin Ling will assume the role of deputy head, reporting to Liu De.
 - b. The Strategic Advisory Department will be responsible for assisting the CEO in formulating company strategy and supervising the strategic execution of each business unit. Senior Vice President Wang Chuan will assume the role of department head, reporting to the CEO. Xiang Zheng will assume the role of deputy head of the department, reporting to Wang Chuan.
 - c. Senior Vice President Hong Feng has been appointed Chairman and CEO of Xiaomi Finance, where he will focus on the development of Xiaomi's finance business.
 - d. The public relations team, which was originally part of the company's Marketing Department, will become its own department. Xu Jieyun has been appointed General Manager, reporting to Chief Branding Officer Li Wanqiang.



- e. The following three departments will merge and become the company's Sales and Services Marketing Department: (i) the Marketing Department (with the exception of the public relations team), (ii) the Sales and Services Department's e-commerce marketing group, and (iii) the New Media group. Liang Feng is appointed as the General Manager of this new department, reporting to Vice President Wang Lingming.
 - f. The Company's Vice President Shang Jin is appointed to assist Senior Vice President Qi Yan in the planning and construction of Xiaomi's campuses and various regional headquarters.
2. **Four business units, including Mi TV, Mi Ecosystem, MIUI and Entertainment, are now reorganized into 10 new business units (four Internet business units, four hardware product divisions, one technology platform and one e-commerce division), with the General Manager of each business unit reporting directly to the CEO.**
- a. The Mi TV Department, consisting of a few departments from the original Mi TV business unit, will be responsible for the TV business, and at the same time, incubate new businesses such as air conditioners. Li Xiaoshuang is appointed General Manager.
 - b. The Mi Ecosystem Department consisting of a few departments from the original Mi Ecosystem business unit. Qu Heng is appointed General Manager and Zhao Caixia as the Deputy General Manager.
 - c. The newly-established Mi Notebook Department consisting of the original notebook department from the Mi Ecosystem business unit. Ma Qiang is appointed as General Manager and Liu Xinyu as Deputy General Manager.
 - d. The newly-established Smart Hardware Department consisting of the former smart product departments under the Mi Ecosystem business unit. Tang Mu is appointed as the general manager.
 - e. The newly-established IoT Platform Department consisting of the IoT department under the Mi Ecosystem business unit. Fan Dian is appointed General Manager.



- f. The newly-established Youpin E-commerce Department consisting of the original Youpin department under the Mi Ecosystem business unit. Gao Ziguang is appointed General Manager, and Chen Bo and Zhao Xinran as Deputy General Managers.
- g. Internet Department I, consisting of a few MIUI and Mi Entertainment departments, will be responsible for MIUI's user experience, technology platform, R&D of commercial products, advertising sales, game distribution, business development and MIUI international. Li Weixing is appointed General Manager.
- h. Internet Department II, consisting of various MIUI and Mi Entertainment departments, will be responsible for the Mi App Store, Game Center, Mi Music, Mi Reader, Mi Life etc. Qiu Ruiheng is appointed as General Manager.
- i. Internet Department III, consisting of various MIUI and Mi Entertainment departments, will be responsible for newsfeed, search, developer ecosystem and other services. Yu Kai is appointed as the general manager.
- j. Internet Department IV, consisting of various MIUI and Mi Entertainment departments, will be responsible for MIUI on Mi TV, Mi Video, Wallpaper Carousel, Mi Live, Mi Talk, short video and other innovative businesses. Bai Peng is appointed General Manager.
- k. The team managing the infrastructure layer of the MIUI operating system, led by Wang Wenjun, and the MIUI quality management team, led by Wang Wenlin, have merged and will become part of the company's Smartphone Department, reporting to President Lin Bin.

The above appointments will take effect immediately.

When we held our annual meeting at the beginning of this year, we proposed that the company implement measures to build organizational strength and to groom our next generation of leaders. With these changes, we intend to extend greater opportunities to the next generation of management to further prove themselves and to lay the groundwork for a more dynamic and enterprising organization. These changes are only the first of many more to come.

The majority of newly-appointed General Managers are part of the post-1980s generation. With the establishment of 10 new departments, a wealth of new opportunities that have emerged for our young and talented employees.



I would like to encourage all my colleagues to embrace this new chapter of Xiaomi's journey and to play a key role in shaping Xiaomi's future in years to come!

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