

Xiaomi Corp. (1810.HK): GMV +36% yoy at 6.18 shopping festival, on higher smartphone ASP and strong large home appliance sales; Buy

Xiaomi reported **Rmb26.3bn GMV (+36% yoy and 17% higher than 2023 Singles' Day GMV)** during the 6.18 shopping festival across online and offline channels. This robust 6.18 print implies faster China revenue run rate than GSe, which is equivalent to 73% of Xiaomi's China smartphone and IoT revenue in 2Q24E, compared to 59%/65% in 2Q23/4Q23 for 6.18/Singles' Day promotions in 2023 (Exhibit 2), as we look for +9% yoy/+13% qoq growth of Xiaomi's China smartphone and IoT revenue in 2Q24E.

Timothy Zhao
+852-2978-2673 | timothy.zhao@gs.com
Goldman Sachs (Asia) L.L.C.

Ronald Keung, CFA
+852-2978-0856 | ronald.keung@gs.com
Goldman Sachs (Asia) L.L.C.

Eunice Liu
+852-2978-7472 | eunice.liu@gs.com
Goldman Sachs (Asia) L.L.C.

Key highlights:

- Smartphone ranking:** Xiaomi ranked **No.1** across all e-commerce platforms in terms of both volume and GMV among domestic smartphone brands. Specifically on JD.com which is the largest e-commerce channel for smartphone sales, in terms of sales volume, Xiaomi accounted for 4 out of 10 best-selling models (vs. 3 out of 10 at Singles' Day or 4 out of 10 at 6.18 promotions in 2023), including *Redmi K70*, *Redmi K70E*, *Xiaomi 13*, and *Redmi Note13 Pro*. With the latest flagship model *Xiaomi 14* ranking No.12 in terms of sales volume, we believe **Xiaomi has further consolidated its leadership position in the premium smartphone market in China.**
- Smartphone pricing:** We see a **slightly higher discount level this year (by low-single-digit %)** vs. last year's 6.18 based on our sample checks on Xiaomi SKUs (Exhibit 4), partially attributable to inventory clearance of certain models (e.g. MIX Fold 3 as Xiaomi aims to make breakthrough in the Rmb6k+ segment this year with the upcoming foldable phone launches). That said, we believe Xiaomi remained **disciplined** and should see **yoy higher ASP** against the aggressive promotion of iPhone. While Apple iPhone 15 series ranked 3 out of top 4 in terms of shipments on JD.com (Exhibit 4), the selling prices during 6.18 shopping festival were at a **21-24% discount** vs. the original prices implying a much deeper discount than Xiaomi 14 series (**0-9% discount**) in the context of iPhone's constant market share loss in China YTD (Exhibit 7).
- IoT:** Xiaomi ranked **No.4** on JD.com in terms of total home appliance sales, after Midea, Haier and Gree. We believe the robust GMV growth of Xiaomi IoTs also contributed to the record-high GMV at the 6.18 promotions this year, which was likely led by **1) smart large home appliances**, with daily peak installations of

Goldman Sachs does and seeks to do business with companies covered in its research reports. As a result, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making their investment decision. For Reg AC certification and other important disclosures, see the Disclosure Appendix, or go to www.gs.com/research/hedge.html. Analysts employed by non-US affiliates are not registered/qualified as research analysts with FINRA in the U.S.

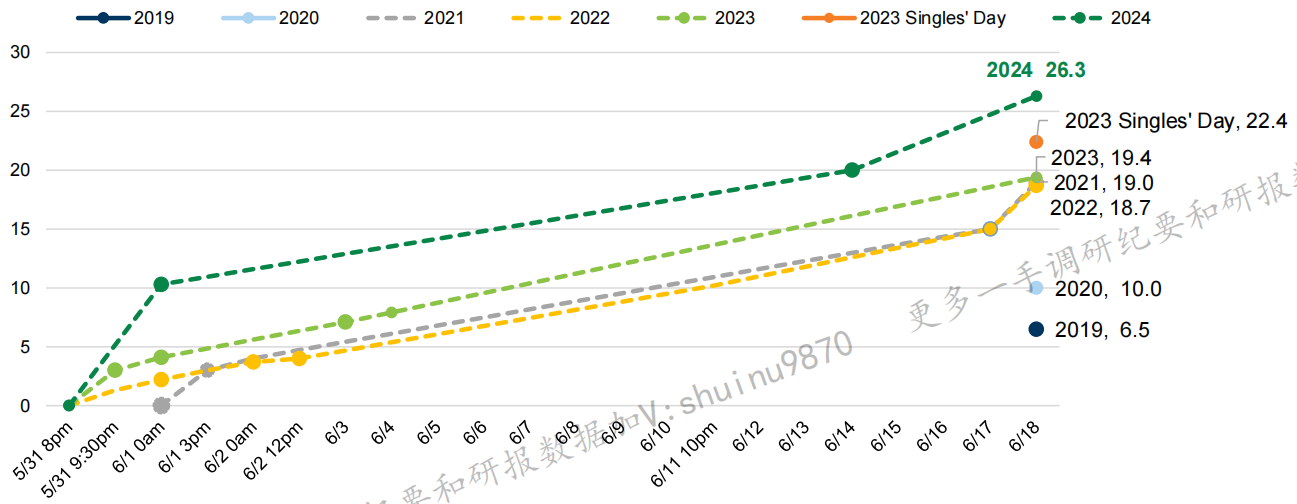
Xiaomi air conditioners +37% yoy to 78k on Jun 4 as per company, and sales of Xiaomi's air conditioners, refrigerators and washing machines ranking **No.3/7/6** on JD.com; it was followed by 46% yoy smart large home appliance revenue in 1Q24, including +63%/+52%/+47% yoy in shipments of air conditioners, refrigerators and washing machines; **2) tablets**, which saw shipments +35% yoy in 1Q24, reaching No.3 in China as per Canalys; **3) ecosystem products** e.g. GMV of vacuum cleaners +31% yoy to Rmb210mn (No.6 on JD.com), air purifiers +23% to Rmb160mn, smart speakers +36% to Rmb150mn, cameras +30% yoy to Rmb130mn, stoves at Rmb150mn (No.5 on JD.com).

In addition to the above-expected 6.18 GMV, we also take confidence from recent updates on **Xiaomi EV** including **1) accelerated SU7 deliveries** to cumulative 15.8k/20k units as of May-end/June 13 (Exhibit 8), with targeted 10k+ deliveries in June as two-shift manufacturing kicks off or 100k-120k for 2024E; in other words, we see upside potential of SU7 deliveries in 2Q24E vs. GSe 25k; **2) potentially enlarged Xiaomi EV Phase II factory** vs. an area of 531k sqm prior and 718k sqm sized Phase I factory currently, which we expect will start construction in 2H24, as per the latest government's announcement.

We are **Buy**-rated on Xiaomi with a 12-month target price of **HK\$23**, based on a SOTP valuation methodology. We continue to believe that the recent share price pullback has created an attractive opportunity for investors to accumulate positions in Xiaomi, with only **13x 2024E P/E on Xiaomi core** (excluding Smart EV) and **1x P/S on Xiaomi EV** as implied by the last close price. We see Xiaomi as **building a global leading integrated technology and internet platform with rising brand value** within its Human x Car x Home ecosystem, underpinned by successful penetration into smart EVs/premium smartphones. In the meantime, we believe the **structural growth opportunities in global IoT/internet revenue**, underpinned by Xiaomi's overseas expansion and rising global MAUs, will lower customer acquisition costs for ecosystem products and reduce the business cyclicality/provide higher visibility for profit margins.

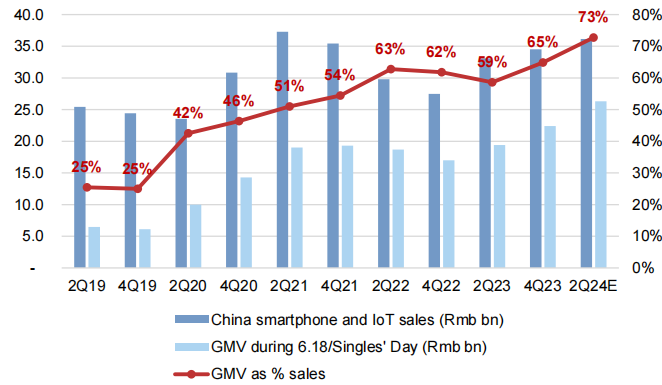
What to expect next: **i) Xiaomi SU7** delivery volume in June; **ii) Launch** of new smartphone models including *Redmi K70 Ultra*, *MIX FOLD 4*, flip model (likely *MIX Flip*) in July; **iii) quarterly smartphone shipment data** to be released in mid July.

Exhibit 1: Xiami recorded Rmb26.3bn GMV as of 23:59 on Jun 18, +36% yoy vs. 2023 or +17% vs. 2023 Singles' Day
Xiaomi 6.18 shopping festival GMV across all channels (2019-2024)



Source: Company data, Goldman Sachs Global Investment Research

Exhibit 2: GMV at 6.18 promotions was equivalent to c.73% of Xiaomi's China smartphone and IoT sales in 2024E



Source: Company data, Goldman Sachs Global Investment Research

Exhibit 3: We see a slightly higher discount level during 6.18 shopping festival this year vs. last year's 6.18
 Price comparison at 6.18 shopping festival 2024 vs. 2023 for selected SKUs

Products for 2024.6.18	Discount level as of May.20, 2024	Discount level as of Jun.2,2024	Discount level as of Jun.17,2024	Products for 2023.6.18	Discount level as of Jun.18,2023
Xiaomi 14	9%	9%	9%	Xiaomi 13	7%
Xiaomi 14 pro	15%	15%	15%	Xiaomi 13 pro	7%
Xiaomi 13	22%	22%	22%	Xiaomi 12S	22%
Xiaomi 13 ultra	25%	36%	36%	Xiaomi 12S Pro	28%
Xiaomi MIX FOLD 3	18%	18%	13%	Xiaomi MIX FOLD 2	11%
Xiaomi Civi3	12%	12%	8%		
Redmi K70	16%	20%	20%	Redmi K60 Pro	20%
Redmi K70 Pro	12%	15%	15%	Redmi K60	16%
Redmi K70 E	15%	24%	24%		
Redmi Note 13	18%	18%	18%	Redmi Note 12	21%
Redmi Note 13 Pro	17%	13%	13%	Redmi Note 12 Turbo	6%
Redmi Note 13 Pro+	5%	0%	0%		
Xiaomi Pad 6s Pro	8%	9%	6%		
Redmi Book 14	8%	14%	19%		
Xiaomi Aircor 1.5P	28%	24%	NM	Xiaomi Aircor 1.5P	28%
Xiaomi Smart TV A55 2025	16%	16%	8%	Xiaomi Aircor 1.5P sleep version	17%
Xiaomi Smart TV A65	23%	23%	25%	Xiaomi Smart TV A65	30%
Mijia dual-core water purifier	23%	31%	31%		
Mijia two-door fridge 1.6L	29%	26%	29%	Mijia two-door fridge 1.6L	13%
Xiaomi-Robot Vacuum-Mop	28%	32%	32%	Xiaomi-Robot Vacuum-Mop	21%
Mi Band 7Pro	40%	45%	45%		
Xiaomi Smart Lock	36%	41%	36%	Xiaomi Smart Lock	23%
Mijia smart water heater	26%	30%	NM		
Mijia washing machine/dryer 12kg	21%	26%	21%		
Average discount	20%	22%	20%		18%

Source: JD.com, Data compiled by Goldman Sachs Global Investment Research

Exhibit 4: Xiaomi ranked No.2 in smartphone shipments/GMV on JD.com, and accounted for 4 out of 10 best-selling smartphone models

2022 Singles' Day					
Rank	Smartphone Shipments	Smartphone GMV	Shipments by model		
			Brand	Model	Price range
1	Xiaomi	Apple	Redmi	9A	0.5-1k
2	Apple	Xiaomi	Apple	iPhone 14	4-6k
3	Honor	Huawei	Apple	iPhone 13	4-6k
4	OPPO/OnePlus	OPPO/OnePlus	Redmi	Note 11	1-1.5k
5	Huawei	Honor	Redmi	K50 Ultra	3-4k
6	vivo/iQOO	vivo/iQOO	Redmi	K50	2-3k
7	realme	Samsung	Apple	iPhone 14 Pro Max	6k+
8	Samsung	realme	Honor	Play 20	0.5-1k
9	K-Touch	Motorola	Apple	iPhone 14 Plus	6k+
10	Philips	nubia	Redmi	K40S	1.5-2k

2023 6.18					
Rank	Smartphone Shipments	Smartphone GMV	Shipments by model		
			Brand	Model	Price range
1	Xiaomi	Apple	Apple	iPhone 14 Pro	6k+
2	Honor	Xiaomi	Apple	iPhone 14 Pro Max	6k+
3	Apple	Honor	Redmi	10A	0.5-1k
4	vivo/iQOO	Huawei	Apple	iPhone 14	4-6k
5	OPPO/OnePlus	OPPO/OnePlus	Honor	Play 20	0.5-1k
6	Huawei	vivo/iQOO	Redmi	K60	2-3k
7	realme	realme	Apple	iPhone 13	4-6k
8	Samsung	Samsung	Redmi	Note 11	1-1.5k
9	meizu	meizu	Redmi	9A	0.5-1k
10	K-Touch	nubia	Honor	Play 7T	1-1.5k

2023 Singles' Day					
Rank	Smartphone Shipments	Smartphone GMV	Shipments by model		
			Brand	Model	Price range
1	Apple	Apple	Apple	iPhone 15	4-6k
2	Xiaomi	Xiaomi	Apple	iPhone 15 Pro Max	6k+
3	Honor	Huawei	Apple	iPhone 15 Pro	6k+
4	OPPO/OnePlus	Honor	Redmi	K60	2-3k
5	Huawei	OPPO/OnePlus	Apple	iPhone 13	4-6k
6	vivo/iQOO	vivo/iQOO	Honor	X50	1-1.5k
7	realme	Samsung	Xiaomi	14	4-6k
8	Samsung	realme	Honor	Play 20	0.5-1k
9	Newman	meizu	Redmi	Note 12 Pro	1-1.5k
10	meizu	nubia	OnePlus	Ace 2 Pro	3-4k

2024 6.18					
Rank	Smartphone Shipments	Smartphone GMV	Shipments by model		
			Brand	Model	Price range
1	Apple	Apple	Apple	iPhone 15 Pro Max	6k+
2	Xiaomi	Xiaomi	Apple	iPhone 15 Pro	6k+
3	Honor	Huawei	Redmi	K70	1.5-2k
4	vivo/iQOO	vivo/iQOO	Apple	iPhone 15	6k+
5	Huawei	Honor	Honor	X50	1-1.5k
6	OPPO/OnePlus	OPPO/OnePlus	OnePlus	Ace 3	2-3k
7	realme	Samsung	Redmi	K70E	1.5-2k
8	Samsung	realme	Xiaomi	13	3-4k
9	meizu	meizu	Redmi	Note13 Pro	1-1.5k
10	K-Touch	nubia	iQOO	Neo9	2-3k

Source: JD.com, Data compiled by Goldman Sachs Global Investment Research

Exhibit 5: Among the top 10 best selling models in the price range of Rmb0.5-1k, 1-1.5k, 1.5-2k, 2-3k, 3-4k, 4-6k and 6k+, Xiaomi accounted for 13 models out of 70 (vs. 15 during last year's 6.18 promotion)

	Xiaomi	OPPO	Honor	Huawei	iQOO	Apple	Samsung	vivo
2022 6.18								
6k+	-	1	1	3	-	2	2	1
4-6k	2	-	1	1	1	3	-	1
3-4k	3	1	1	1	1	2	1	-
2-3k	2	2	2	1	1	-	-	-
1.5-2k	1	2	1	2	-	-	-	-
1-1.5k	2	2	4	-	1	-	-	-
0.5-1k	2	4	2	-	1	-	-	-
Total	12	12	12	8	7	7	3	2
2022 Singles' Day								
6k+	1	-	-	2	-	3	3	1
4-6k	2	1	-	1	1	2	1	1
3-4k	2	2	1	2	1	-	-	-
2-3k	2	3	2	1	1	-	-	-
1.5-2k	3	1	2	-	2	-	-	-
1-1.5k	3	2	2	2	1	-	-	-
0.5-1k	2	3	2	-	1	-	-	2
Total	15	12	9	8	7	5	4	3
2023.6.18								
6k+	1	1	1	2	-	3	2	-
4-6k	2	1	1	2	1	2	1	-
3-4k	2	2	2	-	2	-	-	1
2-3k	1	3	3	1	1	-	-	-
1.5-2k	3	2	2	-	2	-	-	-
1-1.5k	3	3	2	-	1	-	-	-
0.5-1k	3	2	2	-	1	-	-	1
Total	15	9	13	5	8	5	3	2
2024.6.18								
6k+	-	-	-	5	-	3	1	1
4-6k	3	-	2	-	1	1	1	-
3-4k	2	-	-	2	2	1	1	1
2-3k	1	1	2	1	1	-	-	1
1.5-2k	2	1	2	1	4	-	-	-
1-1.5k	2	3	2	1	1	-	-	-
0.5-1k	3	1	1	1	1	-	-	3
Total	13	6	9	11	10	5	3	6

Source: JD.com, Data compiled by Goldman Sachs Global Investment Research

Exhibit 6: Smartphone shipment leadership board at the Singles' Day shopping festival on JD.com by price range (Rmb)

0.5-1k		1-1.5k		1.5-2k	
Brand	Model	Brand	Model	Brand	Model
Redmi	Note 13 5G	Honor	X50	Redmi	K70E
Redmi	Note 12 5G	Redmi	Note13 Pro	Honor	X50 GT
vivo	Y100i	Redmi	Note 12T Pro	iQOO	Z9 Turbo
Redmi	13C	Huawei	Enjoy 70	Honor	100
OPPO	A36	OPPO	A1s	Redmi	Turbo3
iQOO	Z8x	OPPO	K11	Huawei	Enjoy 70 pro
Honor	Play5T	Honor	Play8T	OPPO	Reno11
Huawei	Enjoy 70z	realme	12 Pro	iQOO	Neo8
vivo	Y55t	iQOO	Z9x	iQOO	Z8
vivo	Y33t	OPPO	K12x	iQOO	Z9

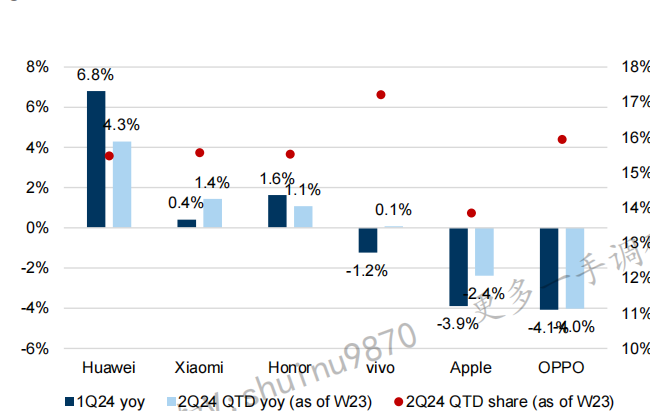
2-3k		3-4k		4-6k	
Brand	Model	Brand	Model	Brand	Model
Redmi	K70	Xiaomi	13	Apple	iPhone 15
OnePlus	Ace 3	iQOO	12	Xiaomi	14
iQOO	Neo9	Apple	iPhone 13	OnePlus	12
Honor	90 GT	Redmi	K70 Pro	Xiaomi	14 Pro
Huawei	nova 12	Huawei	nova 12 Pro	Samsung	S23 Ultra
Honor	200	iQOO	Neo9S Pro	Xiaomi	13 Ultra
OPPO	Reno12	realme	GT5 Pro	Honor	Magic6
vivo	S19	Huawei	nova 12	nubia	9 Pro
meizu	20 PRO	vivo	X100s	iQOO	12 Pro
meizu	21	Samsung	S23	Honor	Magic6 Pro

6k+		Large foldable models		Small foldable models	
Brand	Model	Brand	Model	Brand	Model
Apple	iPhone 15 Pro Max	vivo	X Fold3	Huawei	Pocket 2
Apple	iPhone 15 Pro	Huawei	Mate X5	Honor	Magic V Flip
Huawei	Pura 70	vivo	X Fold3 Pro	OPPO	Find N3 Flip
Apple	iPhone 15 Plus	Xiaomi	Mix Fold 3	Samsung	Flip5
Huawei	Pura 70 Pro+	Honor	Magic V2	nubia	Flip
Huawei	Pura 70 Pro	Honor	Magic Vs2	Motorola	razr40 Ultra
Huawei	Mate 60 Pro	OPPO	Find N3	Samsung	Flip4
vivo	X Fold3	Honor	V Purse	vivo	X flip
Huawei	Mate 60 Pro+	Samsung	W24	Motorola	razr40
Samsung	S24 Ultra	Samsung	Fold5	Samsung	W24 Flip

Models with italic texts are among top 10 best-selling models in terms of shipments across all price ranges.

Source: JD.com

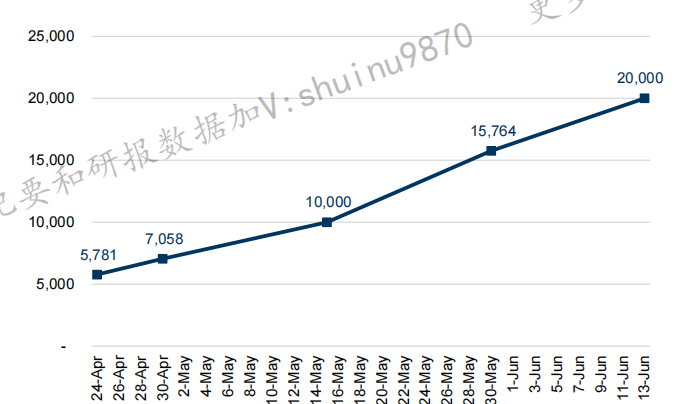
Exhibit 7: Huawei, Xiaomi and Honor remained clear market share gainers QTD in China



Source: BCI, Data compiled by Goldman Sachs Global Investment Research

Exhibit 8: Xiaomi has delivered 20k Xiaomi SU7 as of June 13, and aims to deliver 100-120k in 2024

Xiaomi SU7 cumulative delivered order



Source: Company data

Investment Thesis - Xiaomi Corp.

Xiaomi, which owns the world's #3 smartphone brand (13% of 2023 shipments) and leading consumer AIoT platform, is likely to continue yoy recovery path of revenue/smartphone shipments in 2024E, driven by industry recovery and market share gains in China/globally. Despite smartphone GPM headwinds from rising BOM costs,

we expect stable core GPM/OPM thanks to continued execution on premiumization, internet revenue growth and prudent OPEX control. Meanwhile, we are positive on the gradual valuation realization from its smart EV business and believe the strong debut of SU7 has demonstrated its potential to become one of the best-selling premium EV sedans in China, and hence look for valuation multiple re-rating potential for Xiaomi. In the longer term, we believe Xiaomi's robust balance sheet, strong capabilities in software-hardware/smartphone-IoT-vehicle integration, and cost advantages owing to scale and deep involvement in the EV supply chain will likely increase its chances of success in EVs. We are Buy rated.

Price Target Risks and Methodology - Xiaomi Corp.

We are Buy-rated on Xiaomi with a 12-month target price of HK\$23, based on a SOTP valuation methodology: 1) 16x 2025E implied EV/NOPAT on Xiaomi core; 2) our valuation for Xiaomi EV of c.Rmb70bn (c.US\$9.8bn); 3) a 10% holdco. discount. Key risks: 1) More intense competition and weaker market share gains within the global smartphone industry. 2) Below-expected execution on Xiaomi brand premiumization. 3) Below-expected execution in the EV business. 4) Intensifying geopolitical risks and regulatory uncertainties. 5) Softer macro environment and weaker smartphone/IoT demand.

1810.HK	12m Price Target: HK\$23.00	Price: HK\$17.38	Upside: 32.3%
----------------	------------------------------------	-------------------------	----------------------

Buy	GS Forecast				
	12/23	12/24E	12/25E	12/26E	
Market cap: HK\$438.4bn / \$56.1bn	Revenue (Rmb mn)	270,970.2	332,462.2	388,620.9	434,701.8
Enterprise value: HK\$331.4bn / \$42.4bn	EBITDA (Rmb mn)	24,844.9	19,107.3	23,608.9	28,847.2
3m ADTV: HK\$2.2bn / \$284.3mn	EPS (Rmb)	0.76	0.69	0.80	0.97
China	P/E (X)	14.8	23.4	20.2	16.7
China Internet Verticals	P/B (X)	1.9	2.4	2.1	1.9
M&A Rank: 3	Dividend yield (%)	0.0	0.0	0.0	0.0
Leases incl. in net debt & EV?: No	N debt/EBITDA (ex lease,X)	(3.9)	(5.2)	(4.6)	(4.1)
	CROCI (%)	9.4	9.3	10.8	12.1
	FCF yield (%)	9.9	1.0	2.6	3.4
		3/24	6/24E	9/24E	12/24E
	EPS (Rmb)	0.26	0.16	0.15	0.12

Source: Company data, Goldman Sachs Research estimates, FactSet. Price as of 18 Jun 2024 close.

Disclosure Appendix

Reg AC

I, Timothy Zhao, hereby certify that all of the views expressed in this report accurately reflect my personal views about the subject company or companies and its or their securities. I also certify that no part of my compensation was, is or will be, directly or indirectly, related to the specific recommendations or views expressed in this report.

Unless otherwise stated, the individuals listed on the cover page of this report are analysts in Goldman Sachs' Global Investment Research division.

GS Factor Profile

The Goldman Sachs Factor Profile provides investment context for a stock by comparing key attributes to the market (i.e. our coverage universe) and its sector peers. The four key attributes depicted are: Growth, Financial Returns, Multiple (e.g. valuation) and Integrated (a composite of Growth, Financial Returns and Multiple). Growth, Financial Returns and Multiple are calculated by using normalized ranks for specific metrics for each stock. The normalized ranks for the metrics are then averaged and converted into percentiles for the relevant attribute. The precise calculation of each metric may vary depending on the fiscal year, industry and region, but the standard approach is as follows:

Growth is based on a stock's forward-looking sales growth, EBITDA growth and EPS growth (for financial stocks, only EPS and sales growth), with a higher percentile indicating a higher growth company. **Financial Returns** is based on a stock's forward-looking ROE, ROCE and CROCI (for financial stocks, only ROE), with a higher percentile indicating a company with higher financial returns. **Multiple** is based on a stock's forward-looking P/E, P/B, price/dividend (P/D), EV/EBITDA, EV/FCF and EV/Debt Adjusted Cash Flow (DACF) (for financial stocks, only P/E, P/B and P/D), with a higher percentile indicating a stock trading at a higher multiple. The **Integrated** percentile is calculated as the average of the Growth percentile, Financial Returns percentile and (100% - Multiple percentile).

Financial Returns and Multiple use the Goldman Sachs analyst forecasts at the fiscal year-end at least three quarters in the future. Growth uses inputs for the fiscal year at least seven quarters in the future compared with the year at least three quarters in the future (on a per-share basis for all metrics).

For a more detailed description of how we calculate the GS Factor Profile, please contact your GS representative.

M&A Rank

Across our global coverage, we examine stocks using an M&A framework, considering both qualitative factors and quantitative factors (which may vary across sectors and regions) to incorporate the potential that certain companies could be acquired. We then assign a M&A rank as a means of scoring companies under our rated coverage from 1 to 3, with 1 representing high (30%-50%) probability of the company becoming an acquisition target, 2 representing medium (15%-30%) probability and 3 representing low (0%-15%) probability. For companies ranked 1 or 2, in line with our standard departmental guidelines we incorporate an M&A component into our target price. M&A rank of 3 is considered immaterial and therefore does not factor into our price target, and may or may not be discussed in research.

Quantum

Quantum is Goldman Sachs' proprietary database providing access to detailed financial statement histories, forecasts and ratios. It can be used for in-depth analysis of a single company, or to make comparisons between companies in different sectors and markets.

Disclosures

The rating(s) for Xiaomi Corp. is/are relative to the other companies in its/their coverage universe: Beijing Sinnet Technology Co Ltd., East Buy, GDS Holdings (ADR), GDS Holdings (H), Gaotu Techedu, KE Holdings (ADR), KE Holdings (H), Kanzhun Ltd., Kingsoft Cloud, Ming Yuan Cloud, New Oriental Education & Technology (ADR), New Oriental Education & Technology (H), Offcn Education Technology, Perfect Corp., TAL Education Group, Tuhu Car Inc., Tuya, VNET Group, Weibo Corp. (ADR), Weibo Corp. (H), Weimob, Xiaomi Corp.

Company-specific regulatory disclosures

The following disclosures relate to relationships between The Goldman Sachs Group, Inc. (with its affiliates, "Goldman Sachs") and companies covered by Goldman Sachs Global Investment Research and referred to in this research.

Goldman Sachs has received compensation for investment banking services in the past 12 months: Xiaomi Corp. (HK\$1738)

Goldman Sachs expects to receive or intends to seek compensation for investment banking services in the next 3 months: Xiaomi Corp. (HK\$1738)

Goldman Sachs had an investment banking services client relationship during the past 12 months with: Xiaomi Corp. (HK\$1738)

Goldman Sachs makes a market in the securities or derivatives thereof: Xiaomi Corp. (HK\$1738)

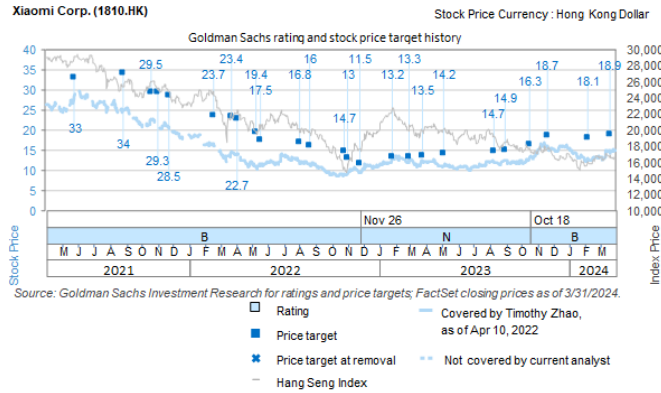
Distribution of ratings/investment banking relationships

Goldman Sachs Investment Research global Equity coverage universe

	Rating Distribution			Investment Banking Relationships		
	Buy	Hold	Sell	Buy	Hold	Sell
Global	48%	36%	16%	64%	56%	41%

As of April 1, 2024, Goldman Sachs Global Investment Research had investment ratings on 2,885 equity securities. Goldman Sachs assigns stocks as Buys and Sells on various regional Investment Lists; stocks not so assigned are deemed Neutral. Such assignments equate to Buy, Hold and Sell for the purposes of the above disclosure required by the FINRA Rules. See 'Ratings, Coverage universe and related definitions' below. The Investment Banking Relationships chart reflects the percentage of subject companies within each rating category for whom Goldman Sachs has provided investment banking services within the previous twelve months.

Price target and rating history chart(s)



The price targets shown should be considered in the context of all prior published Goldman Sachs research, which may or may not have included price targets, as well as developments relating to the company, its industry and financial markets.

Regulatory disclosures

Disclosures required by United States laws and regulations

See company-specific regulatory disclosures above for any of the following disclosures required as to companies referred to in this report: manager or co-manager in a pending transaction; 1% or other ownership; compensation for certain services; types of client relationships; managed/co-managed public offerings in prior periods; directorships; for equity securities, market making and/or specialist role. Goldman Sachs trades or may trade as a principal in debt securities (or in related derivatives) of issuers discussed in this report.

The following are additional required disclosures: **Ownership and material conflicts of interest:** Goldman Sachs policy prohibits its analysts, professionals reporting to analysts and members of their households from owning securities of any company in the analyst's area of coverage.

Analyst compensation: Analysts are paid in part based on the profitability of Goldman Sachs, which includes investment banking revenues. **Analyst as officer or director:** Goldman Sachs policy generally prohibits its analysts, persons reporting to analysts or members of their households from serving as an officer, director or advisor of any company in the analyst's area of coverage.

Non-U.S. Analysts: Non-U.S. analysts may not be associated persons of Goldman Sachs & Co. LLC and therefore may not be subject to FINRA Rule 2241 or FINRA Rule 2242 restrictions on communications with subject company, public appearances and trading securities held by the analysts.

Distribution of ratings: See the distribution of ratings disclosure above. **Price chart:** See the price chart, with changes of ratings and price targets in prior periods, above, or, if electronic format or if with respect to multiple companies which are the subject of this report, on the Goldman Sachs website at <https://www.gs.com/research/hedge.html>.

Additional disclosures required under the laws and regulations of jurisdictions other than the United States

The following disclosures are those required by the jurisdiction indicated, except to the extent already made above pursuant to United States laws and regulations. **Australia:** Goldman Sachs Australia Pty Ltd and its affiliates are not authorised deposit-taking institutions (as that term is defined in the Banking Act 1959 (Cth)) in Australia and do not provide banking services, nor carry on a banking business, in Australia. This research, and any access to it, is intended only for "wholesale clients" within the meaning of the Australian Corporations Act, unless otherwise agreed by Goldman Sachs. In producing research reports, members of Global Investment Research of Goldman Sachs Australia may attend site visits and other meetings hosted by the companies and other entities which are the subject of its research reports. In some instances the costs of such site visits or meetings may be met in part or in whole by the issuers concerned if Goldman Sachs Australia considers it is appropriate and reasonable in the specific circumstances relating to the site visit or meeting. To the extent that the contents of this document contains any financial product advice, it is general advice only and has been prepared by Goldman Sachs without taking into account a client's objectives, financial situation or needs. A client should, before acting on any such advice, consider the appropriateness of the advice having regard to the client's own objectives, financial situation and needs. A copy of certain Goldman Sachs Australia and New Zealand disclosure of interests and a copy of Goldman Sachs' Australian Self-Side Research Independence Policy Statement are available at: <https://www.goldmansachs.com/disclosures/australia-new-zealand/index.html>. **Brazil:** Disclosure information in relation to CVM Resolution n. 20 is available at <https://www.gs.com/worldwide/brazil/area/gir/index.html>. Where applicable, the Brazil-registered analyst primarily responsible for the content of this research report, as defined in Article 20 of CVM Resolution n. 20, is the first author named at the beginning of this report, unless indicated otherwise at the end of the text. **Canada:** This information is being provided to you for information purposes only and is not, and under no circumstances should be construed as, an advertisement, offering or solicitation by Goldman Sachs & Co. LLC for purchasers of securities in Canada to trade in any Canadian security. Goldman Sachs & Co. LLC is not registered as a dealer in any jurisdiction in Canada under applicable Canadian securities laws and generally is not permitted to trade in Canadian securities and may be prohibited from selling certain securities and products in certain jurisdictions in Canada. If you wish to trade in any Canadian securities or other products in Canada please contact Goldman Sachs Canada Inc., an affiliate of The Goldman Sachs Group Inc., or another registered Canadian dealer. **Hong Kong:** Further information on the securities of covered companies referred to in this research may be obtained on request from Goldman Sachs (Asia) L.L.C. **India:** Further information on the subject company or companies referred to in this research may be obtained from Goldman Sachs (India) Securities Private Limited, Research Analyst - SEBI Registration Number INH000001493, 951-A, Rational House, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025, India, Corporate Identity Number U74140MH2006FTC160634, Phone +91 22 6616 9000, Fax +91 22 6616 9001. Goldman Sachs may beneficially own 1% or more of the securities (as such term is defined in clause 2 (h) the Indian Securities Contracts (Regulation) Act, 1956) of the subject company or companies referred to in this research report. Investment in securities market are subject to market risks. Read all the related documents carefully before investing. Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors. Goldman Sachs (India) Securities Private Limited Investor Grievance E-mail: india-client-support@gs.com. Compliance Officer: Anil Rajput | Tel: + 91 22 6616 9000 | Email: anil.m.rajput@gs.com. **Japan:** See below. **Korea:** This research, and any access to it, is intended only for "professional investors" within the meaning of the Financial Services and Capital Markets Act, unless otherwise agreed by Goldman Sachs. Further information on the subject company or companies referred to in this research may be obtained from Goldman Sachs (Asia) L.L.C., Seoul Branch. **New Zealand:** Goldman Sachs New Zealand Limited and its affiliates are neither "registered banks" nor "deposit takers" (as defined in the Reserve Bank of New Zealand Act 1989) in New Zealand. This research, and any access to it, is intended for "wholesale clients" (as defined in the Financial Advisers Act 2008) unless otherwise agreed by Goldman Sachs. A copy of certain Goldman Sachs Australia and New Zealand disclosure of interests is available at:

<https://www.goldmansachs.com/disclosures/australia-new-zealand/index.html>. **Russia:** Research reports distributed in the Russian Federation are not advertising as defined in the Russian legislation, but are information and analysis not having product promotion as their main purpose and do not provide appraisal within the meaning of the Russian legislation on appraisal activity. Research reports do not constitute a personalized investment recommendation as defined in Russian laws and regulations, are not addressed to a specific client, and are prepared without analyzing the financial circumstances, investment profiles or risk profiles of clients. Goldman Sachs assumes no responsibility for any investment decisions that may be taken by a client or any other person based on this research report. **Singapore:** Goldman Sachs (Singapore) Pte. (Company Number: 198602165W), which is regulated by the Monetary Authority of Singapore, accepts legal responsibility for this research, and should be contacted with respect to any matters arising from, or in connection with, this research. **Taiwan:** This material is for reference only and must not be reprinted without permission. Investors should carefully consider their own investment risk. Investment results are the responsibility of the individual investor. **United Kingdom:** Persons who would be categorized as retail clients in the United Kingdom, as such term is defined in the rules of the Financial Conduct Authority, should read this research in conjunction with prior Goldman Sachs research on the covered companies referred to herein and should refer to the risk warnings that have been sent to them by Goldman Sachs International. A copy of these risks warnings, and a glossary of certain financial terms used in this report, are available from Goldman Sachs International on request.

European Union and United Kingdom: Disclosure information in relation to Article 6 (2) of the European Commission Delegated Regulation (EU) (2016/958) supplementing Regulation (EU) No 596/2014 of the European Parliament and of the Council (including as that Delegated Regulation is implemented into United Kingdom domestic law and regulation following the United Kingdom's departure from the European Union and the European Economic Area) with regard to regulatory technical standards for the technical arrangements for objective presentation of investment recommendations or other information recommending or suggesting an investment strategy and for disclosure of particular interests or indications of conflicts of interest is available at <https://www.gs.com/disclosures/europeanpolicy.html> which states the European Policy for Managing Conflicts of Interest in Connection with Investment Research.

Japan: Goldman Sachs Japan Co., Ltd. is a Financial Instrument Dealer registered with the Kanto Financial Bureau under registration number Kinsho 69, and a member of Japan Securities Dealers Association, Financial Futures Association of Japan Type II Financial Instruments Firms Association, The Investment Trusts Association, Japan, and Japan Investment Advisers Association. Sales and purchase of equities are subject to commission pre-determined with clients plus consumption tax. See company specific disclosures as to any applicable disclosures required by Japanese stock exchanges, the Japanese Securities Dealers Association or the Japanese Securities Finance Company.

Ratings, coverage universe and related definitions

Buy (B), Neutral (N), Sell (S) Analysts recommend stocks as Buys or Sells for inclusion on various regional Investment Lists. Being assigned a Buy or Sell on an Investment List is determined by a stock's total return potential relative to its coverage universe. Any stock not assigned as a Buy or a Sell on an Investment List with an active rating (i.e., a stock that is not Rating Suspended, Not Rated, Coverage Suspended or Not Covered), is deemed Neutral. Each region manages Regional Conviction lists, which are selected from Buy rated stocks on the respective region's Investment lists and represent investment recommendations focused on the size of the total return potential and/or the likelihood of the realization of the return across their respective areas of coverage. The addition or removal of stocks from such Conviction lists are managed by the Investment Review Committee or other designated committee in each respective region and do not represent a change in the analysts' investment rating for such stocks.

Total return potential represents the upside or downside differential between the current share price and the price target, including all paid or anticipated dividends, expected during the time horizon associated with the price target. Price targets are required for all covered stocks. The total return potential, price target and associated time horizon are stated in each report adding or reiterating an Investment List membership.

Coverage Universe: A list of all stocks in each coverage universe is available by primary analyst, stock and coverage universe at <https://www.gs.com/research/hedge.html>.

Not Rated (NR). The investment rating, target price and earnings estimates (where relevant) are not provided or have been suspended pursuant to Goldman Sachs policy when Goldman Sachs is acting in an advisory capacity in a merger or in a strategic transaction involving this company, when there are legal, regulatory or policy constraints due to Goldman Sachs' involvement in a transaction, when the company is an early-stage biotechnology company, and in certain other circumstances. **Rating Suspended (RS).** Goldman Sachs Research has suspended the investment rating and price target for this stock, because there is not a sufficient fundamental basis for determining an investment rating or target price. The previous investment rating and target price, if any, are no longer in effect for this stock and should not be relied upon. **Coverage Suspended (CS).** Goldman Sachs has suspended coverage of this company. **Not Covered (NC).** Goldman Sachs does not cover this company. **Not Available or Not Applicable (NA).** The information is not available for display or is not applicable. **Not Meaningful (NM).** The information is not meaningful and is therefore excluded.

Global product; distributing entities

Goldman Sachs Global Investment Research produces and distributes research products for clients of Goldman Sachs on a global basis. Analysts based in Goldman Sachs offices around the world produce research on industries and companies, and research on macroeconomics, currencies, commodities and portfolio strategy. This research is disseminated in Australia by Goldman Sachs Australia Pty Ltd (ABN 21 006 797 897); in Brazil by Goldman Sachs do Brasil Corretora de Títulos e Valores Mobiliários S.A.; Public Communication Channel Goldman Sachs Brazil: 0800 727 5764 and / or contatogoldmanbrasil@gs.com. Available Weekdays (except holidays), from 9am to 6pm. Canal de Comunicação com o Público Goldman Sachs Brasil: 0800 727 5764 e/ou contatogoldmanbrasil@gs.com. Horário de funcionamento: segunda-feira à sexta-feira (exceto feriados), das 9h às 18h; in Canada by Goldman Sachs & Co. LLC; in Hong Kong by Goldman Sachs (Asia) L.L.C.; in India by Goldman Sachs (India) Securities Private Ltd.; in Japan by Goldman Sachs Japan Co., Ltd.; in the Republic of Korea by Goldman Sachs (Asia) L.L.C., Seoul Branch; in New Zealand by Goldman Sachs New Zealand Limited; in Russia by OOO Goldman Sachs; in Singapore by Goldman Sachs (Singapore) Pte. (Company Number: 198602165W); and in the United States of America by Goldman Sachs & Co. LLC. Goldman Sachs International has approved this research in connection with its distribution in the United Kingdom.

Goldman Sachs International ("GSI"), authorised by the Prudential Regulation Authority ("PRA") and regulated by the Financial Conduct Authority ("FCA") and the PRA, has approved this research in connection with its distribution in the United Kingdom.

European Economic Area: GSI, authorised by the PRA and regulated by the FCA and the PRA, disseminates research in the following jurisdictions within the European Economic Area: the Grand Duchy of Luxembourg, Italy, the Kingdom of Belgium, the Kingdom of Denmark, the Kingdom of Norway, the Republic of Finland and the Republic of Ireland; GSI - Succursale de Paris (Paris branch) which is authorised by the French Autorité de contrôle prudentiel et de résolution ("ACPR") and regulated by the Autorité de contrôle prudentiel et de résolution and the Autorité des marchés financiers ("AMF") disseminates research in France; GSI - Sucursal en España (Madrid branch) authorized in Spain by the Comisión Nacional del Mercado de Valores disseminates research in the Kingdom of Spain; GSI - Sweden Bankfilial (Stockholm branch) is authorized by the SFSa as a "third country branch" in accordance with Chapter 4, Section 4 of the Swedish Securities and Market Act (Sv. lag (2007:528) om värdepappersmarknaden) disseminates research in the Kingdom of Sweden; Goldman Sachs Bank Europe SE ("GSBE") is a credit institution incorporated in Germany and, within the Single Supervisory Mechanism, subject to direct prudential supervision by the European Central Bank and in other respects supervised by German Federal Financial Supervisory Authority (Bundesanstalt für Finanzdienstleistungsaufsicht, BaFin) and Deutsche Bundesbank and disseminates research in the Federal Republic of Germany and those jurisdictions within the European Economic Area where GSI is not authorised to disseminate research and additionally, GSBE, Copenhagen Branch filial af GSBE, Tyskland, supervised by the Danish Financial Authority disseminates research in the Kingdom

of Denmark; GSBE - Sucursal en España (Madrid branch) subject (to a limited extent) to local supervision by the Bank of Spain disseminates research in the Kingdom of Spain; GSBE - Succursale Italia (Milan branch) to the relevant applicable extent, subject to local supervision by the Bank of Italy (Banca d'Italia) and the Italian Companies and Exchange Commission (Commissione Nazionale per le Società e la Borsa "Consob") disseminates research in Italy; GSBE - Succursale de Paris (Paris branch), supervised by the AMF and by the ACPFR disseminates research in France; and GSBE - Sweden Bankfilial (Stockholm branch), to a limited extent, subject to local supervision by the Swedish Financial Supervisory Authority (Finansinspektionen) disseminates research in the Kingdom of Sweden.

General disclosures

This research is for our clients only. Other than disclosures relating to Goldman Sachs, this research is based on current public information that we consider reliable, but we do not represent it is accurate or complete, and it should not be relied on as such. The information, opinions, estimates and forecasts contained herein are as of the date hereof and are subject to change without prior notification. We seek to update our research as appropriate, but various regulations may prevent us from doing so. Other than certain industry reports published on a periodic basis, the large majority of reports are published at irregular intervals as appropriate in the analyst's judgment.

Goldman Sachs conducts a global full-service, integrated investment banking, investment management, and brokerage business. We have investment banking and other business relationships with a substantial percentage of the companies covered by Global Investment Research. Goldman Sachs & Co. LLC, the United States broker dealer, is a member of SIPC (<https://www.sipc.org>).

Our salespeople, traders, and other professionals may provide oral or written market commentary or trading strategies to our clients and principal trading desks that reflect opinions that are contrary to the opinions expressed in this research. Our asset management area, principal trading desks and investing businesses may make investment decisions that are inconsistent with the recommendations or views expressed in this research.

The analysts named in this report may have from time to time discussed with our clients, including Goldman Sachs salespersons and traders, or may discuss in this report, trading strategies that reference catalysts or events that may have a near-term impact on the market price of the equity securities discussed in this report, which impact may be directionally counter to the analyst's published price target expectations for such stocks. Any such trading strategies are distinct from and do not affect the analysts' fundamental equity rating for such stocks, which rating reflects a stock's return potential relative to its coverage universe as described herein.

We and our affiliates, officers, directors, and employees will from time to time have long or short positions in, act as principal in, and buy or sell, the securities or derivatives, if any, referred to in this research, unless otherwise prohibited by regulation or Goldman Sachs policy.

The views attributed to third party presenters at Goldman Sachs arranged conferences, including individuals from other parts of Goldman Sachs, do not necessarily reflect those of Global Investment Research and are not an official view of Goldman Sachs.

Any third party referenced herein, including any salespeople, traders and other professionals or members of their household, may have positions in the products mentioned that are inconsistent with the views expressed by analysts named in this report.

This research is not an offer to sell or the solicitation of an offer to buy any security in any jurisdiction where such an offer or solicitation would be illegal. It does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of individual clients. Clients should consider whether any advice or recommendation in this research is suitable for their particular circumstances and, if appropriate, seek professional advice, including tax advice. The price and value of investments referred to in this research and the income from them may fluctuate. Past performance is not a guide to future performance, future returns are not guaranteed, and a loss of original capital may occur. Fluctuations in exchange rates could have adverse effects on the value or price of, or income derived from, certain investments.

Certain transactions, including those involving futures, options, and other derivatives, give rise to substantial risk and are not suitable for all investors. Investors should review current options and futures disclosure documents which are available from Goldman Sachs sales representatives or at <https://www.theocc.com/about/publications/character-risks.jsp> and

https://www.fiadocumentation.org/fia/regulatory-disclosures_1/fia-uniform-futures-and-options-on-futures-risk-disclosures-booklet-pdf-version-2018.

Transaction costs may be significant in option strategies calling for multiple purchase and sales of options such as spreads. Supporting documentation will be supplied upon request.

Differing Levels of Service provided by Global Investment Research: The level and types of services provided to you by Goldman Sachs Global Investment Research may vary as compared to that provided to internal and other external clients of GS, depending on various factors including your individual preferences as to the frequency and manner of receiving communication, your risk profile and investment focus and perspective (e.g., marketwide, sector specific, long term, short term), the size and scope of your overall client relationship with GS, and legal and regulatory constraints. As an example, certain clients may request to receive notifications when research on specific securities is published, and certain clients may request that specific data underlying analysts' fundamental analysis available on our internal client websites be delivered to them electronically through data feeds or otherwise. No change to an analyst's fundamental research views (e.g., ratings, price targets, or material changes to earnings estimates for equity securities), will be communicated to any client prior to inclusion of such information in a research report broadly disseminated through electronic publication to our internal client websites or through other means, as necessary, to all clients who are entitled to receive such reports.

All research reports are disseminated and available to all clients simultaneously through electronic publication to our internal client websites. Not all research content is redistributed to our clients or available to third-party aggregators, nor is Goldman Sachs responsible for the redistribution of our research by third party aggregators. For research, models or other data related to one or more securities, markets or asset classes (including related services) that may be available to you, please contact your GS representative or go to <https://research.gs.com>.

Disclosure information is also available at <https://www.gs.com/research/hedge.html> or from Research Compliance, 200 West Street, New York, NY 10282.

© 2024 Goldman Sachs.

You are permitted to store, display, analyze, modify, reformat, and print the information made available to you via this service only for your own use. You may not resell or reverse engineer this information to calculate or develop any index for disclosure and/or marketing or create any other derivative works or commercial product(s), data or offering(s) without the express written consent of Goldman Sachs. You are not permitted to publish, transmit, or otherwise reproduce this information, in whole or in part, in any format to any third party without the express written consent of Goldman Sachs. This foregoing restriction includes, without limitation, using, extracting, downloading or retrieving this information, in whole or in part, to train or finetune a third-party machine learning or artificial intelligence system, or to provide or reproduce this information, in whole or in part, as a prompt or input to any such system.