

2021

Q2

RESULTS

The 2021

Semi-Annual Results
of Midea Group

in a Snapshot

Performance Overview for H1/2021

Steady Growth

Revenue & Profitability

Total Revenue (BN)
+ 25.1% 174.8Net Profit Attributable to Shareholders of Company (BN)
+ 7.8% 15.0Net Profit Attributable to Shareholders of the Company before Non-recurring Gains and Losses (BN)
+ 8.8% 14.6

ROE 12.6%

ESP: 2:17

Domestic (BN)
+ 29.3% 99.9Overseas (BN)
+ 19.6% 74.0Abundant Cash Flow
& Solid OperationOwn Funds (BN)
123.0Operating Cash Flow ((BN)
20.2Balanced
Development

in ToB & ToC Business

HVAC (BN)
+ 19.3% 76.4Consumer Appliance (BN)
+ 22.5% 65.0Robotics, Automation Systems and Other
Manufactured Products(BN)
+ 33.3% 12.7KUKA's
Turnaround &
Rapid Growth

in China Business

KUKA

China

Order Received
€1888.2M **+ 52.2% YoY**Sales Revenue
€1529.7M **+ 30.9% YoY**

KUKA

China

Order Received
€357.1M **+ 43.2% YoY**Sales Revenue
€262.3M **+ 97.2% YoY**Launched
6 new productsAccounting for nearly
10% of overall orders
in 21H1Pulling ahead
in Online SalesOnline Retail Sales of (BN)
52.0YoY
>20%**Best-selling**
home appliance manufacturer onTmall,
JD and Suning for**9 consecutive years**Pinduoduo, Douyin, Kuaishou
**a rapid growth of
sales and users**Leading
Market Share**Air-Con**online **37.6%**offline **36.5%****Washing Machine**online **35.5%**offline **27.7%****Refrigerator**online **18.8%**offline **14.7%****Other¹**online **21.2%**offline **16.8%**¹ Other home appliances refer to all other
common home appliances than air-con,
washing machine and refrigerator
Source: AVC (by Value)Steady Improvement
Product Competitiveness

COLMO

Retail Revenue (BN)
>1.55 **+ 380% YoY**Market Share of Main Mid and
High-End Products**Air-Con**
Unit Price > 13Konline **13.0% + 4.8% YoY**offline **22.5% + 2.0% YoY****Washing Machine**
Unit Price > 12Konline **17.7% + 7.6% YoY**offline **16.6% + 5.6% YoY****Refrigerator**
Unit Price > 17Konline **5.3% + 1.7% YoY**offline **8.1% + 3.1% YoY**

New Strategic Focus

Technology Leadership

21H1 R&D investment
5.3BN **+ 20.5% YoY**

Valid patents held by Midea
(inclusive of TLSC) **> 66,000**

Global patent applications in H1 **> 5,000**

Invention patents granted in H1 **> 2,000**

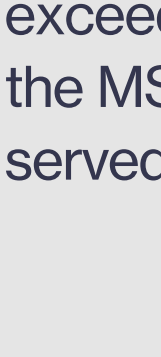
Overseas invention patents granted in H1 **> 5,000**

Standards formulated and revised **1,062**

State-level corporate technology centers and industrial design centers **8**

Province-level corporate technology engineering and design centers **~ 40**

Awards

 Red Dot Design Awards **23**

 iF World Design Guide Design Awards **39**

Direct to Users

Create value for users

Focus on "user experience" and improve the user experience of the whole value chain guided by the Net Promoter Score (NPS), with the overall NPS value increasing by **12% YoY**

Realize direct access to user's mind

The cumulative number of registered members exceeded **80 million**, and the MSmartLife App has served **37 million** families

Adapt value chains and business models

Through vertical efficiency improvement, over **90%** of the offline franchise retailers can place orders directly to Midea, reducing the inventory-to-sales ratio by **20%**

Digitization & Intelligence Driven

Midea Group provides an overall intelligent solution for customers in five spaces and has in-depth cooperation with over **100** ecological partners

Smart Living Room

Smart Kitchen

Smart Bedroom

Smart Bathroom

Smart Balcony

Over **100** categories of products are connected to the Midea IoT Developers' Platform, nearly **200,000,000** smart scene executions have been carried out

Midea has **102** types of **HarmonyOS** based household appliances so far

M-Smart's industry-leading level of data security

In May 2021, M.IoT issued the **White Paper on Distribution Network Technology of "One Touch Smart Link" Appliance** which redefines the standard of "link", which realizes user insensitive distribution network and improves user experience

In June 2021, Midea Group became the first enterprise in the industry to obtain the **IT Security EAL4+ certificate**, which is evident of M-Smart's industry-leading level of data security

Global Impact

ToC
To be the top brand for smart home appliances

ToB
To be the top partner for clients

Brand Impact

Product Impact

Channel Breakthrough

Supply and Service Breakthrough

Organization Capabilities Breakthrough

In the first half of 2021, Midea Group made headway towards the Global Impact strategy that has focused on the **United States, Brazil, Germany, Japan and ASEAN**

Achieved **150%** sales growth during the Amazon Prime Day promotion

Held more than **500** joint promotions across regions and markets in multiple categories

Established over **18,000** new OBM retail outlets overseas

Consistent Dividend Payouts & Active Share Repurchase

Carried out series of forward cash dividend plans with a total amount of nearly **RMB 58 billion** since listing in 2013

Till 30 Aug, Midea has used approximately **RMB 13.6 billion** for share repurchases in 2021

Apr 2021
Completed repurchase plan with an amount of around 8.6 billion

Aug 2021
Completed repurchase plan with an amount of around 5 billion

Brand Honors

#288
on the **2021 Fortune Global 500**

#183
on the **2021 Forbes Global 2000**

#33
on the **2021 Brand Finance Tech 100**

Humanizing Technology — 2021