

2021

RESULTS

Q2

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% 174.8

Net Profit Attributable to Shareholders of Company (BN)
+ 7.8% 15.0

Net 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% 99.9

Overseas (BN)
+ 19.6% 74.0

Abundant Cash Flow & Solid Operation

Own Funds (BN)
123.0

Operating Cash Flow ((BN)
20.2

Balanced Development

in ToB & ToC Business

HVAC (BN)
+ 19.3% 76.4

Consumer Appliance (BN)
+ 22.5% 65.0

Robotics, Automation Systems and Other Manufactured Products(BN)
+ 33.3% 12.7

KUKA'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 products

Accounting for nearly
10% of overall orders in 21H1

Pulling ahead in Online Sales

Online Retail Sales of (BN)
52.0

YoY
>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 > 13K

online 13.0% **+ 4.8% YoY**offline 22.5% **+ 2.0% YoY**

Washing Machine
Unit Price > 12K

online 17.7% **+ 7.6% YoY**offline 16.6% **+ 5.6% YoY**


Refrigerator
Unit Price > 17K

online 5.3% **+ 1.7% YoY**offline 8.1% **+ 3.1% YoY**



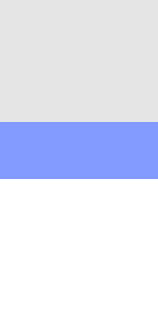
New Strategic Focus

Technology Leadership

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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**
- 

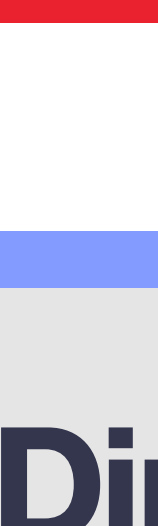
Overseas invention patents granted in H1 **> 5,000**
- 

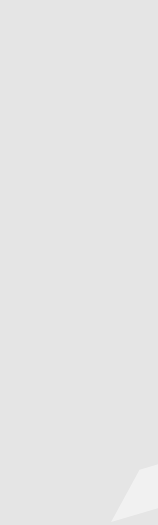
Standards formulated and revised **1,062**
- 

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 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

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Smart Living Room
- 

Smart Kitchen
- 

Smart Bedroom
- 


Smart Bathroom
- 

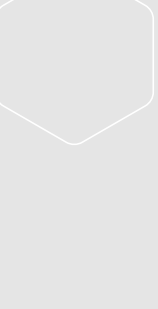
Smart Balcony
- 

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
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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

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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
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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

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

Brand Honors

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#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