

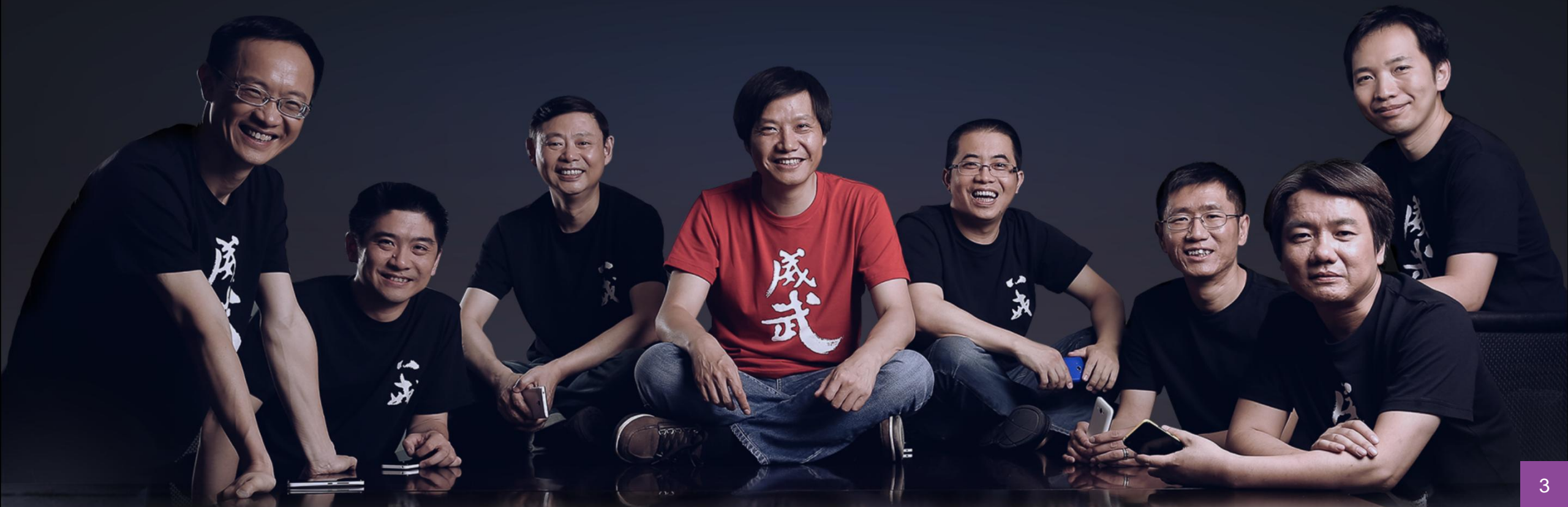


XiaoBei
is a XiaoMi ecosystem company

Who is XiaoMi?



Founded April 6th, 2010

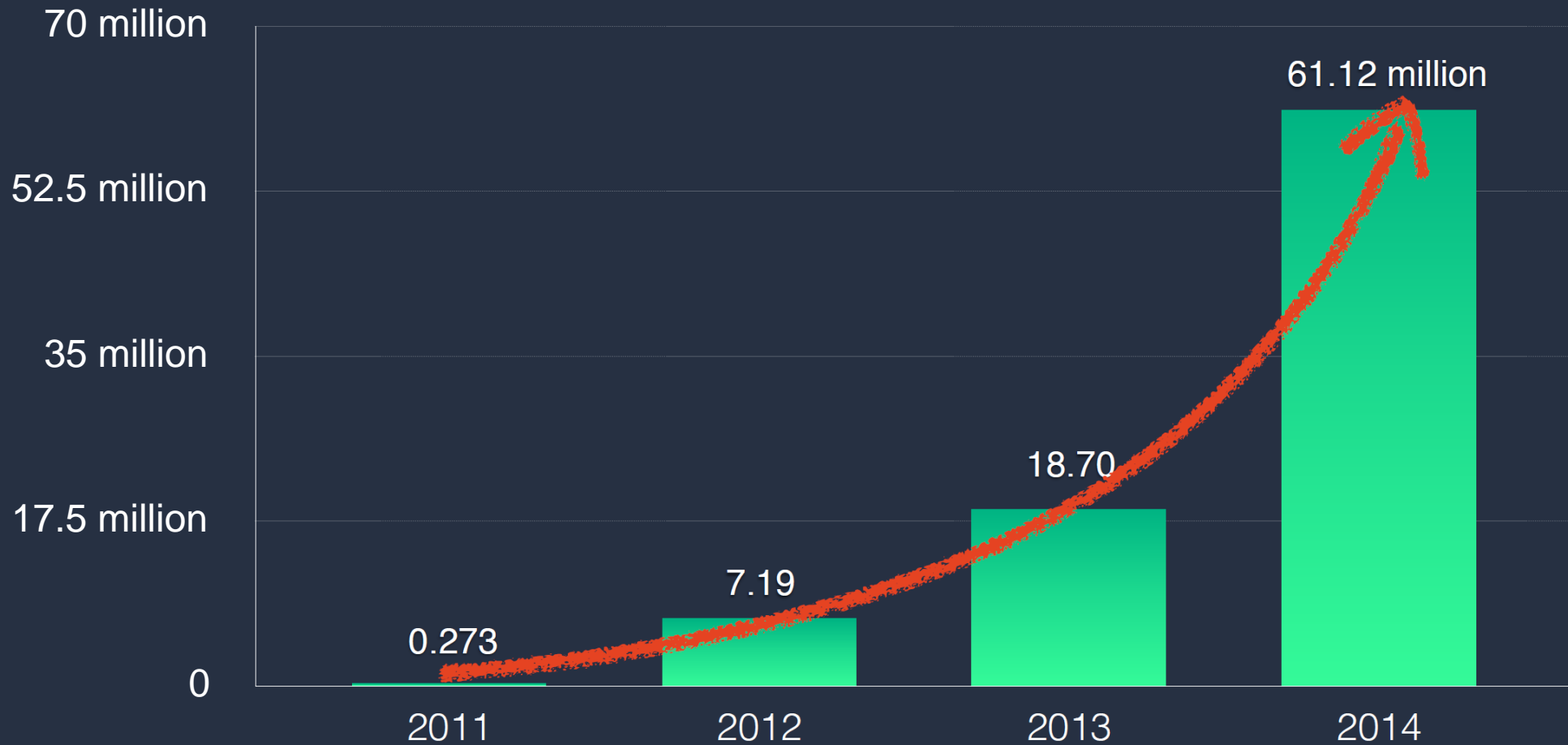




“Let everyone enjoy technologies” is the vision of XiaoMi. Applying the Internet-based product development mode and harnessing the “geek spirit” to perfect our products, we eliminate all unnecessary intermediate links with Internet mode, so as to make possible for everyone to enjoy superior Chinese hi-tech products.

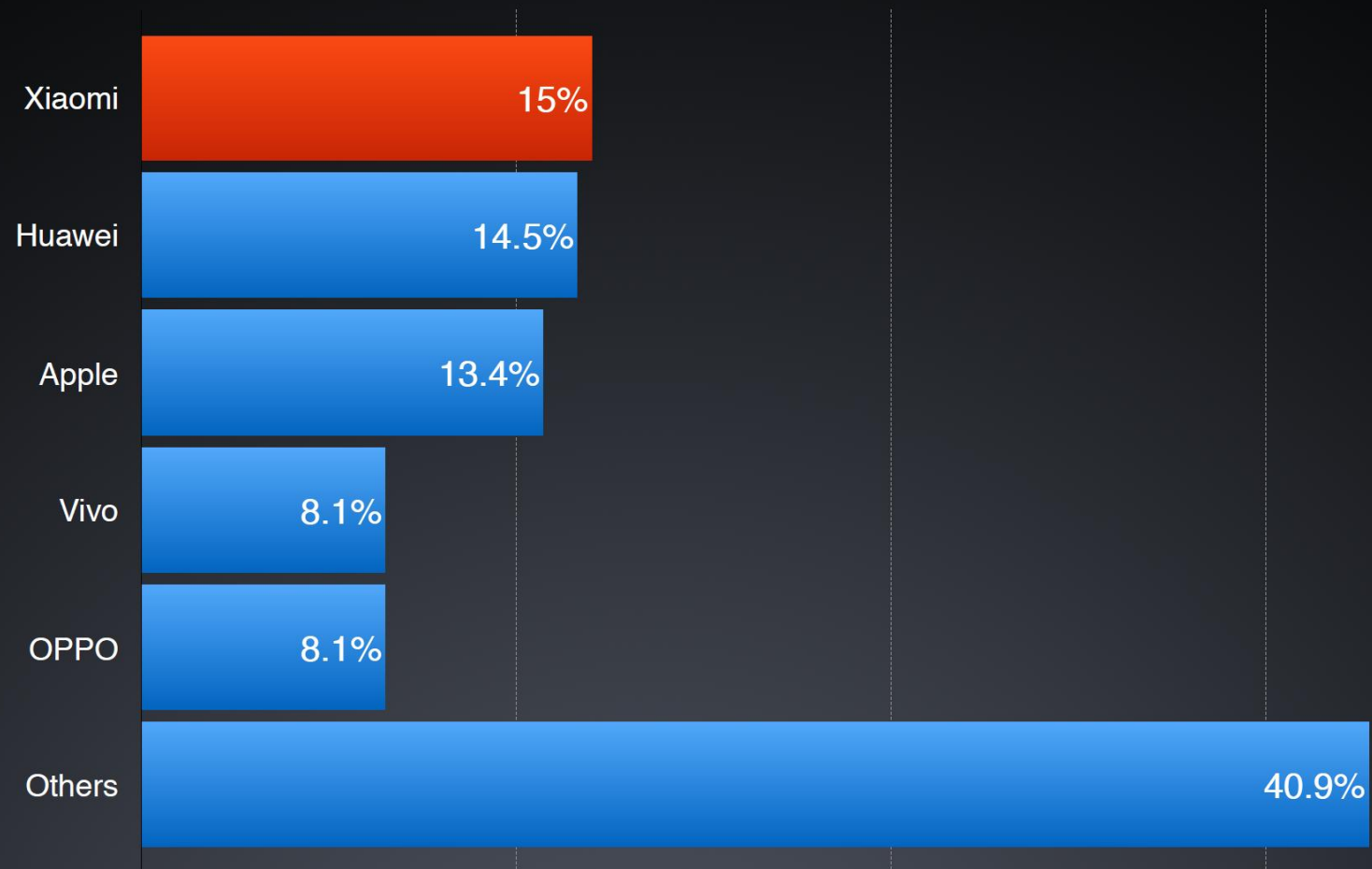


Mi Phone Unites Sales 227% Growth





#1 Smartphone Brand in China



China smartphone shipments, 2015 IDC



#3 E-commerce Company in China

Rank	B2C site	2014 GMV (Billion CNY)	Category	Type
1	T-mall (Alibaba)	763	Various	Open marketplace
2	JD.com	260	Various	Mainly direct selling
3	Mi.com	74.3	Smartphones	Direct selling
4	Suning	25.8	Various	Mainly direct selling
5	vip.com	23.4*	Luxury	Direct selling
6	amazon.cn	19.3	Various	Mainly direct selling

>200 million
XiaoMi registered customers



XiaoMi has 4 sales channels

XiaoMi.com
www.mi.com



XiaoMi shop
APP



MiJia shop
APP



XiaoMi family
Retail store



XiaoMi is an extreme innovative company!

XiaoMi MIX

It's not only a concept
It's a real product!



Designer:
Philippe Starck

What is MI ecosystem?



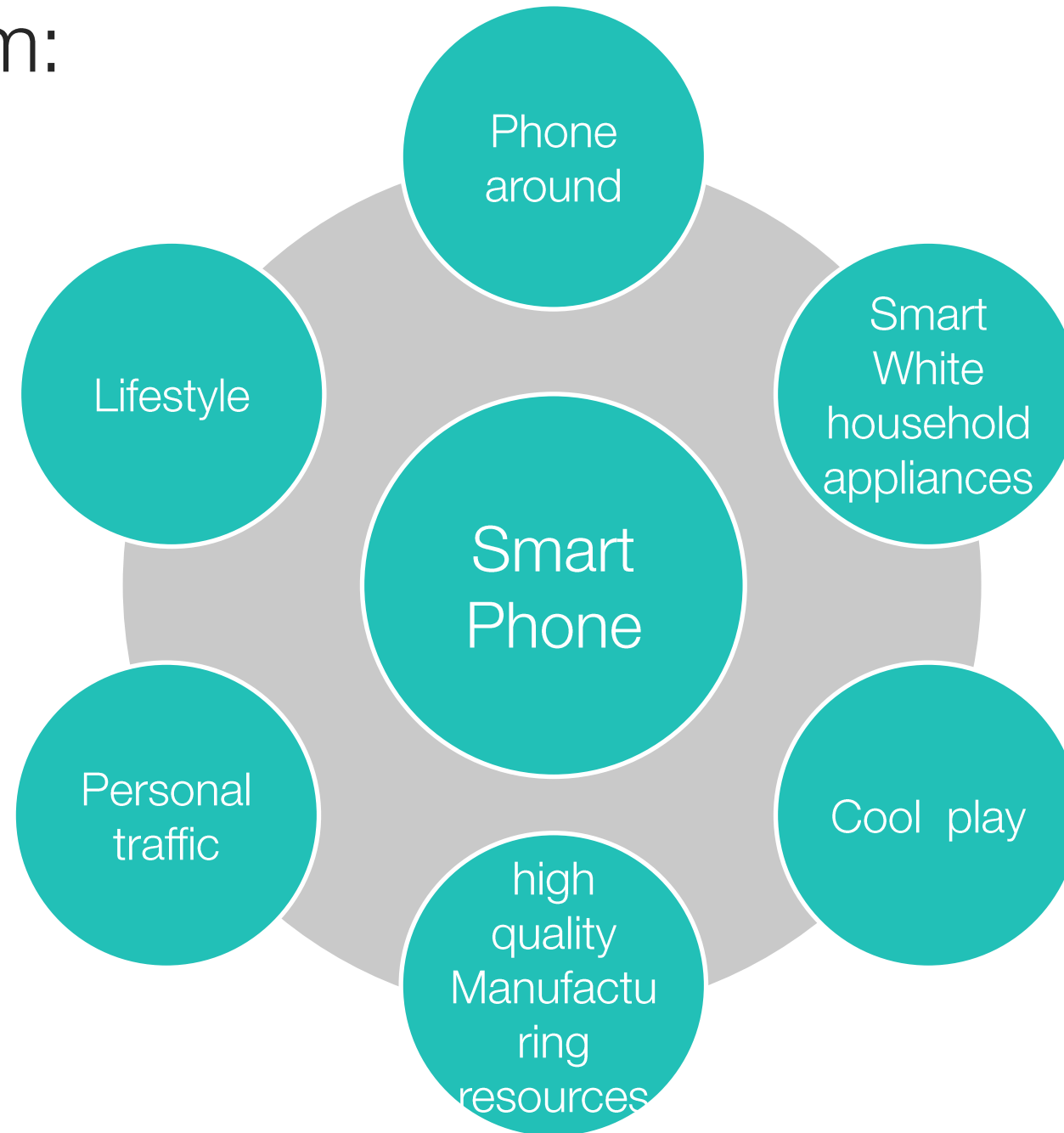
To propel more industries and consumption upgrade, XiaoMi started to construct its MI ecosystem team at the end of 2013.

Two years later, a unique investment hatch mode was shaped, through which XiaoMi provides startups with capital, value, online platform, marketing, brand and supply chain, etc.

MI ecosystem will adhere to its cooperative strategies to be open and non-exclusive, and make joint contributions with partners to drive the construction of ecosystem.



MI ecosystem:



60

MI ecosystem
companies

4

Valuation
> \$1B

6

Valuation
> \$100M



Portable power bank
No.1 in global market
Volume:

55 million



MI band
No.2 in global market
Volume:

23 million



Air purifier
No.1 in China market
Volume & Percent:

1 million & **20**%



Earphone
Volume:

18 million



Power strip
Volume:

5.5 million

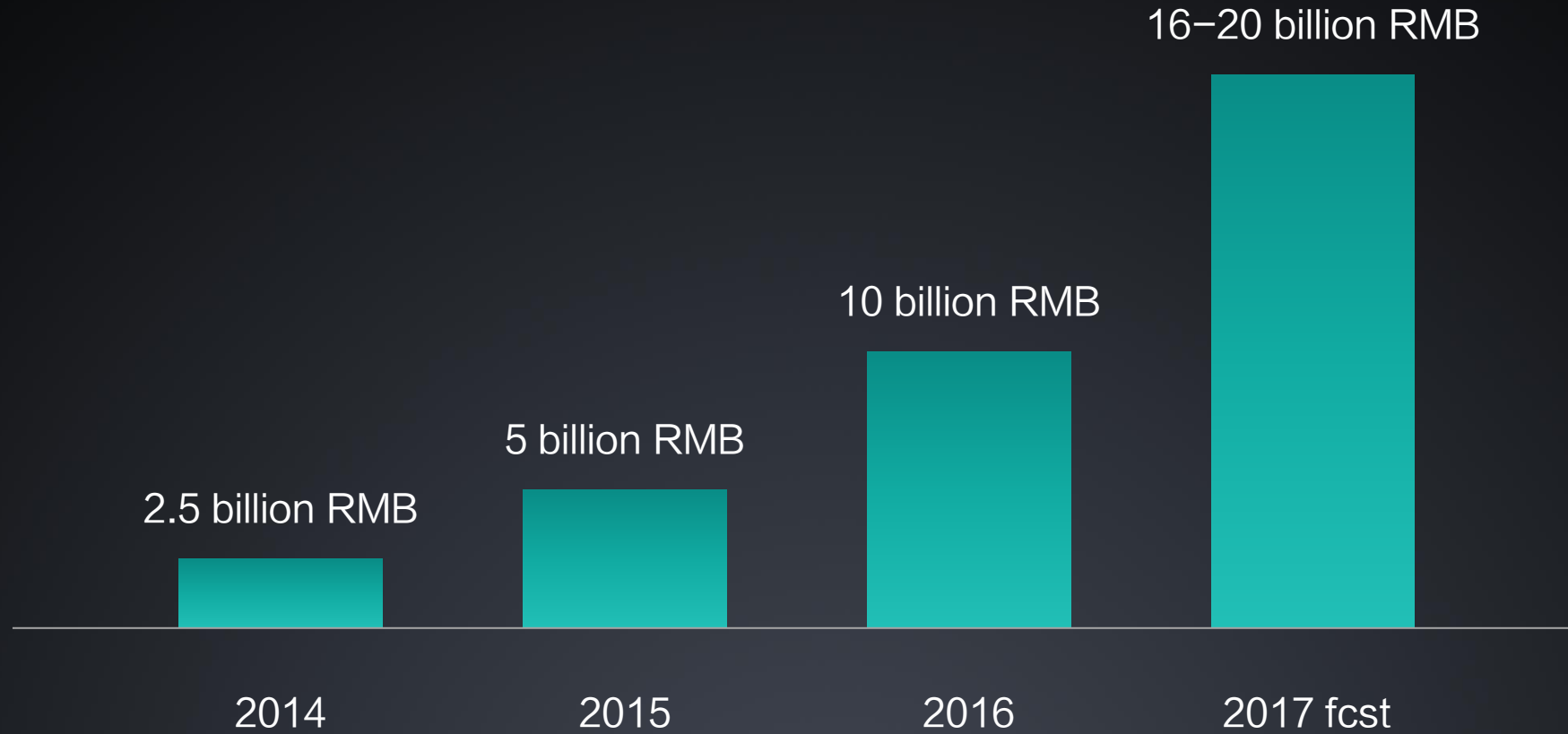


Camera
Volume:

3.3 million



Rapid growth of revenue of MI ecosystem



Who is XiaoBei?



XiaoMi

MI ecosystem



XiaoBei is a new MI ecosystem company founded in 2016 that is more focus on lifestyle direction.

Our purpose is to develop high quality oral care products and expand new online oral care service experience.

Our roadmap

2017

Product focus
Win online

Revenue target
¥ 100 million RMB

2018

Expansion
In category &
channel

Revenue target
¥ 1 billion RMB

2019

Expansion
In oral care service

Revenue target
¥ 3 billion RMB



CEO: Zhang Jun

- Former Design Director of Lenovo (the biggest PC brand in global market),
- 16 years' innovative products development experience,
- Chief Designer of 2008 Beijing Olympic torch,
- Won 12 global design awards include Red Dot, iF, IDEA, G-mark, DFA...
- Has more than 29 patents for inventions



Core team comes from cross-function background

Product design & experience

Comes from Lenovo with rich global design awards

Engineer & supply chain

Comes from Foxconn with more than 10 years experience for Sony laptop

Marketing & Sales

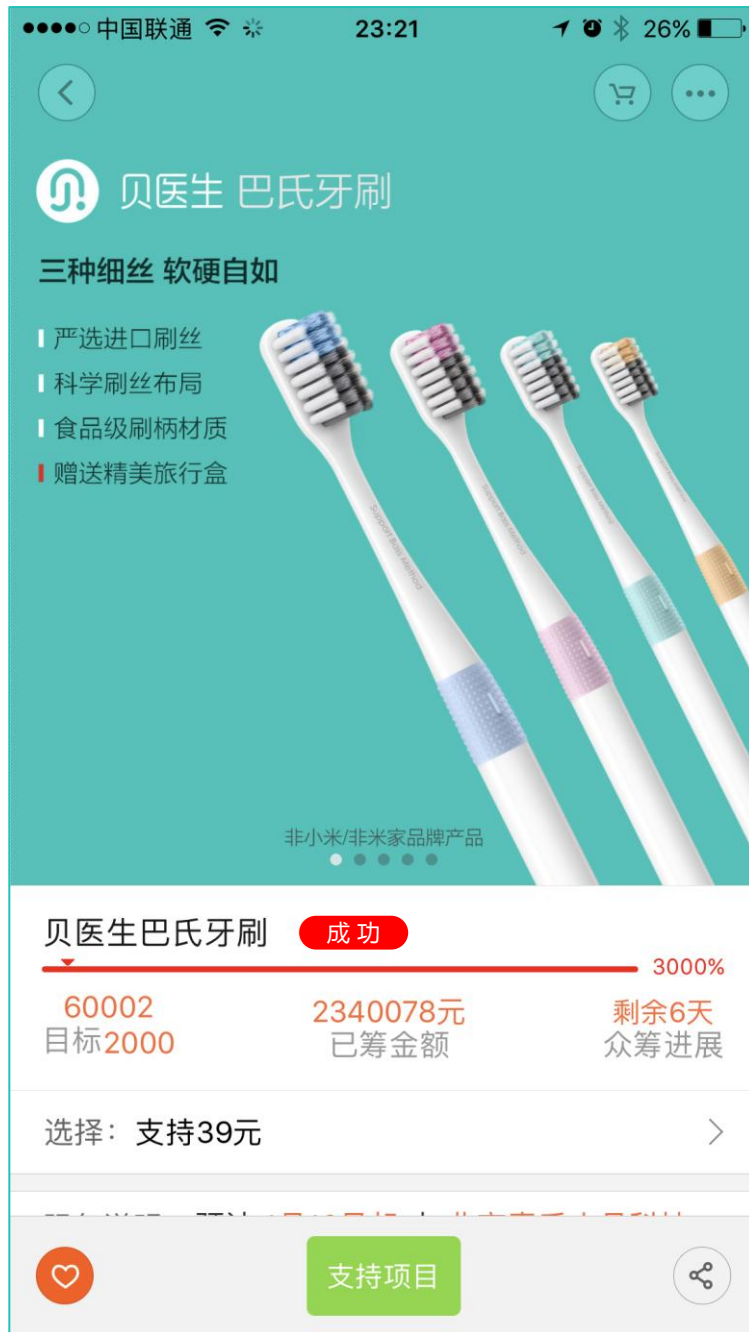
Senior sales director with 16 years experience in toothbrush market & marketing director from Ogilvy & Mather

Manufacture consulting

Senior factory director with 26 years experience

Medical consulting

Professor from best stomatological hospital in China



Doctor B toothbrush

BIG SUCCESS!

In XiaoMi crowd funding

Online from 20. Dec

Achieve target in 55 minutes: 2000 sets (8000)

Finish crowd funding 1 week earlier!

Total:

60,000 sets (240,000)

Only in 7 days

NO.1 in XiaoMi lifestyle product crowds funding



贝医生 巴氏牙刷

三种细丝，软硬自如



贝医生 巴氏牙刷

三种细丝 软硬自如

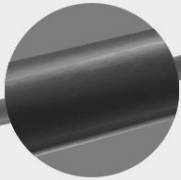
严选进口刷丝 | 科学刷丝布局 | 食品级刷柄材质

众筹价 39 元 / 4 支




全球严选三种刷丝


指定日本与德国本土生产



日本 TORAY 进口备长炭抗菌丝
柔而有力，清洁力强，疏水性好



日本 TORAY 进口银离子抗菌丝
丝质轻柔，细致入微，高效抗菌



德国 PEDEX 进口螺旋丝
韧度强，弹性好，清洁更高效

-50%

刷丝定量生产
仅选取50%优质刷丝

+30%

单位面积植毛量
比常用标准提升30%

三明治式刷丝布局+山形结构 带来三大好处



顶端 柔韧螺旋丝

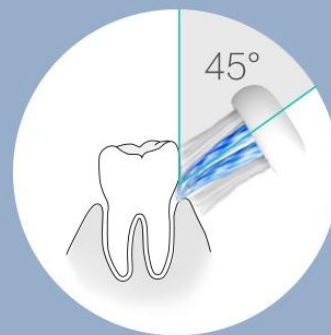
深入智齿区域，更具清洁力

中层 柔软备长炭抗菌丝

深入牙龈沟，快速清除牙菌斑

两侧 轻柔银离子抗菌丝

轻柔触感，呵护牙龈

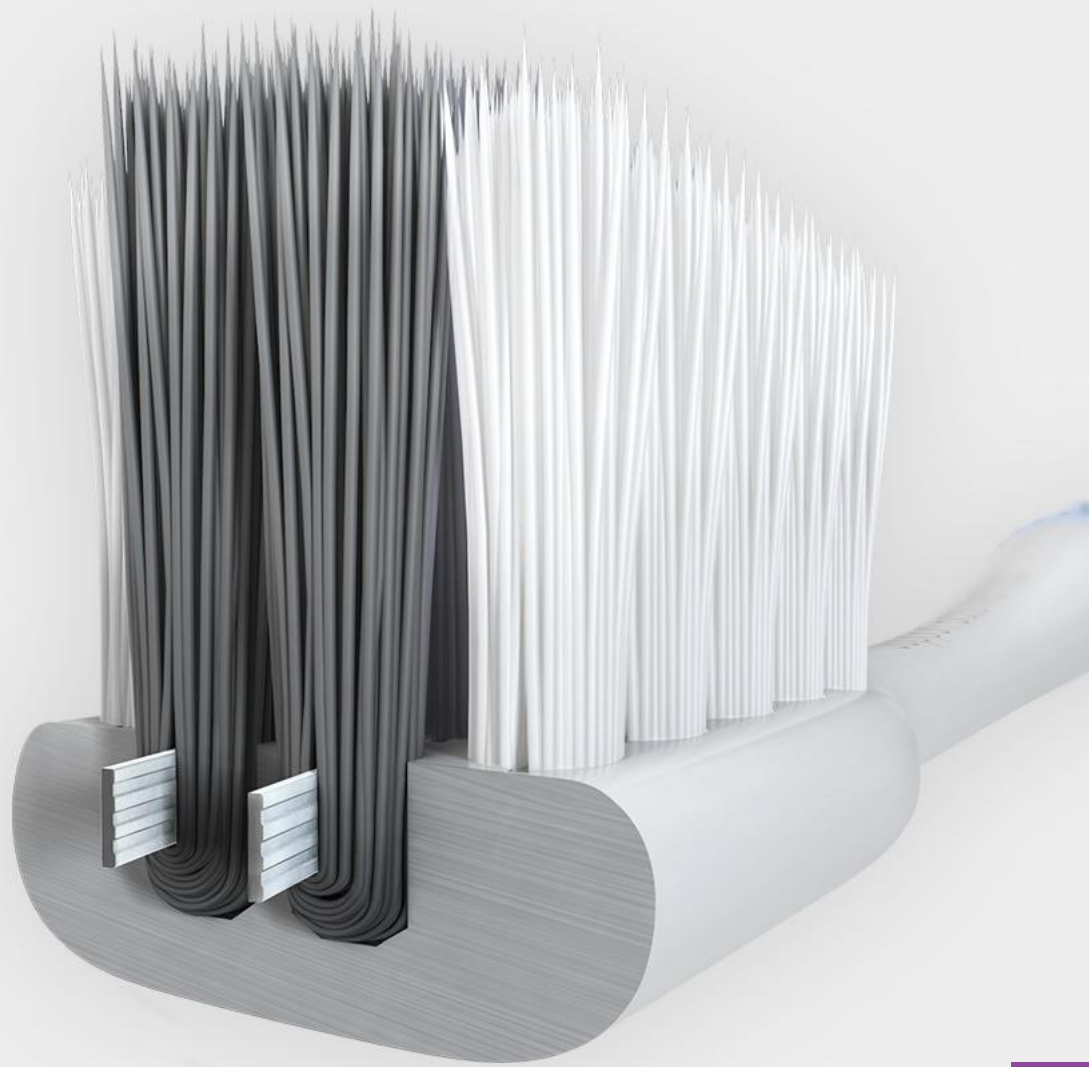


全面适配巴氏刷牙法*

* 巴氏刷牙法 是美国牙医协会推荐有效去除龈缘附近及牙龈沟内菌斑的方法。

选用镍银片固定刷丝 将健康进行到底

镍银片品质高、耐腐蚀，比传统刷丝固定工艺中的铜片、铁片更不易滋生细菌。



入口产品 绝不马虎

特制圆润刷头，入口更舒适。降低异物感，口腔与牙齿同享顶级待遇。



柄颈

经过一千次弯折实验
不断裂、不伤害口腔

Support Bass Method

柄体

采用德国进口食品级PP
材质，保证入口安全



柄身

光学级模具抛光，打造
亮洁柄身，污渍不残留



DOCTOR·B

牙刷 本该如此

简单 实用 不花哨





赠送旅行盒

由内而外好品质



支持众筹
享新春特别包装



为奥运设计火炬 为你设计牙刷

贝医生创始人章骏，2008年主创设计了北京奥运会祥云火炬，今天满怀对国人口腔健康的执着，整合全球顶级资源，为你打造一把好牙刷。

从万众瞩目到为万家添笑容，不一样的设计，一样的探索与创新。

有技术含量的手动牙刷

通过改进工艺流程，大幅提升产品品质，更有助于全面深层清洁牙齿上的牙菌斑，按摩牙龈，使用户刷牙体验更好。

29项专利

6项发明/13项实用新型/10项外观专利



贝医生牙刷获得以下认证



美国食品药品监督管理局认证



CQC中国质量认证

RoHS

欧盟环保认证

REACH

欧盟化学品认证



瑞士通用公证行认证



英国国家质量保证有限公司认证



英国皇家认可委员会认证



Thank You!