

Xiaomi (1810 HK)

Key takeaways from Xiaomi Investor Day 2025

We attended Xiaomi Investor Day 2025 on 3 Jun. Key takeaways include: 1) Smartphone: target to attain market share gain of 1ppt, 175-180mn shipment, ASP hike of 3-5% YoY and GPM of 12-12.5% in 2025; 2) Smart EV: target to turn profitable in 2H25E with 350,000 delivery target (unchanged); 3) IoT: 30% YoY sales growth target with GPM increase of 2.0-2.5ppts in 2025; 4) self-developed chip to adopt in flagship smartphone models, smart EV and home appliances in the future; 5) 2025 target: 30%/40%+ YoY revenue/adj. net profit growth. Our SOTP-based TP of HK\$65.91 implies 37.7x FY25E P/E. Reiterate BUY.

- **Positive on smartphone market share gains and ASP hikes in FY25E thanks to premiumization and new retail strategies.** Mgmt. maintained its positive view on smartphone premiumization strategy with solid progress, and Xiaomi 15 series performance was outstanding in the market. Overall, mgmt. shared a solid set of 2025 guidance: 1) smartphone market share gain of 1ppt; 2) 175-180mn shipment target in FY25E; 3) ASP hike of 3-5% YoY; 4) smartphone GPM target of 12-12.5%. In addition, mgmt. expected new retail strategy with online/offline integration will further strengthen user experience and operating efficiency, driving rapid business growth in smartphone business.
- **Smart EV business target to turn profitable in 2H25E.** Mgmt. reiterated SU7's outstanding sales performance with 76k unit delivery in 1Q25, and maintained delivery target of 350k units in 2025. In addition, mgmt. expected to invest RMB 3.5bn into R&D for smart EV biz, focusing on autonomous driving technologies such as full-domain end-to-end model, LiDAR plus 4D mm-wave radar with 700T computing power, and self-developed chips (next-gen NPU optimized). As for profitability timeline, mgmt. is pleased about the narrowing operating losses and expected smart EV business to turn profitability in 2H25E.
- **Other highlights: IoT overseas expansion, self-developed chip and New Retail strategy.** For IoT biz, mgmt. guided 30%+ YoY sales growth and GPM to rise 2.0-2.5ppts in 2025, driven by air conditioner/washing machine/refrigerator and rapid overseas expansion, especially in Europe in 2H25E. For self-developed chips, mgmt. expected upcoming R&D to focus on larger LLM models and next-gen NPU chips. Mgmt. targeted to adopt its chips to smartphone flagship models, smart EV (visual LLM assisted driving, external voice wake-up) and home appliances (4D mm-wave radar perception in air conditioner, object recognition of sweeper). In addition, mgmt. reiterated its long-term target of New Retail strategy to open 30k stores in China and 10k stores overseas. Overall, mgmt. guided revenue growth of 30% YoY to reach RMB480bn, and adjusted NP to grow 40%+ YoY in FY25E.

Earnings Summary

(YE 31 Dec)	FY23A	FY24A	FY25E	FY26E	FY27E
Revenue (RMB mn)	270,970	365,903	486,144	589,018	674,454
YoY growth (%)	(3.2)	35.0	32.9	21.2	14.5
Adjusted net profit (RMB mn)	19,272.8	27,234.5	43,879.1	52,254.6	61,342.6
YoY growth (%)	126.3	41.3	61.1	19.1	17.4
EPS (Adjusted) (RMB)	0.77	1.10	1.61	2.09	2.46
Consensus EPS (RMB)	na	na	1.50	1.93	2.43
P/E (x)	63.0	44.5	30.3	23.3	19.9
P/B (x)	7.4	6.4	4.5	3.8	3.2
Yield (%)	0.0	0.0	0.0	0.0	0.0
ROE (%)	11.3	13.3	17.5	16.4	16.5
Net gearing (%)	76.9	95.3	50.6	30.5	19.7

Source: Company data, Bloomberg, CMBIGM estimates

BUY (Maintain)

Target Price	HK\$65.91
Up/Downside	23.9%
Current Price	HK\$53.20

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Stock Data

Mkt Cap (HK\$ mn)	1,124,754.4
Avg 3 mths t/o (HK\$ mn)	14,432.1
52w High/Low (HK\$)	58.20/15.82
Total Issued Shares (mn)	21142.0

Source: FactSet

Shareholding Structure

Lin Bin	8.6%
Smart Mobile Holdings Ltd	8.6%

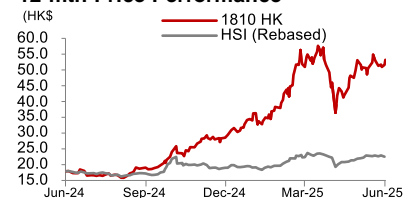
Source: HKEx

Share Performance

	Absolute	Relative
1-mth	0.2%	-4.1%
3-mth	4.4%	2.2%
6-mth	82.8%	53.5%

Source: FactSet

12-mth Price Performance



Source: FactSet

Related reports:

- 1Q25 strong beat; Positive on premiumization, YU7 ramp and SoC breakthrough in 2H25E – 28 May 2025 ([link](#))
- Key takeaways from product launch event: Self-developed 3nm SoC debut is the bright spot – 23 May 2025 ([link](#))
- 1Q25 Preview: Expect strong results ahead; regained No.1 in China amid Apple weakness – 2 May 2025 ([link](#))
- Placement confirmed for global business expansion – 25 Mar 2025 ([link](#))

Focus Charts

Figure 1: 2025 Smartphone financial guidance



Source: Company data, CMBIGM

Figure 2: 2025 EV financial guidance



Source: Company data, CMBIGM

Figure 3: 2025 IoT biz financial guidance



Source: Company data, CMBIGM

Figure 4: 2025 revenue and adjusted NP guidance



Source: Company data, CMBIGM

Figure 5: Xiaomi AI technology development



Source: Company data, CMBIGM

Figure 6: Xiaomi model plus chips self-development



Source: Company data, CMBIGM

Revenue breakdown

Figure 7: Revenue breakdown

RMB mn	FY24	1Q25	2Q25E	3Q25E	4Q25E	FY25E	FY26E	FY27E
Smart phones	191,756	50,612	52,065	55,575	56,400	214,652	230,635	246,000
...YoY	22%	9%	12%	17%	10%	12%	7%	7%
Shipments (000 units)	168,600	41,800	44,500	47,500	47,000	180,800	193,000	200,000
...YoY	16%	3%	5%	10%	10%	7%	7%	4%
ASP (RMB)	1,137	1,211	1,170	1,170	1,200	1,187	1,195	1,230
...YoY	5.2%	5.8%	6.1%	6.3%	7.1%	4.4%	0.7%	2.9%
IoT and lifestyle products	104,104	32,339	32,880	31,967	36,656	133,842	161,192	189,944
...YoY	30%	59%	23%	22%	19%	29%	20%	18%
Smart TVs and laptops	22,055	6,752	5,369	6,223	8,068	26,412	29,054	31,378
...YoY	13%	45%	13%	13%	13%	20%	10%	8%
Other IoTs	81,191	25,588	27,511	25,744	28,588	107,430	132,139	158,566
...YoY	34%	63%	25%	25%	25%	32%	23%	20%
Internet services	34,115	9,076	9,211	9,433	10,629	38,349	42,592	46,851
...YoY	13%	13%	11%	11%	14%	12%	11%	10%
Advertising services	24,700	6,600	6,677	6,919	7,952	28,148	30,963	34,059
...YoY	20%	20%	12%	12%	12%	14%	10%	10%
Internet value-added	9,610	2,476	2,534	2,514	2,677	10,571	11,628	12,791
...YoY	0%	-3%	10%	10%	10%	10%	10%	10%
Gaming	4,301	1,200	1,100	1,210	1,101	4,731	5,204	5,725
...YoY	-2%	0%	10%	10%	10%	10%	10%	10%
Other (incl. Youpin fintech, etc.)	5,309	1,276	1,434	1,304	1,576	5,840	6,424	7,066
...YoY	2%	-5%	10%	10%	10%	10%	10%	10%
EV Business	32,754	18,580	20,328	25,157	31,467	95,532	150,077	186,232
Shipments (units)	136,854	75,869	80,000	94,000	110,000	359,869	550,000	650,000
ASP (RMB)	234,447	238,301	247,833	262,703	281,092	259,874	272,868	286,511
Others	3,174	686	1,172	951	960	3,769	4,522	5,427
...YoY	-4%	13%	20%	20%	20%	19%	20%	20%
Total	365,903	111,293	115,656	123,082	136,112	486,144	589,018	674,454
...YoY	35%	47%	30%	33%	25%	33%	21%	15%
Gross margin								
Smart phones	12.6%	12.4%	12.0%	12.1%	12.1%	12.1%	12.3%	12.5%
IoT and lifestyle products	20.3%	25.2%	24.5%	24.0%	24.0%	24.4%	24.3%	24.0%
Internet services	76.6%	76.9%	76.0%	75.5%	75.5%	76.0%	76.0%	76.0%
EV Business	18.5%	23.2%	23.0%	22.5%	22.0%	22.6%	23.0%	24.0%
Others	-31.0%	-46.5%	-5.0%	-5.0%	-5.0%	-12.5%	5.0%	5.0%
Total	21.2%	19.0%	22.3%	21.9%	22.6%	22.4%	22.8%	23.0%

Source: Company data, CMBIGM estimates

Figure 8: P&L forecast

RMB mn	FY24	1Q25	2Q25E	3Q25E	4Q25E	FY25E	FY26E	FY27E
Revenue	365,903	111,293	115,656	123,082	136,112	486,144	589,018	674,454
...YoY	35%	47%	30%	33%	25%	33%	21%	15%
Cost of sales	(289,343)	(85,887)	(89,735)	(95,951)	(105,591)	(377,165)	(454,367)	(517,544)
Gross profit	76,560	25,406	25,921	27,131	30,521	108,979	134,651	156,910
GPM (%)	20.9%	22.8%	22.4%	22.0%	22.4%	22.4%	22.9%	23.3%
...YoY	33%	2%	8%	8%	9%	42%	24%	17%
SG&A	(30,991)	(8,730)	(9,056)	(10,093)	(11,570)	(39,448)	(47,710)	(53,956)
...% of rev	-8.5%	-7.8%	-7.8%	-8.2%	-8.5%	-8.1%	-8.1%	-8.0%
R&D	(24,050)	(6,712)	(7,153)	(7,926)	(9,120)	(30,910)	(37,697)	(42,491)
...% of rev	-6.6%	-6.0%	-6.2%	-6.4%	-6.7%	-6.4%	-6.4%	-6.3%
Operating profit	24,503	13,125	9,344	10,084	13,463	46,016	57,204	68,424
OPM (%)	6.7%	11.8%	8.1%	8.2%	9.9%	9.5%	9.7%	10.1%
...YoY	22%	142%	22%	25%	21%	88%	24%	20%
Adj. net profit	27,235	10,676	9,712	9,072	10,683	43,879	52,255	61,343
NPM (%)	7.4%	9.6%	8.4%	7.4%	7.8%	9.0%	8.9%	9.1%
...YoY	41%	64%	57%	45%	28%	61%	19%	17%

Source: Company data, CMBIGM estimates

Valuation

Maintain BUY with SOTP-based TP of HK\$65.91

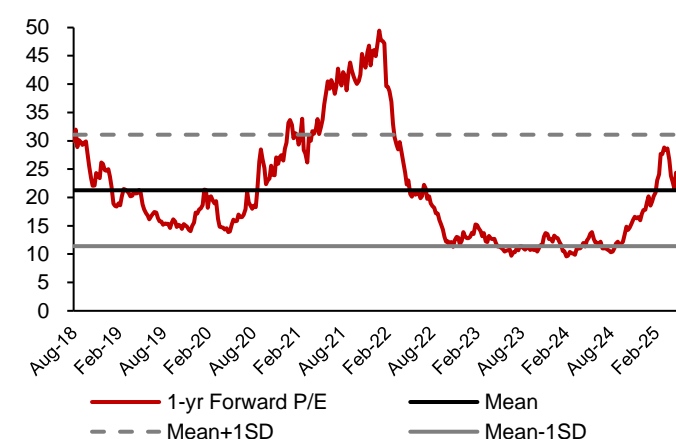
We derive our TP of HK\$65.91 based on the SOTP methodology in order to reflect different growth profiles of Xiaomi's various businesses. We assign 26x/26x/25x FY25E P/E to its smartphone/AIoT/Internet businesses, which we think are justified given Xiaomi's accelerated share gains in smartphone/IoT market, overseas expansion of its ecosystem, improving profitability across smartphone/AIoT/Internet segments and sector re-rating for edge AI upcycle. For EV business, we assign 2.0x FY26E P/S. In addition, we believe our implied target multiple of 37.7x FY25E P/E is justified, when compared to 1) valuation of 34x FY25E P/E for global industry leader, Apple, and 2) valuation of 31.2x P/E for its 1-sd above 6-year historical forward P/E, given upcoming product upcycles for its AI smartphone, IoT overseas expansion and EV product launches in 2025. Upcoming catalysts include SUV model launch, smartphone/AIoT share gains, overseas store expansion and EV order/delivery/profitability updates.

Figure 9: Xiaomi – SOTP valuation

Business segment	FY25E Rev (RMB mn)	% of FY25E Core NP	FY25E Core NP (RMB mn)	Valuation methodology	Target Multiple (x)	Valuation (RMB mn)
Smart phones	214,652	30%	12,633	P/E	26.0	328,449
AIoT and lifestyle products	133,842	37%	15,830	P/E	26.0	411,577
Internet services	38,349	33%	14,110	P/E	25.0	352,745
Others	3,769	-1%	(229)	P/E	25.0	(5,727)
Smart EV	150,077			P/S	2.00	300,154
						1,387,198
Cash (RMB mn)						89,278
Debt (RMB mn)						(30,603)
Investment (RMB mn)						67,800
Total (RMB mn)						1,513,673
No. of shares (mn)						24,962
TP (RMB)						60.64
TP (HK\$)						65.91

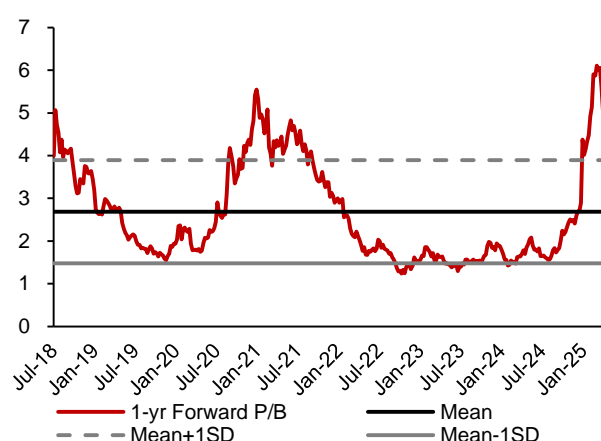
Source: Company data, CMBIGM estimates

Figure 10: 12M forward P/E band



Source: Bloomberg, CMBIGM

Figure 11: 12M forward P/B band



Source: Bloomberg, CMBIGM

Financial Summary

INCOME STATEMENT	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec (RMB mn)						
Revenue	280,044	270,970	365,903	486,144	589,018	674,454
Cost of goods sold	(232,467)	(213,494)	(289,343)	(377,165)	(454,367)	(517,544)
Gross profit	47,577	57,476	76,560	108,979	134,651	156,910
Selling expense	(21,323)	(19,227)	(25,390)	(32,751)	(39,464)	(44,514)
Admin expense	(5,114)	(5,127)	(5,601)	(6,697)	(8,246)	(9,442)
R&D expense	(16,028)	(19,098)	(24,050)	(30,910)	(37,697)	(42,491)
Other income	1,136	740	1,667	1,671	1,671	1,671
Gain/loss on financial assets at FVTPL	(1,662)	3,501	1,051	5,104	5,104	5,104
Investment gain/loss	(400)	46	277	185	185	185
EBIT	2,816	20,009	24,503	46,016	57,204	68,424
Net Interest income/(expense)	1,117	2,002	3,624	2,972	2,972	2,972
Foreign exchange gain/loss	(1,369)	1,697	(10)	435	1,000	1,000
Others	0	0	0	0	0	0
Pre-tax profit	3,934	22,011	28,127	48,988	60,176	71,396
Income tax	(1,431)	(4,537)	(4,548)	(8,621)	(11,433)	(13,565)
Minority interest	29	(1)	(80)	(140)	(169)	(200)
Net profit	2,503	17,474	23,578	40,367	48,743	57,831
Adjusted net profit	8,518	19,273	27,235	43,879	52,255	61,343
Net dividends	0	0	0	0	0	0
BALANCE SHEET	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec (RMB mn)						
Current assets	160,415	199,053	225,709	316,886	383,206	446,202
Cash & equivalents	27,607	33,631	33,661	89,278	152,048	186,489
Account receivables	19,625	21,924	26,850	36,564	35,080	43,399
Inventories	50,438	44,423	62,510	88,356	93,391	113,627
Prepayment	18,578	20,079	29,100	29,100	29,100	29,100
ST bank deposits	29,875	52,798	36,350	36,350	36,350	36,350
Financial assets at FVTPL	9,846	20,194	28,124	28,124	28,124	28,124
Other current assets	4,446	6,005	9,113	9,113	9,113	9,113
Non-current assets	113,092	125,195	177,447	182,211	187,727	193,617
PP&E	9,138	13,721	18,088	22,852	28,368	34,258
Deferred income tax	2,278	2,161	2,782	2,782	2,782	2,782
Investment in JVs & assos	7,932	6,922	6,151	6,151	6,151	6,151
Intangibles	4,630	8,629	8,153	8,153	8,153	8,153
Financial assets at FVTPL	55,980	60,200	62,112	62,112	62,112	62,112
Other non-current assets	33,134	33,562	80,161	80,161	80,161	80,161
Total assets	273,507	324,247	403,155	499,097	570,933	639,820
Current liabilities	89,628	115,588	175,385	188,360	211,453	222,509
Short-term borrowings	2,151	6,183	13,327	13,327	13,327	13,327
Account payables	53,094	62,099	98,281	111,255	134,349	145,405
Tax payable	1,384	1,838	3,822	3,822	3,822	3,822
Other current liabilities	32,999	45,467	59,955	59,955	59,955	59,955
Non-current liabilities	39,957	44,398	38,565	38,565	38,565	38,565
Long-term borrowings	21,493	21,674	17,276	17,276	17,276	17,276
Deferred income	983	1,494	1,282	1,282	1,282	1,282
Other non-current liabilities	17,480	21,230	20,007	20,007	20,007	20,007
Total liabilities	129,584	159,986	213,950	226,925	250,018	261,074
Share capital	406	407	407	407	407	407
Other reserves	143,658	163,995	188,737	271,844	320,756	378,787
Total shareholders equity	143,923	164,262	189,205	272,172	320,915	378,745
Minority interest	265	266	467	327	159	(42)
Total equity and liabilities	273,507	324,247	403,155	499,097	570,933	639,820

CASH FLOW	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	3,934	22,011	28,127	48,988	60,176	71,396
Depreciation & amortization	3,707	(1,383)	1,874	2,528	3,320	4,226
Tax paid	(3,420)	(4,083)	(2,564)	(8,621)	(11,433)	(13,565)
Change in working capital	(21,255)	25,862	(27,493)	(22,586)	19,543	(17,499)
Others	12,644	(1,107)	39,352	0	0	0
Net cash from operations	(4,390)	41,300	39,295	20,309	71,605	44,558
Investing						
Capital expenditure	(5,800)	(3,200)	(5,489)	(7,292)	(8,835)	(10,117)
Acquisition of subsidiaries/ investments	(25)	0	0	0	0	0
Net proceeds from disposal of short-term investments	23,136	0	0	0	0	0
Others	(1,763)	(31,969)	(29,898)	0	0	0
Net cash from investing	15,549	(35,169)	(35,386)	(7,292)	(8,835)	(10,117)
Financing						
Net borrowings	(2,791)	0	0	0	0	0
Proceeds from share issues	0	0	0	42,600	0	0
Share repurchases	(2,386)	0	0	0	0	0
Others	(2,677)	(505)	(3,999)	0	0	0
Net cash from financing	(7,855)	(505)	(3,999)	42,600	0	0
Net change in cash						
Cash at the beginning of the year	24,339	27,607	33,631	33,661	89,278	152,048
Exchange difference	398	120	0	0	0	0
Cash at the end of the year	27,607	33,631	33,661	89,278	152,048	186,489
GROWTH	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
Revenue	(14.7%)	(3.2%)	35.0%	32.9%	21.2%	14.5%
Gross profit	(18.3%)	20.8%	33.2%	42.3%	23.6%	16.5%
EBIT	(89.2%)	610.4%	22.5%	87.8%	24.3%	19.6%
Net profit	(87.0%)	598.3%	34.9%	71.2%	20.7%	18.6%
Adj. net profit	(61.4%)	126.3%	41.3%	61.1%	19.1%	17.4%
PROFITABILITY	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
Gross profit margin	17.0%	21.2%	20.9%	22.4%	22.9%	23.3%
Adj. net profit margin	3.0%	7.1%	7.4%	9.0%	8.9%	9.1%
Return on equity (ROE)	1.8%	11.3%	13.3%	17.5%	16.4%	16.5%
GEARING/LIQUIDITY/ACTIVITIES	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
Net debt to equity (x)	0.7	0.8	1.0	0.5	0.3	0.2
Current ratio (x)	1.8	1.7	1.3	1.7	1.8	2.0
Receivable turnover days	19.4	16.1	13.3	12.0	12.0	12.0
Inventory turnover days	80.7	81.1	67.4	45.4	45.4	45.4
Payable turnover days	100.3	98.5	101.2	94.6	94.6	94.6
VALUATION	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
P/E	142.2	63.0	44.5	30.3	23.3	19.9
P/E (diluted)	142.2	63.0	44.5	30.3	23.3	19.9
P/B	8.4	7.4	6.4	4.5	3.8	3.2
Div yield (%)	0.0	0.0	0.0	0.0	0.0	0.0

Source: Company data, CMBIGM estimates. Note: The calculation of net cash includes financial assets.

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BUY : Stock with potential return of over 15% over next 12 months
HOLD : Stock with potential return of +15% to -10% over next 12 months
SELL : Stock with potential loss of over 10% over next 12 months
NOT RATED : Stock is not rated by CMBIGM

OUTPERFORM : Industry expected to outperform the relevant broad market benchmark over next 12 months
MARKET-PERFORM : Industry expected to perform in-line with the relevant broad market benchmark over next 12 months
UNDERPERFORM : Industry expected to underperform the relevant broad market benchmark over next 12 months

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