

ROIDMI

— Roidmi Intelligent Life —

Business & Cooperation



Mi Chain Enterprise

CATALOG

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About Roidmi

Make driving more comfortable, more fun.



To be MI Chain Enterprise from 2015



A young internet company focus on the intelligent vehicular products.



Investor:
MIUI & ShunWei Capital

About Roidmi

Owning

8 Dep ; **1** R&D

Products

5 Items

From industry design to developing, manufacturing...

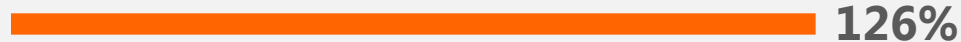
From UI interactive design to APP developing...

From market, sales to customer service...

Operation System

Striding Development

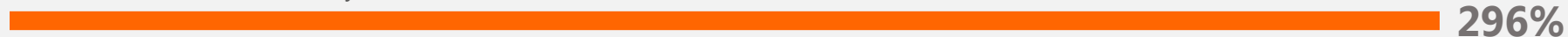
Staff Growth Rate/Year



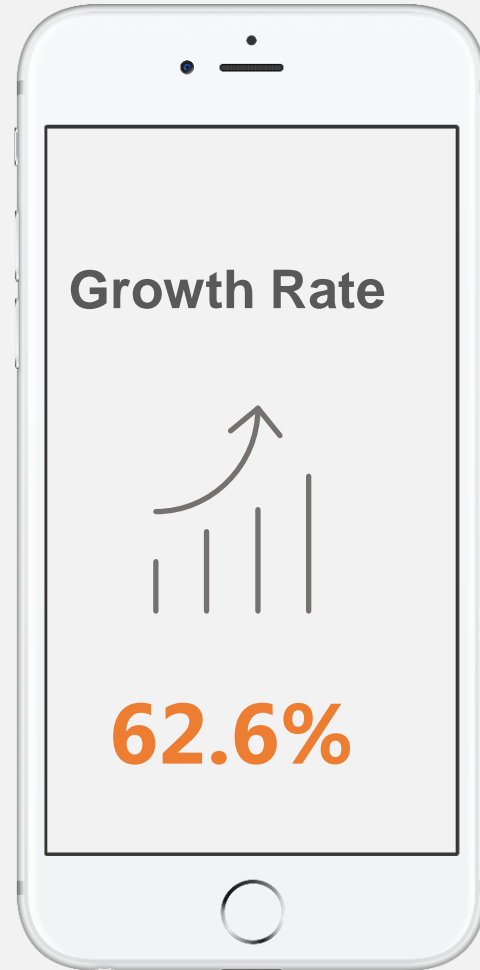
R&D Expenses Growth Rate/Year



Roidmi Value Growth Rate/year



About Roidmi



Automotive Intelligent Equipment (Mobile station)

The number one in the market share of Chinese mainland in 2015 ;

Xiaomi Campaign (5th Phase)

Number one of the Backers QTY ;
Original campaign was 800% funded ;

The first publish in JD Mall (Intelligent hardware)

Sold out in the first day, over 4000 sets/hour ;

Indiegogo Campaign (May 17th-July 2th 2016)

\$232,189 USD total funds raised

2015% funded on July 2, 2016

Have got 3795 backers, many international media have reported ;

Roidmi Timeline

Growth rate of month's sale is over 200% in 2015

Developing by 6 months, thousands of testing

Producing the complete telematics eco-chain

**Roidmi
Established**

1

Jan 2015

**Roidmi 1th
Campaign in
Xiaomi Website**

2

Oct 2015

**Roidmi 2s
IGG campaign**

3

May 2016

**Mijia Car Air
Purifier launch**

4

Dec 2016

**Roidmi
Magnetic phone
mount for car**

5

March 2016

**New device launch
on Indiegogo very
soon**

6

April 2016

Produce as Xiaomi brand and only supply for Xiaomi in China

Breaking all the records of Xiaomi Campaign

Our Mission

Make everybody enjoy the funny of driving!

Entertainment



Connecting the car into internet by Roidmi, bring you the smart interconnect experience.

Intelligent Health



From the car environment to your body, we create a healthier environment for you by intelligent technology.

Safty Driving



Tailored to a full range of intelligent monitoring for the safety of your driving.

Our Mission

Make everybody enjoy the fun of driving!

Entertainment

**Music Bluetooth Serise
(Hot sale)**

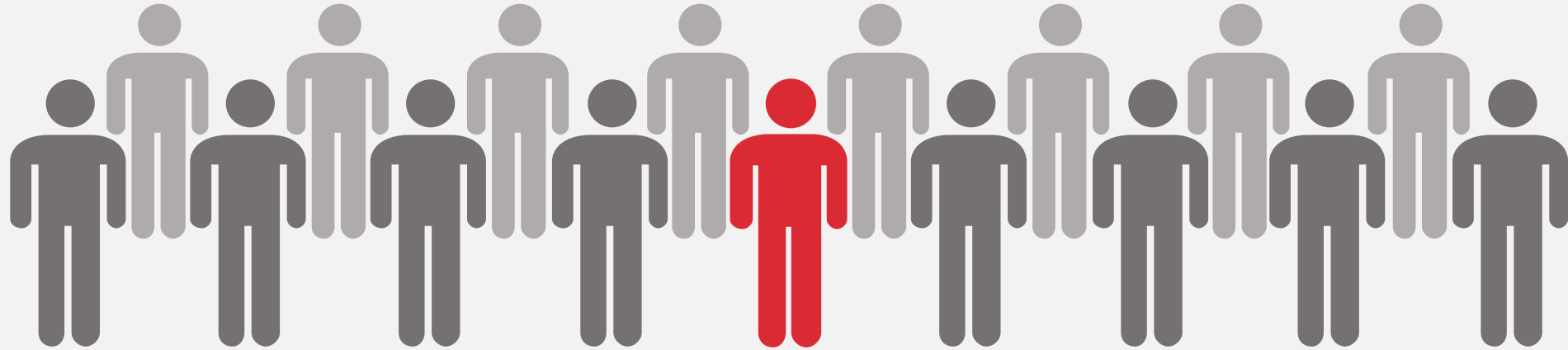
**Intelligent
Health**

(Coming soon)

**Safty
Driving**

(Coming soon)

Our Team



Professional focus, full of vitality, the courage to innovate!

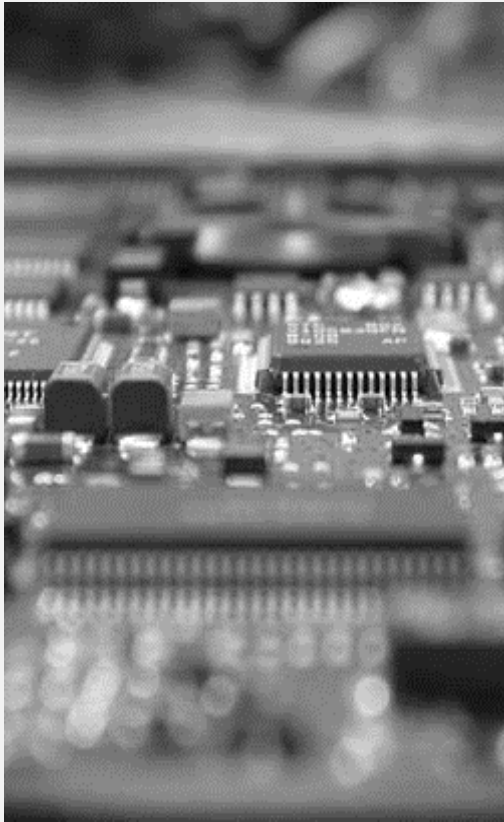
We advocate innovation and fast Internet Culture;

We don't have a strict hierarchy, every employee is equal, every colleagues are the partnership;

We hate the long meetings and processes, we encourage the creative ideas in a relaxed working atmosphere;

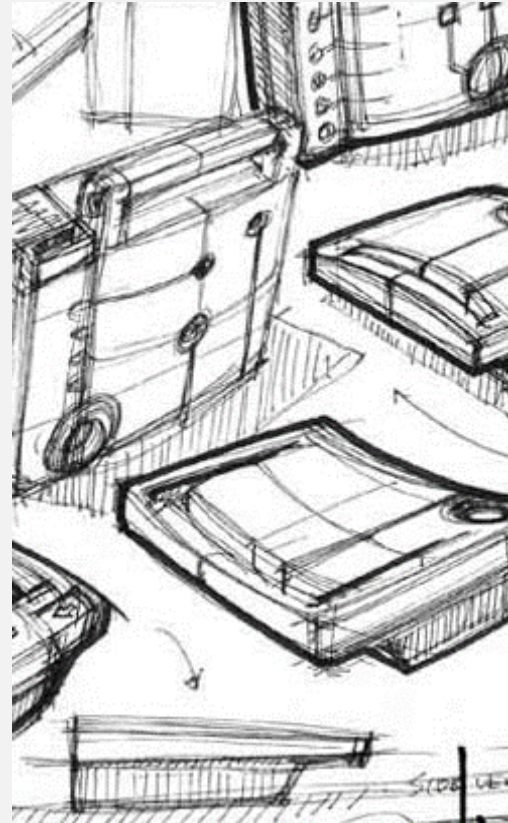
We believe that the user is our driving force, we adhere to the product concept "make driving more comfortable, more funy."

Our Team



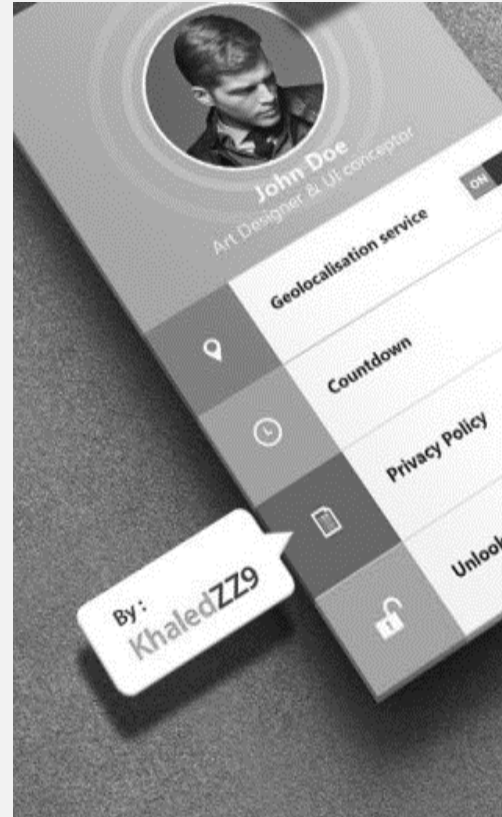
Supply Chain Dep

Charge of the supplier management, and the production tracking of many core generation factories.



Hardware Design Dep

Charge of the hardware R & D, industrial design, packaging design and product aesthetics.



Software R&D Dep

Charge of the R&D of apple and Android client program , UI interface interaction design.



Marketing & Sales Dep

Charge of the brand operation, marketing activities, product sales and customer service.

Our Strength



Super Famous OEM factory

1

Nanjing Yinghuada's customers: Apple, Xiaomi etc, famous as the foundry for IPOD and Xiaomi, Red Mi series of mobile phones.

Independent R&D Test Base

2

Hardware performance testing, new hardware and software compatibility testing, product technology certification and patent application and development.

Extremely strict quality control

3

First one to control the product quality to mobile phones' level, far ahead in this industry, the repair rate is less than 0.02% currently.

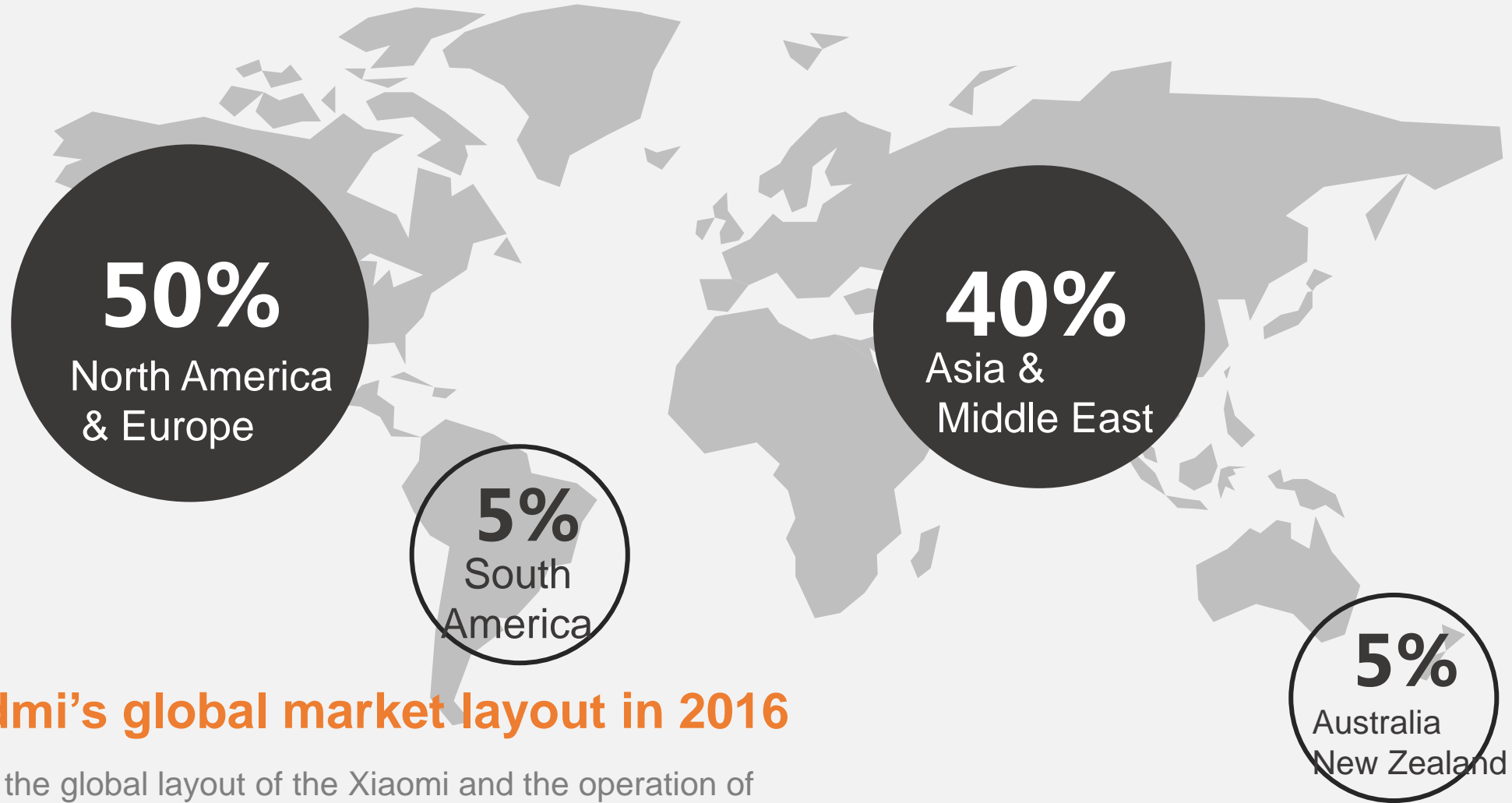
Global Strategy

Have layouted the whole Asia Pacific and the Far East

Since 2016,Roidmi has respectively saled the products to US, Europe countries,South Korea Russia and South America through the distributor and the advantages of proprietary channels, have gotten a leap forward growth.



Global Strategy



Roidmi's global market layout in 2016

Follow the global layout of the Xiaomi and the operation of Roidmi overseas market, the future will focus on the layout of the North American and European markets.

Strategic Partner

Platform interaction and openness:

Roidmi has always been maintaining adequate open of the APP access for the people who provide the contents of the human-car interactive class , continuously improve human vehicle interaction,interconnection.

Map navigation:

Baidu map

Speech recognition:

Baidu voice assistant

Third party service access:

Automobile insurance, fuel card,illegal query.....



Exclusive content and concentration:

In order to give users an innovative way of interactive, abundant interactive content, Roidmi always keep highly attention.

Mobile radio:

Dragonfly FM (exclusive)

Inter-Music:

MIUI music

QQ music

Netease cloud music

Channel Partners

Self-operated Channel

Roidmi completely control the main core sales channels.



Distributor Channel

Rapidly occupying all kinds of the consumer Internet platform through cooperation with the relevant category of dealers.



Special and third party channels

Roidmi all new items'in crowd-funding and the first sales platform, and non network sales channels.



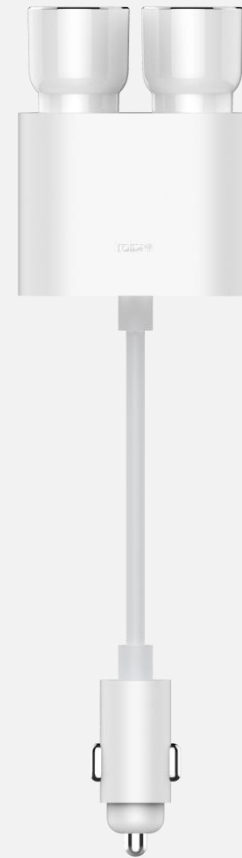
Products & Solutions

| Products'name/model | Solutions | Advantages |
|--|--|---|
| Roidmi Bluetooth Car charger 1st Gen | Bluetooth 4.0,double USB charger | Mobile phone interconnection,Mobile device charging |
| Roidmi Music bluetooth car charger (2/2S) 2nd Gen | Bluetooth 4.2,double USB charging,MIC | Mobile phone interconnection,Mobile device charging,speech recognition,call |
| Xiaomi Car air purifier | Control the device with APP | Automotive odor and PM2.5, CADR is 60m ³ /h |
| Roidmi B1 Anti-blue light glasses | Blocked blue light, 9-layer coating, modular design | Eyes protected when you use the computer, cell phone and TV. |
| | | |
| | | |

Products & Star Products



Bluetooth Car charger 1s and 2s



2 in 1 charger adapter

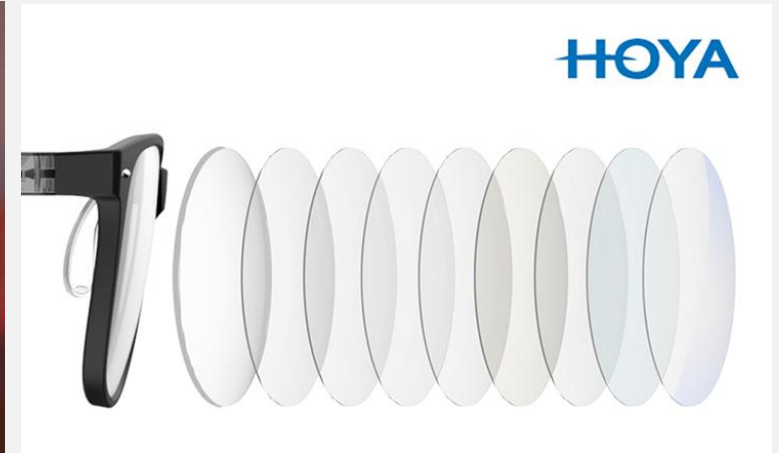
Products & New Products

Xiaomi Mijia Car Air Purifier (Only supply for Xiaomi Store from Dec 2016)



Products & New Products

Roidmi B1 Anti-blue light eyes protected glasses (Launched China market from 18th Jan 2017)

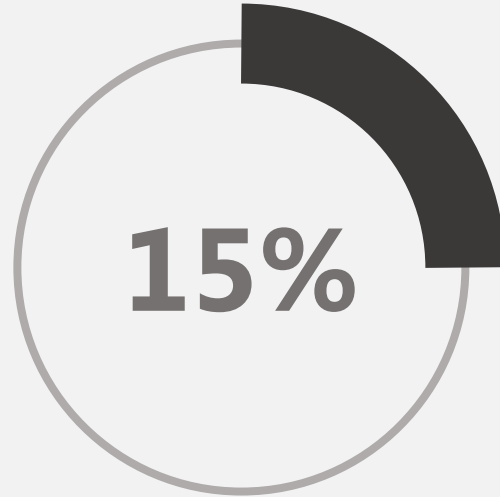


Achievements



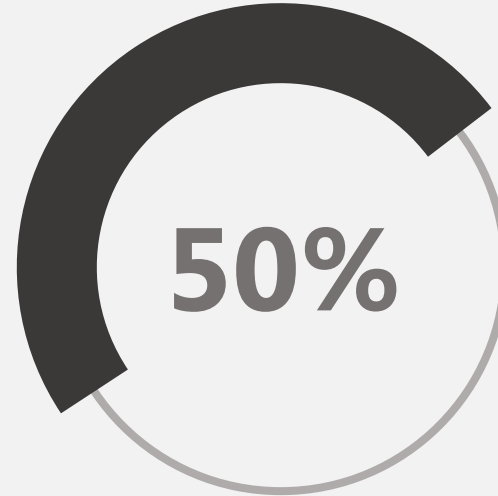
Customer good reviews

Products' good reviews more than 90%,
Real time good assess data collection:
The official website of
MIUI mall / mobile terminal
Jingdong Mall
T-mall



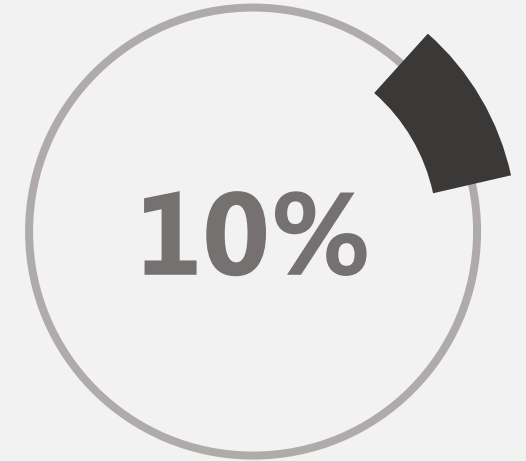
Order conversion rate

Leading in the peer under
the order conversion rate.
And three times more than
the average conversion rate
of electronic business
platform 5% times.



Repeat purchase rate

Old customer repeat
purchase rate in T-mall is
nearly 50%, specially for
the core VIP customers.



Habits survey

According to Roidmi APP
background data , about
10% users use blue charge
every day listen to the
internet audio content of the
time over 60 minutes.

Media

Digital evaluation
media

Internet media

Video/car media



ROIDMI

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THANK YOU!



Mi Chain Enterprise