Business & Cooperation
CATALOG

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About Roidmi

Make driving more comfortable, more fun.

A young internet company focus on the intelligent vehicular products.

To be MI Chain Enterprise from 2015

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: 126%
- R&D Expenses Growth Rate/Year: 86%
- Roidmi Value Growth Rate/year: 296%
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

1. Roidmi Established - Jan 2015
2. Roidmi 1th Campaign in Xiaomi Website - Oct 2015
3. Roidmi 2s IGG campaign - May 2016
4. Mijia Car Air Purifier launch - Dec 2016
5. Roidmi Magnetic phone mount for car - March 2016
6. New device launch on Indiegogo very soon - April 2016

- Developing by 6 months, thousands of testing
- Breaking all the records of Xiaomi Campaign
- Growth rate of month's sale is over 200% in 2015
- Producing the complete telematics eco-chain
- Produce as Xiaomi brand and only supply for Xiaomi in China
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 Series (Hot sale)

Intelligent Health
(Coming soon)

Safety Driving
(Coming soon)
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

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

2. Independent R&D Test Base
   Hardware performance testing, new hardware and software compatibility testing, product technology certification and patent application and development.

3. Extremely strict quality control
   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.

Own 60+ technical patents
Global Strategy

**Have layouted the whole Asia Pacific and the Far East**

Since 2016, Roidmi has respectively sold 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.

<table>
<thead>
<tr>
<th>Region</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>40%</td>
</tr>
<tr>
<td>North America</td>
<td>30%</td>
</tr>
<tr>
<td>Europe</td>
<td>20%</td>
</tr>
<tr>
<td>Others</td>
<td>10%</td>
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</table>
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 crowdfunding and the first sales platform, and non network sales channels.
## Products & Solutions

<table>
<thead>
<tr>
<th>Products' name/model</th>
<th>Solutions</th>
<th>Advantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roidmi Bluetooth Car charger 1st Gen</td>
<td>Bluetooth 4.0, double USB charger</td>
<td>Mobile phone interconnection, Mobile device charging</td>
</tr>
<tr>
<td>Roidmi Music bluetooth car charger (2/2S)</td>
<td>Bluetooth 4.2, double USB charging, MIC</td>
<td>Mobile phone interconnection, Mobile device charging, speech recognition, call</td>
</tr>
<tr>
<td>Xiaomi Car air purifier</td>
<td>Control the device with APP</td>
<td>Automotive odor and PM2.5, CADR is 60m³/h</td>
</tr>
<tr>
<td>Roidmi B1 Anti-blue light glasses</td>
<td>Blocked blue light, 9-layer coating, modular design</td>
<td>Eyes protected when you use the computer, cell phone and TV.</td>
</tr>
</tbody>
</table>
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 godd 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
THANK YOU!