

TRANSSION<sup>™</sup>  
传音控股

# OVERVIEW OF TRANSSION HOLDINGS

SEMI-ANNUAL REPORT OF 2021

Stock Code: sz.688036



# Performance Hit a New High

## Total Revenue

Unit: RMB (in billions)



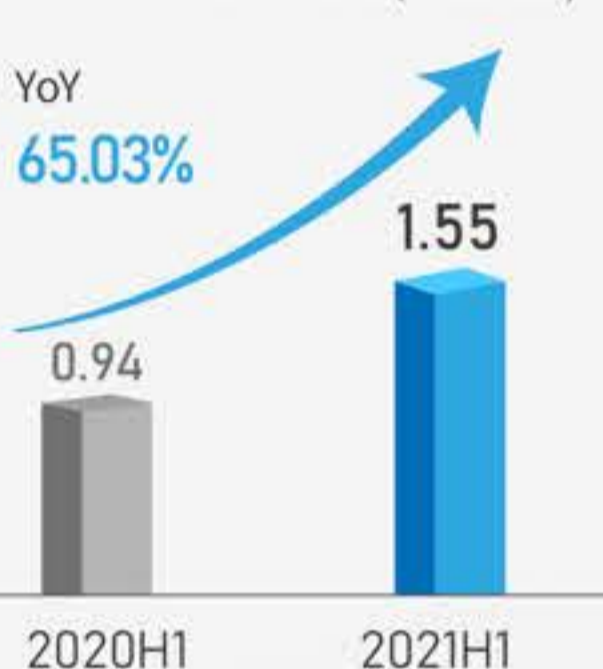
## Net Profit Attributable to Shareholders

Unit: RMB (in billions)



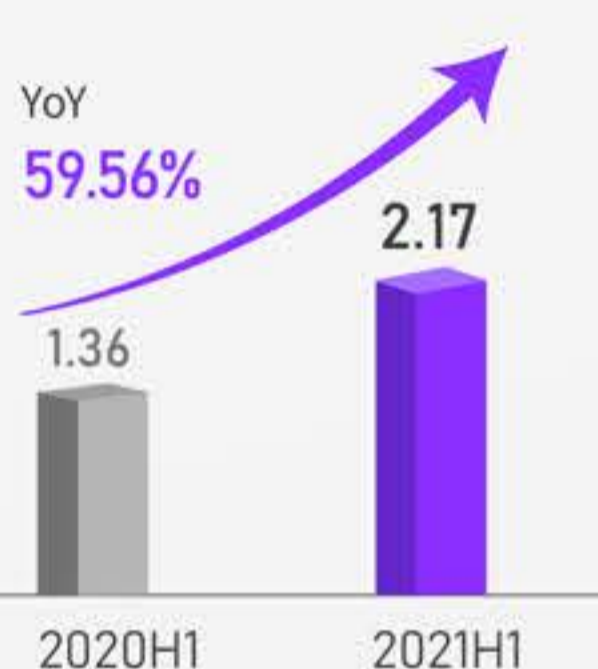
## Net Profit Excluding Extraordinary Gain and Loss Attributable to Shareholders

Unit: RMB (in billions)



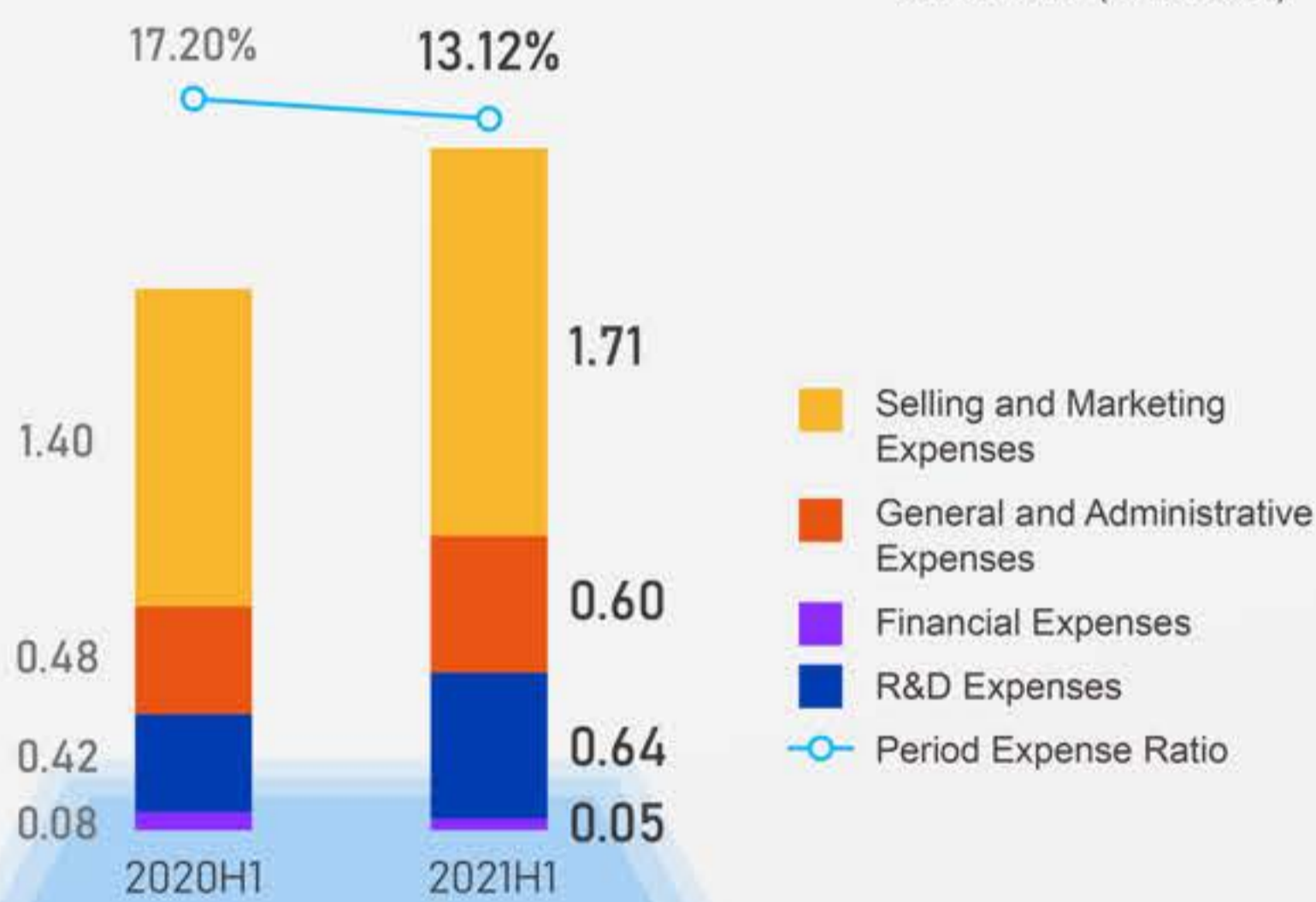
## Earnings Per Share

Unit: RMB



## Period Cost Structure

Unit: RMB (in billions)



## Financial Ratios

### Per Share Index

Basic ESP Excluding Extraordinary Gain and Loss

1.17 | 1.94

**Profitability**  
ROEWA  
12.50% | 15.12%

**Operation Capacity**  
Total Asset Turnover Ratio  
0.75 | 0.86

**Growing Capability**  
The Growth Rate of Net Profit Excluding Extraordinary Gain and Loss Attributable to Shareholders  
36.14% | 65.03%

**Long-term Liquidity**  
Asset-Liability Ratio  
53.72% | 57.51%

● 2020H1

● 2021H1

## Steady Growth for Mobile Phone Business

Mobile phone business revenue increased **69.88%** YoY



In the first half of 2021, TRANSSION achieved stable growth in Africa and remarkable performance in new markets. Mobile phone business revenue increased **69.88%** YoY to RMB **21.68** billion

## An intelligent Ecosystem That Combines Hardware and Software

TRANSSION continued to implement a multi-brand strategy in the smart accessories and home appliances. Through localization exploration, **TRANSSION established sales platforms to launch hot selling products**

**OS user number increased with the growth of smartphone shipments**



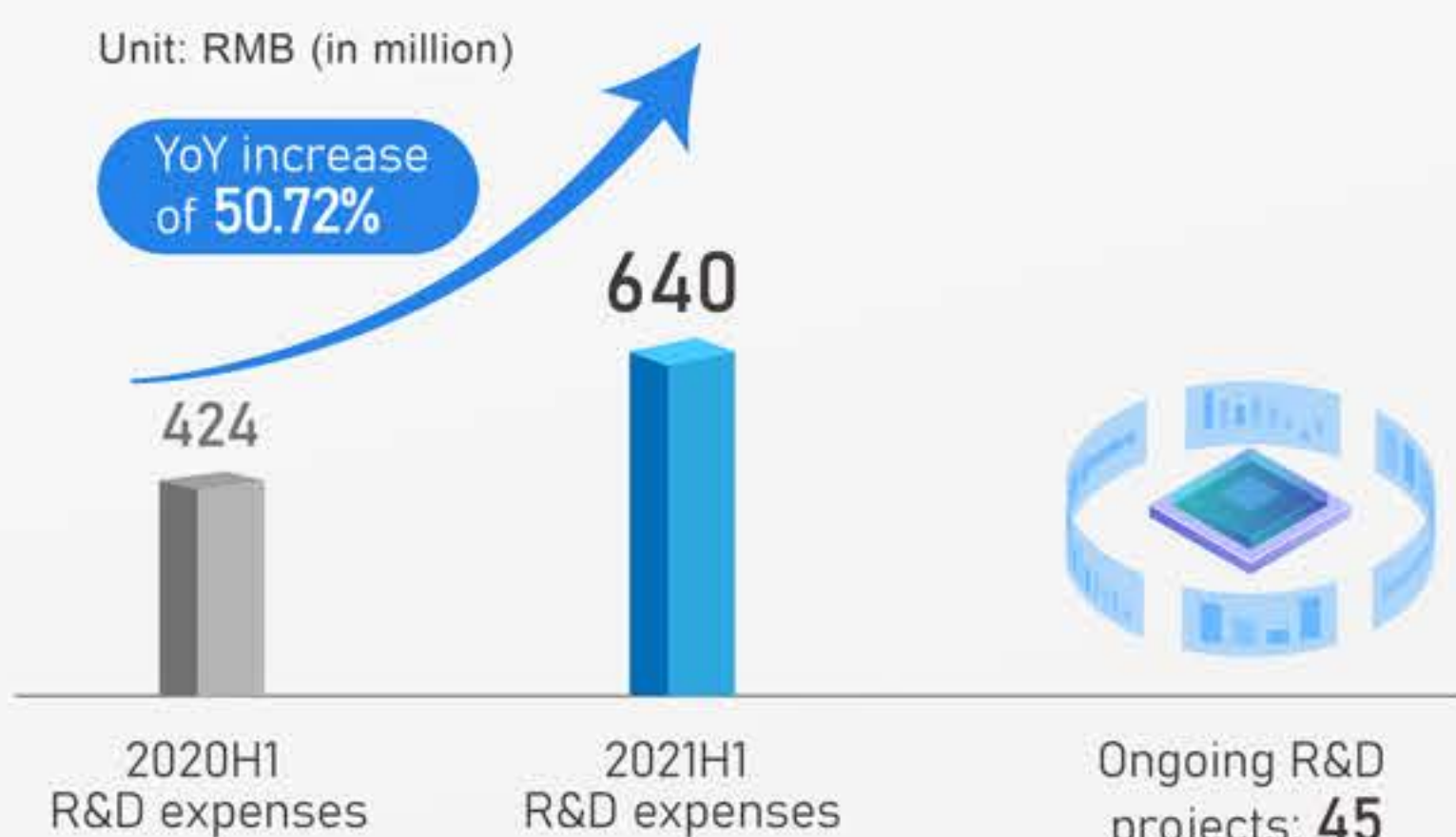
Cooperating with leading mobile Internet companies including **Netease, Tencent and China Literature**, TRANSSION launched independent Apps in multiple sectors

Over **10** apps achieved more than **10** million MAU by the end of the first half year

## Further Scientific and Technological Innovation

Unit: RMB (in million)

YoY increase of **50.72%**



Ongoing R&D projects: **45**



- R&D staff numbers reached **2096**
- R&D staff accounts for **14.19%** of total staff



**562** new authorized patents

## Core Technologies Maintained Our Lead in Global Emerging Markets



### AI Photography

TRANSSION developed a leading local portrait database and an original image engine technology, and continued to enhance research and application of deep color skin photography technology which led to numerous achievements



### New Material Innovation

Based on deep insight into local markets, TRANSSION developed Iteratively Upgraded Ultra-thin Fiber Technology and Human-Machine Interaction Electrochromic Battery Cover Technology to significantly improve the human-machine interaction experience



### Big Data Analysis

Based on large user volume, TRANSSION developed the efficient Data Computing Engine. By multi-dimensional analysis and calculation of user data, user pain points are efficiently detected and solved



### Mobile Internet

TRANSSION effectively improved user experience and developed several high traffic applications by exploring local needs, operating local content in emerging markets, and consistently developing in R&D such as a traffic saving and multi-stage cache

## Strengthen Competitive Edges



### Brand Advantage

High brand reputation and user loyalty



### Localization Advantage

In-depth localized operations in emerging markets



### R&D Advantage

Years of technology accumulation and strong ability to apply technological innovations in emerging markets



### Distribution Advantage

Wide coverage, strong penetration, and high stability. TRANSSION has over 2000 distributors across more than 70 countries and regions



### Supply-chain Advantage

Flexible production lines and efficient logistics management to meet the needs of target markets



### After-sales Service Advantage

Comprehensive after-sales service networks and integrated service solutions enhance customer satisfaction



### Management Advantage

The ability to unite efficient talent teams and conduct comprehensive management

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For more information, please check the semi-annual report of 2021