

The vivo logo is displayed in a white, lowercase, sans-serif font. The letter 'i' has a small white dot above it. The background is a dark blue gradient with large, curved, overlapping shapes in a lighter shade of blue.

# Corporate Introduction

# vivo Is a Design-Driven Technology Company

## Focus on Communications Industry for over 28 Years

- 1995** vivo's predecessor BBK Electronics was founded
- 1998** BBK's telephone sales ranked 1st in China
- 2004** BBK entered the mobile phone market
- 2011** vivo brand was established
- 2016** Established a 5G research Institute & started related R&D
- 2018** Established vivo Global AI R&D Center
- 2019** Established the sub-brand, iQOO, and unveiled 1st 5G smartphone
- 2020** Launched the brand new operating system OriginOS
- 2021** Launched the first vivo V-Series Chip
- 2023** Launched technology brand "BlueTech"

## Insist on Creating Great Products for Users

World's 1st Hi-Fi Smartphone



vivo X1

World's 1st Phone with In-Display Fingerprint Scanner



vivo X20 Plus UD

World's 1st Phone with Built-in Gimbal Camera System



vivo X50 Series

World's 1st 120W FlashCharge Technology



iQOO 5 Series

vivo's 1st V-Series Chip



vivo X70 Series

vivo's 1st Self-Developed Large Language Model



vivo X100 Series\*

\* Domestic Market Only.

## Global Users' Choice & Honors and Awards



Global Monthly Active Users

**500 Million+**



Ministry of Industry and Information Technology of the PRC



Countries & Regions

**60+**



2023 BrandZ Top50 Chinese Global Brands



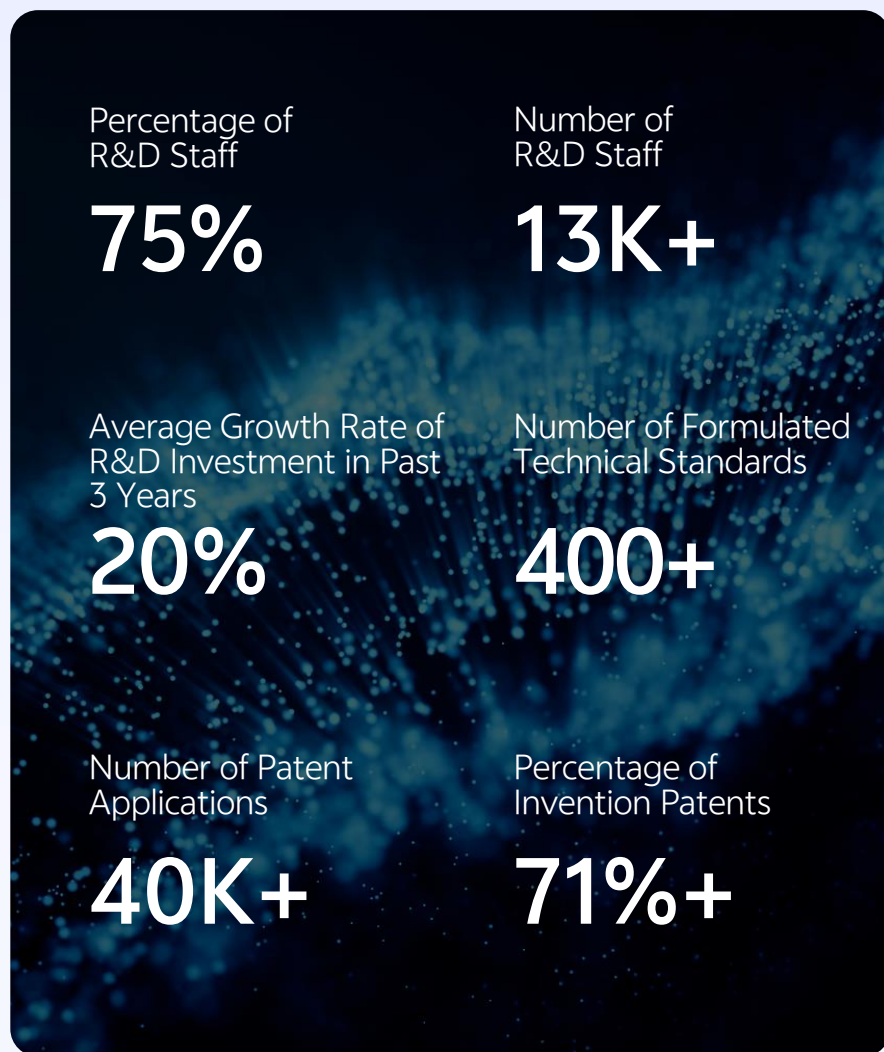
Global Shipments

**100 Million+**



2022 Hurun Brands List

# Active R&D Investment & Four Strategic Tracks



Design

## Global Talents

Team Members Come from Top Art and Design Institutions

## Meticulous Design

Nearly 1,000 Prototypes are Tried Out for Each Work



Imaging System



Global Imaging Partners

## 7 Global R&D Centers

Participated in Optical and Computational Imaging R&D



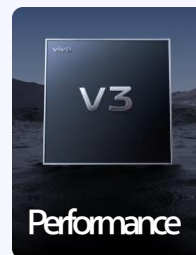
Operating System

## Self-Developed Large Language Model

vivo's BlueLM Leads Chinese LLM Rankings on Various Global Lists\*

## 3000+ R&D Personnel

More than 1/5 of The Company's R&D Personnel



Performance

## vivo V-series Chip

Built-In AI System For Performance Enhancement

## Formulation of Industrial Standards

6G, 5G, Fast-charging, etc.

\* Various global lists include SuperCLUE, C-Eval and CMMLU. All of the data is as of mid-November, 2023.

# Dual Branding Strategy to Serve More Consumers

Main Brand. Focus on Offline Sales. Est. 2011

## vivo

Image & Design



**X Series**  
Professional Imaging  
Flagship



**V Series**  
Chic and Stylish Portrait  
Flagship



**Y Series**  
Agile Design and  
Clear Imaging

Joy of Humanity



Sub-brand. Focus on Online Sales. Est. 2019

## iQOO

Performance & Design



**Numeral Series**  
Top Performance  
Flagship



**Neo Series**  
Next-gen Performance  
Flagship



**Z Series**  
Next-Level Performance

Joy of Exploration



# Guided by the United Nations' SDGs\*, vivo has set Four Major Directions for Sustainable Development

## Technology Sharing

Continuous technological innovation and fulfilment of digital responsibilities to bring users convenience and pleasure with technology, and connect to a bright digital future.



Cutting-edge Technological Innovations of vivo

Sign Language Interpreter for people with hearing impairment

## Green Symbiosis

Low-carbon and green operation to promote circular economy, engineer sustainable products, jointly protect the earth, and usher in a bright green future.

Proportion of vivo's Mobile Phone Packaging Boxes Printed with Eco-friendly Soy Ink:

**100%**

Water Saved from Concentrated Water Recycling Project in Dongguan Park: About

**7,705 tons**

Annual Clean Electricity Provided by Distributed Photovoltaic Power Generation Project (Phase I) in Dongguan Park: Nearly

**4 Million kWh**

Annual Emission Reduction of Nitrogen Oxides from the Retrofitted Plants Air Conditionings in Chongqing Park: About

**450 kg**

## Value Creation

Guarantee of employees' rights and interests and development, partnership of empowerment and mutual assistance, and joint establishment of a mutual-trust and win-win eco-platform to shape a bright value future.

Proportion of Workers Covered by Our Occupational Health and Safety System

**100%**

Total Duration of Employee Training

**143,748 hours**

Proportion of Suppliers that Signed the Agreement on Sustainable Procurement: maintain above

**95%**

## Community Responsibility

Robust development with strengthened management of risks and business ethics to care for communities, contribute to public welfare, and shore up a bright responsible future.

vivo Was Awarded

**2023 China Philanthropist · Weibo The Most Responsible Brand**

#Voice with Breath Public Welfare Program Was Awarded

**Outstanding CSR Practices in China (2022)**

#Capture the Future Public Welfare Program Was Awarded

**High-Quality Rural Revitalization Project (2023)**

\* United Nations' Sustainable Development Goals.

vivo

The image shows the Vivo logo in a light blue, 3D font mounted on a dark blue glass building facade. The building is curved, and the sky in the background is bright blue with scattered white clouds. The logo is positioned in the upper right quadrant of the frame.