



HONOR CORPORATE PRESENTATION

HONOR

A Leading Global Provider of Smart Devices

13000+

Employees

60%+

R&D Employees

45000+

Stores & Counters

190M+

Active Devices



To Be a Global Iconic Tech Brand

Innovation | Premium | Freedom | Trust

Strong R&D Capabilities

8000+

R&D Employees

60%+

Total Employees

300+

Patents Application
at Monthly Basis

7 Innovative R&D Centers with Global Talents



Shenzhen R&D Center



Beijing R&D Center



Xi'an R&D Center



Nanjing R&D Center



Shanghai R&D Center



France Institute



Japan Institute

Full Range of Smartphone Portfolio



HONOR Magic Series

Ultimate Technology



HONOR Series

Joyful Technology



HONOR X Series

Inclusive Technology

Breakthrough Innovations of Foldable Phones



HONOR Magic Vs Series ^{5G}

Super- light with all-day battery life* | MagicOS 7.0 with
Android 13 | Pro eye comfort display



Android Authority - Recommended Award
Gadget Match - Best of MWC 2023
Make Use Of - Editor's Choice
Android Headlines - Best of MWC 2023
Tech Radar - Best of MWC 2023 - Best Foldable
Android Police - Best of MWC 2023
XDA Developers - Best of MWC 2023
Trusted Reviews - Best in Show MWC 2023
BGR - Gold Award

* The battery life data comes from HONOR laboratory tests, in normal temperature scenarios, the average battery life of ordinary users is a whole day. Actual data may vary owing to differences in individual products, software versions, application conditions, and environmental factors.

Ultimate Experiences through Meaningful Technologies



HONOR Magic5 Pro^{5G}

Novel Display Luminance Enhancement Technology
Motion Sensing Capture¹ | 5100mAh Super Large Battery²



1st in Global Ranking*



Android Headlines - Best of MWC 2023

Make Use Of - Best of MWC 2023

Tom's Guide - MWC 2023 Awards - Best Phone

Android Authority - Best of MWC 2023

Tech Radar - Best of MWC 2023 - Phone of the Show

Pocket Now - Best of MWC 2023

Android Police - Best of MWC 2023

Trusted Reviews - Best in Show MWC 2023

Android Authority - Editors Choice (4.5/5 Stars)

BGR - Platinum Award 2023 (4.5/5 Stars)

Trusted Reviews - Recommended (4.5/5 Stars)

XDA Developers - Recommended

*The test results and ranking are released by DXOMARK on February 27, 2023

1. Motion Sensing Capture supports intelligent high-speed shutter, which quickly captures the wonderful moments of people smiling, jumping, running, etc. or motions of cats and dogs. Actual effect can vary depending on scenarios.

2. The typical battery capacity is 5100mAh, and the rated battery capacity is 5000mAh.

Industry 1st Display With 3840hz Zero-Risk Dimming



HONOR 90 ^{5G} Series

200MP Ultra-Clear Camera | Quad-Curved Eye-Comfort Display | 12GB+512GB Larger Storage

*The 3840Hz ultra-high frequency PWM dimming technology of HONOR 90 is TÜV Rheinland Flicker-free certified and achieves the risk-free dimming level, which only takes effect when the refresh rate is 120Hz. The testing standard for the TÜV Rheinland Flicker-free certification follows the correlation between the flicker risk level and the flicker frequency in the IEEE Std 1789-2015 standard, which defines the flicker-free level as when the dimming frequency is higher than 3125Hz. The phone is not medical equipment and is not available for treatment.

*200MP is the pixel parameter of the camera. High resolution photography can be experienced in "HIGH-RES" mode, actual photo resolution and field of view may vary depending on the shooting modes. Please refer to the actual usage.

*The phone is not medical equipment and is not available for treatment.

*Available memory capacity is less than this value because the phone software occupies part of the space. Available memory specifications vary by region. Please consult your local dealer for details.

*Product images are provided for reference only, please refer to the actual products.



HONOR V Purse ^{5G}

MagicOS

*Product images are provided for reference only, please refer to the actual products.

A Chinese Brand Made a Good Start at IFA to Wow the World with an Innovative Foldable Phones

550+

Medias

700+

Attendees



HONOR

Under the Spotlight of an International
Gala to Shine on the World Stage

120,000

Attendees



Reach a New Milestone in the High-end Sector by Harvesting 36 Awards at IFA 2023



Show Foldable Phones Innovation Leadership in Global Media Spotlights

The interesting thing from a technology point of view is that the HONOR Magic foldable phones are very thin. When you fold the foldable phone, in the thickness wise, it is almost on a par with a traditional phone, and the reason for it to be this thin is because of the battery.

—BBC

It has unveiled a foldable smartphone that doubles up as a purse, with a shoulder strap and customisable designs that can be changed at the click of a button. The design is aimed at giving both fashion brands, such as Prada and Luis Vuitton, as well as rival tech giants Apple and Samsung a run for their money.

—CNBC

The Magic V2 comes with all the latest features expected of a premium phone. Honor is trying to show one thing — that it is a high-end smartphone maker able to innovate and compete in the premium end of the market alongside Apple and Samsung.

—Daily Mail

LIMITLESS SELF EXPRESSION

How HONOR is changing the future of smartphones

This innovation can be seen in the new HONOR V Purse concept, a foldable phone that sits at the intersection of technology, fashion, and sustainability.

—TIME

Achieve a Breakthrough in Domestic High-End Phones Market, and Top China's Emerging Brands

2023
BRANDGROW 100

TOP1

BRANDGROW 2023 China's emerging brands
with the greatest growth potential

3808亿

Brand potential assets (RMB)



Globalization Accelerated and Shipments Doubled in Main Regional Markets

Europe

130%↑

Shipment



Middle East & Africa

130%↑

Shipment



Latin America

230%↑

Shipment



MagicOS Offers Intelligent, Personalized User Experiences across All Scenarios



Mobile Office



Sports & Health



Smart Home



Smart Travel



Audio-visual
Entertainment

Your Privacy, Our Priority

Privacy Protection Design Principles



Data minimization



Transparency and controllability



On-device data processing



User identity anonymization



Security

Privacy Compliance Framework

GAPP

Generally Accepted Privacy Principles

Personal Information Protection Law of the People's Republic of China

GDPR

General Data Protection Regulation

Local Laws and Regulations

Privacy Compliance Certification

Security



Privacy



FIDO

(Fast Identity Online)

Intelligent Manufacturing Park to Assure Strict Quality Control

80%+

Production procedures are completed by automatic equipment



40%+

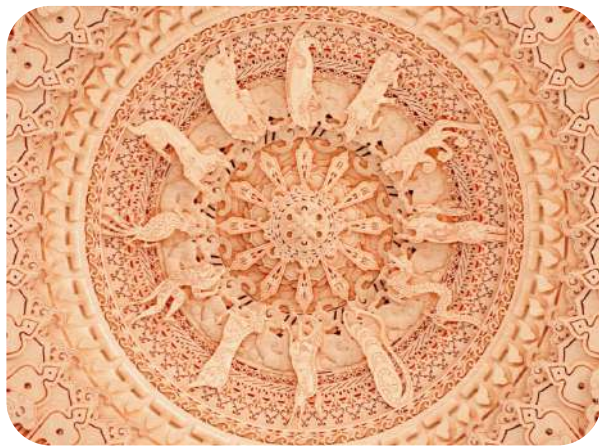
Equipment is developed on our own



IFA 2023 HONOR Panel Discussion

The Fusion of Tech and Art





HONOR *Talents*

40+

Countries' Participations

160+

Universities' Participations

13,000+

Artwork Submissions



HONOR Talents 2023

Global Jury Panel



Ma Sai

Dean of Academy of Arts and Design, Tsinghua University



Ma Juncheng

Professor at Central Academy of Fine Arts (CAFA), Dean of Urban Design School, CAFA



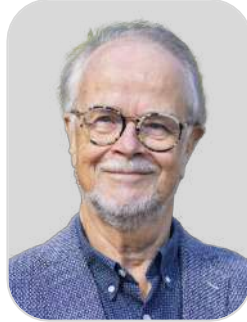
Zhou Hongtao

Professor of College of Design and Innovation (D&I) and Vice Dean of Shanghai International College of Design and Innovation, Tongji University



Yuan Youmin

Dean of the School of International Education, China Academy of Art



Yrjö Sotamaa

The Professor Emeritus of Aalto University, Finland, The Chairman of ATELJÉ Sotamaa, Finland



Anna Meroni

Deputy Dean of the School of Design, Polytechnic University of Milan



Zhao Lu

Vice President of Lu Xun Academy of Fine Arts



Ji Tie

Dean of School of Design, Hunan University



He Yu

Dean of the Art College of Sichuan University



Ben Hughes

The former Head of the Industrial Design Department, Saint Martins College of Art and Design, London



Yunuen Esparza

Mexican Contemporary Artist



Johannes Neubacher

Co-founder of WWD China and Vice President of International Affairs Department, Authoritative fashion media expert



Xiao Hui Wang

Crossover Artist



Caterina Di Bert

The founder of the Italian Fashion Culture Centre, the Former Head of Milan's Istituto Marangoni



Xiao Yong

Professor of visual design, Central Academy of Fine Arts CAFA in Beijing, Professor at The Macau University of Science and Technology



Guo Rui

Global Chief Marketing Officer, HONOR



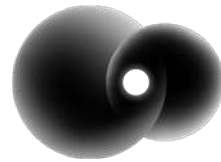
Yuan Ze

Head of Industrial Design, HONOR



Ge Feng

Head of UX Design, HONOR



**HONOR
MAGIC MOMENTS
AWARDS**

50+

Countries and Regions

500,000+

Submissions

9.5 Billion+

Exposure



2023 HONOR Magic Moments

Our Judges



Prof. Franz Kraus

Executive Board bei ARRI AG
Oscar winner, Co-Producer



Yan Zhigang

Photographer, Winner of the 13th Golden Statue
Award for China, Member of the Industry
Committee under the CPA



Zhao Yingxin

President of China Photo Press
First female director of photography operations in
Olympic history



LAURENT BAHEUX

France Wildlife Photographer
Goodwill ambassador for the United Nations
Environment Program



Iván Macías

Mexico Photographer
2021 World Press Photo Award winner
The 100 most creative Mexicans of 2021



Ale Megale

Professional photographer
TAI professor, LUX prizes winner



Mr. Deng Bin (Samuel Deng)

President of Research & Development Mgmt Dept
HONOR Device Co., Ltd



Dr. Hou Weilong

Technical Expert, Imaging, HONOR
Device Co., Ltd



Salem Sarhan Amer

United Arab Emirates Photographer
National Geographic Photography Awards
winner 2022



Stefano Guindani

International photographer

HONOR Pledges to Achieve Carbon Neutral Operations by 2045

Achieve 100% use of renewable energy and reduce carbon emissions by 88%; 2030 Reach carbon peak, 2035 Reduce carbon emissions by 36%



Green Products



Green Operations



Green Partnerships



Green Manufacturing

Bridging the Digital Divide
with Accessible Innovation



Youth
Empowerment



Vision

Create a New Intelligent World for Everyone

A “human-centric” smart life solution across devices and ecosystem

Revised on Sep. 11st, 2023