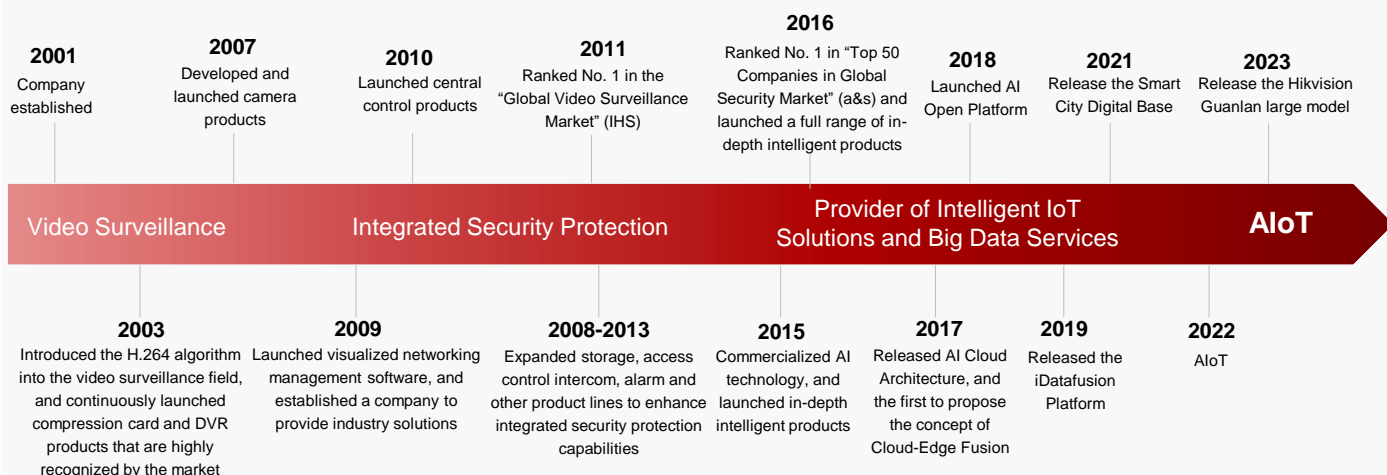


## Our Company

Hikvision is a technology company focusing on technological innovation, with business covering more than 150 countries and regions around the world. Hikvision is committed to serving various industries through its cutting-edge technologies of machine perception, artificial intelligence, and big data, leading the future of AIoT: Through comprehensive machine perception technologies, we aim to help people better connect with the world around them; With a wealth of intelligent products, we strive to identify and satisfy diverse demands by delivering intelligence at your fingertips; Through innovative AIoT applications, we are dedicated to empowering every individual to enjoy a better future by building an intelligent world that is more convenient, efficient and secure.

## Our History



## Business Segments

**PBG:** Closely following the demands of customers and users in public services, we continue to enhance the capabilities of the "Perception Base, Intelligence Base and Data Base", enrich industry service items, and strengthen systems engineering capability, thereby contributing to the digital transformation of industries and cities. Main application scenarios: public safety, transportation, urban governance, people's livelihood services, ecological environmental protection and other fields.

**EBG:** Continuously refining digital enterprise solutions integrating enterprise informatization, equipment & facilities connection and intelligent scenarios IoT. We support industrial technology innovation and application, and serve the implementation of digital applications in thousands of industries. Main application scenarios: electric power enterprises, petrochemical coal, iron and steel nonferrous metals, industrial enterprises, commercial enterprises, cultural and sports health, education and teaching, smart buildings, financial services and other industries.

**SMBG:** We create Hikvision SMBG E-commerce, Hikvision SMBG HikLink and Easy to Debug platform, while continuously expanding channel ecosystem, accelerating the transformation from traditional distribution business to a solution business model, collaborating with ecosystem partners to build a full-chain digital system, and assisting small and medium-sized enterprises in their digital transformation.

**Overseas Business:** We have established sales and service channels all over the world, and ushered in the stage of localized marketing based on the "one policy for one country" tactic. And based on AIoT technology and scenario based solutions capabilities, we can help users improve operational and management efficiency.

**Innovative Businesses:** The innovative businesses include HikRobot, EZVIZ Network, HikMicro, HikAuto, HikSemi, HikFire, HikRayin and HikImaging. The solid development and growth of innovative business has continuously injected new impetus into the long-term stability and sustainable development of the company.

## Core Competitiveness

Demand in the AIoT industry has always been **fragmented** and **scenario based**. In the past 23 years, Hikvision has gradually built up core capabilities to meet the fragmented industry needs in various aspects such as innovative products, efficient manufacturing and global marketing networks:

**Innovative products:** The products are diversified and customized, forming on-demand solutions for various industries

- More than 30,000 models of hardware equipment, more than 200 software products
- Combined application of machine perception, AI and big data

**Efficient manufacturing:** An agile and flexible manufacturing system to meet the large scale demands of multiple small-lot production

- Nearly 10,000 orders per day with an average of 40 products per order, generating more than 4,000 production batches
- Global manufacturing base and logistics center to ensure product delivery capabilities

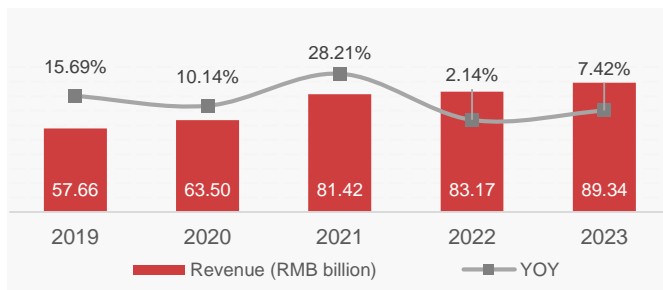
**Global marketing networks:** Covering more than 150 countries and regions around the world, we are committed to responding to customer needs in a timely and efficient manner

- 32 provincial business centers, 300+ city branches covering most cities across China
- 4 regional centers and 80 corresponding branches overseas

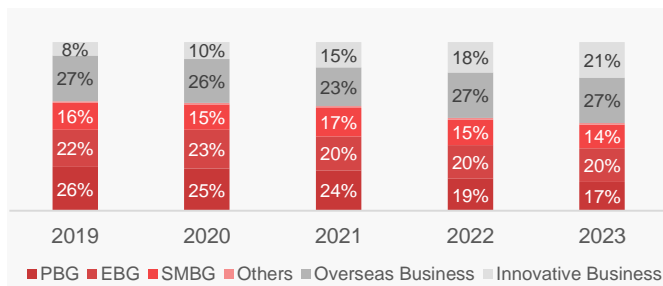
## Long-term Value Creation

- ◆ **High quality scale growth:** 2010-2023 revenue CAGR **28.01%**
- ◆ **Stable profit growth:** 2010-2023 net profit attributable to owners of parent company CAGR **22.10%**
- ◆ **Sustainable shareholder return:** The company has distributed a total of **RMB 58.41 billion** cash dividends

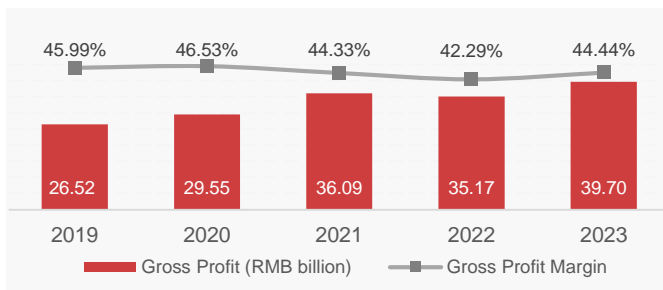
## Revenue



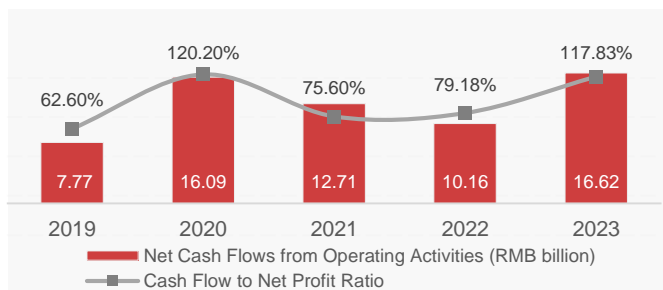
## Revenue Structure



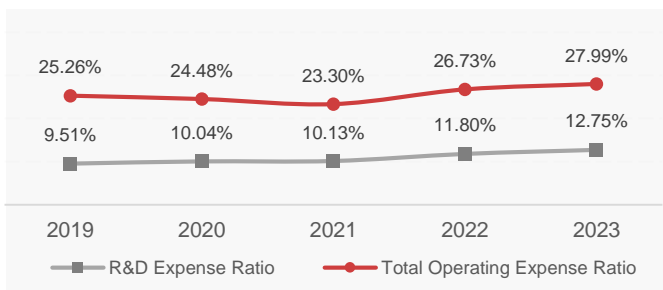
## Gross Profit & Gross Profit Margin



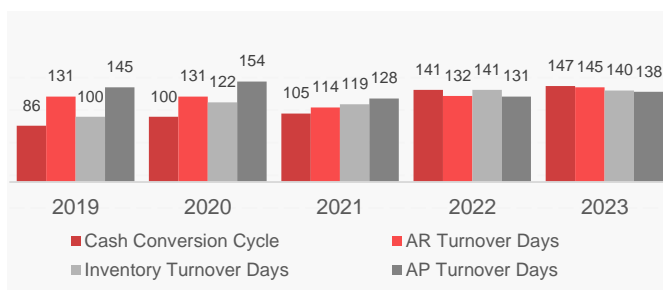
## Cash Flow to Net Profit Ratio



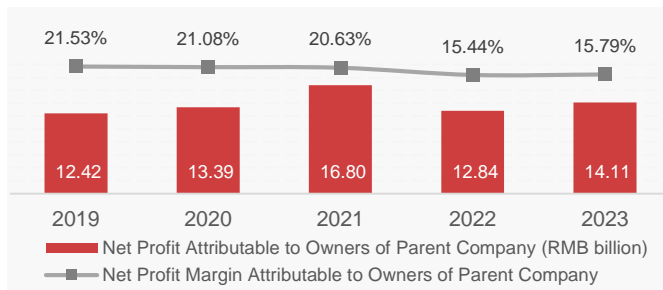
## R&D Expense Ratio & Total Operating Expense Ratio



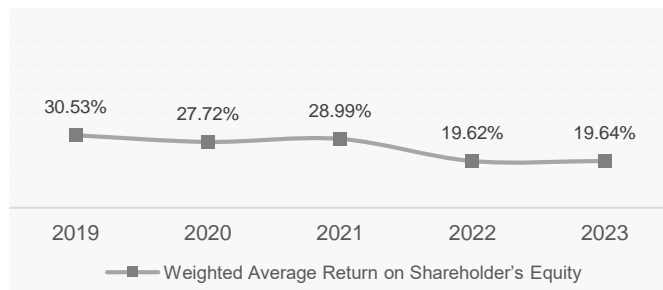
## Cash Conversion Cycle



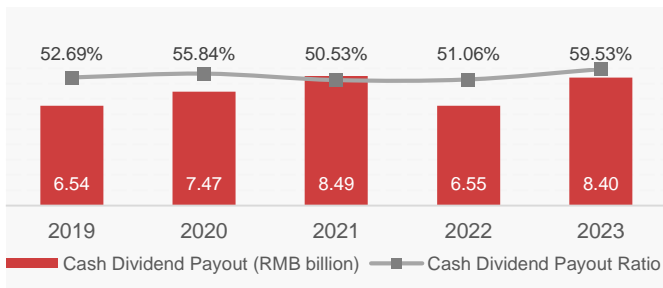
## Net Profit Attributable to Owners of Parent Company



## Weighted Average Return on Shareholder's Equity



## Cash Dividend Development



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