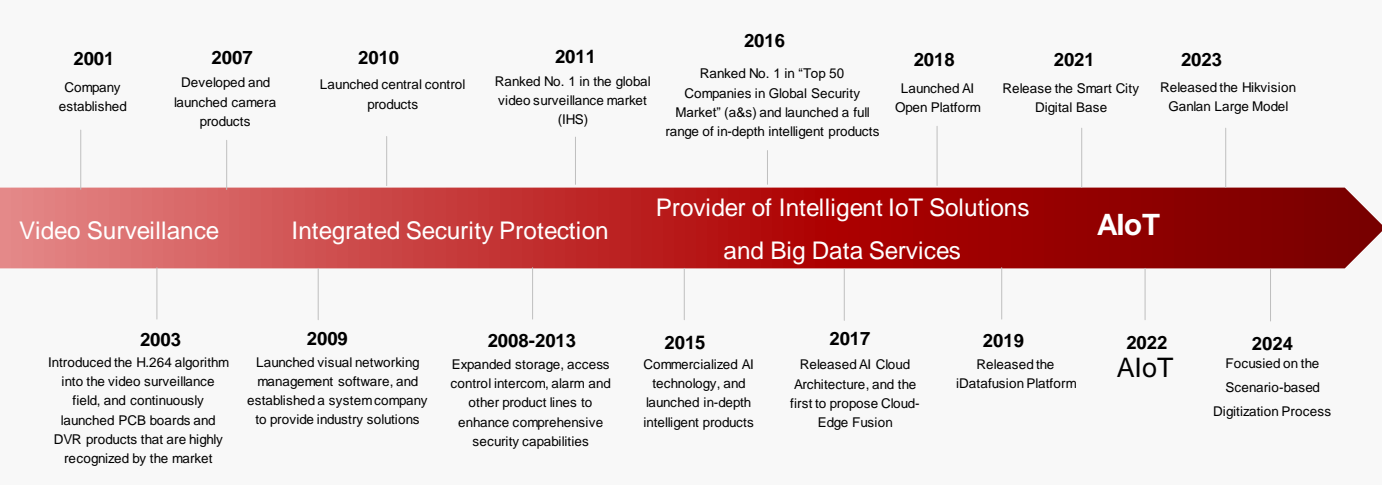




Our Company

Hikvision is a technology company focusing on technological innovation, with business covering 155 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



Our Segments

**PBG:** Closely following the demands of customers and users in public services, we continues 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, water conservancy and water supply, environmental protection and emergency response.

**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, electronic appliances, 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 country, one strategy” tactic. The overseas business is mainly based on channel product sales. We are also expanding direct solution sales to provide customers with products and overall solutions.

**Innovative Businesses:** The innovative businesses camp includes EZVIZ Network, HikRobot, HikMicro, HikAuto, HikSemi, HikFire, Rayin 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.

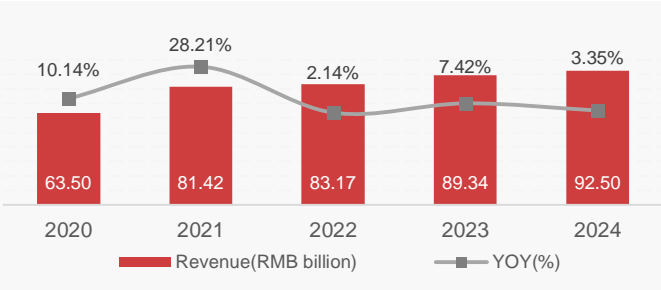
Core Competitiveness

- Demand in the AIoT industry has always been **fragmented** and **scenario based**. In the past 20 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.
    - ◆ Nearly 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 demands of small batch, multi-batch, and large-scale product manufacturing.
    - ◆ Nearly 10,000 orders/day with an average of 40 products/order, and more than 4,000 production batches
    - ◆ Global manufacturing base and logistics center to ensure product delivery capabilities
  - Global marketing networks:** Covering 155 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 major regions overseas with 30 direct-service after-sales service points and more than 400 authorized service stations

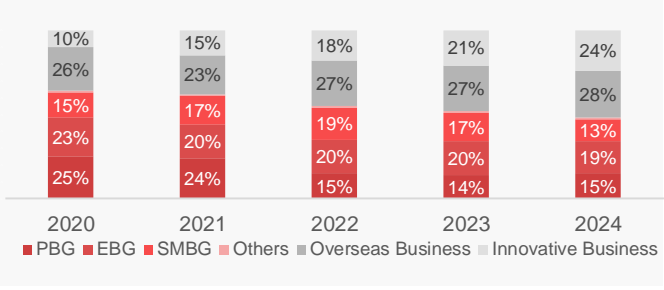
Long-term Value Creation

- ◆ **High quality scale growth:** 2010-2024 Revenue CAGR **26.08%**
- ◆ **Stable profit growth:** 2010-2024 Net profit attributable to shareholders of the company CAGR **18.98%**
- ◆ **Sustainable shareholder return:** Since 2010, the company has distributed a total of **RMB 58.41 billion** in dividends, excluding the proposed distribution amount for 2024.

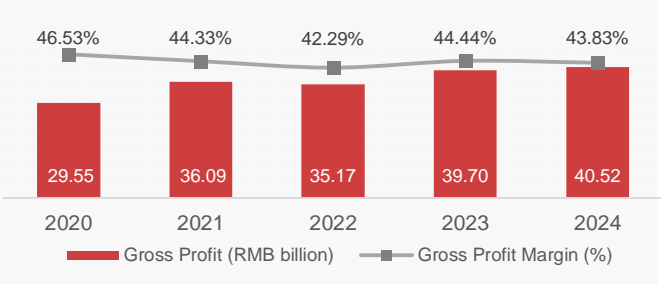
Revenue



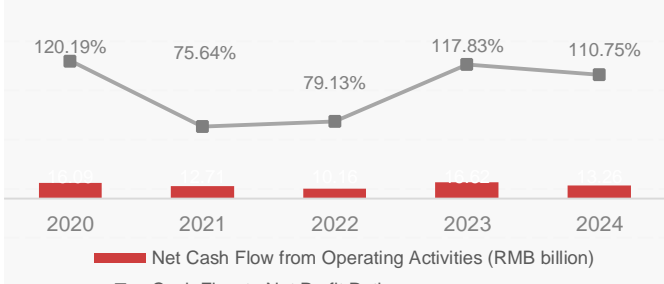
Revenue Structure



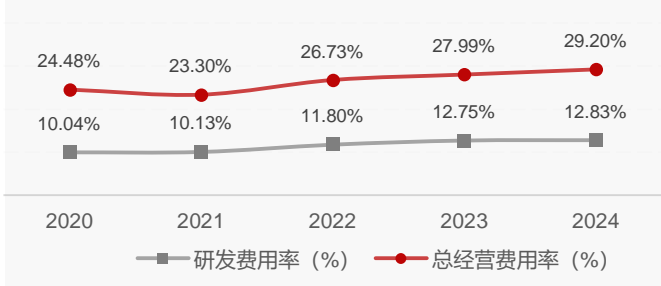
Gross Profit & Gross Profit Margin



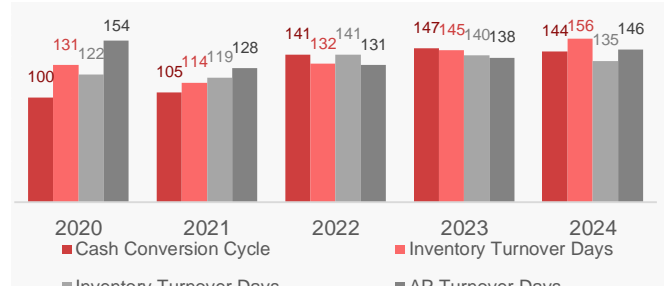
Net Cash Flow from Operating Activities



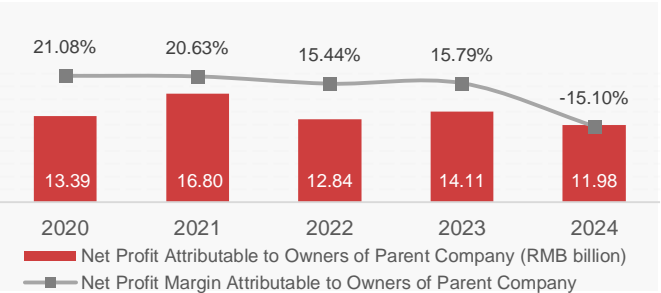
R&D Expense Ratio & Total Operating Expense Ratio



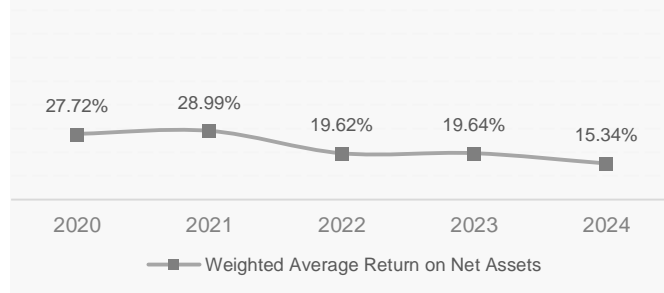
Cash Conversion Cycle



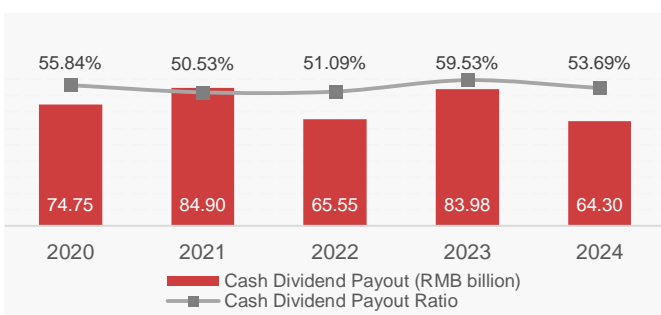
Net Profit Attributable to Shareholders of the Company



Weighted Average Return on Net Assets



Cash Dividend



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