



MEDIA RELEASE

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XIAOMI PARTNERS WITH TOURISM MALAYSIA FOR VM2020

PUTRAJAYA, 10th January 2020 - Global technology leader Xiaomi has partnered with the Tourism Malaysia to boost Malaysia's global tourism. The partnership sees both parties jointly producing impressive photography shots in several scenic spots in Malaysia through Xiaomi's latest smartphone Mi Note 10, as well as contributing a promotional video for the Visit Malaysia 2020 (VM2020) campaign. The partnership also aims to promote Malaysia's tourism through the Mi Note 10, the world's first smartphone with 108MP penta camera setup.

The partnership was announced at an official ceremony between Xiaomi Malaysia and MTPB which was officiated by Datuk Musa Yusof, Director General Tourism Malaysia, and Mr. Allen An, Country Manager of Xiaomi Malaysia and Singapore.

The 3-minute promotional video, featuring Malaysia's world renowned natural and architectural wonders as well as hidden gems, is now available on Xiaomi's official social media platforms including Xiaomi Malaysia's Facebook page, Xiaomi Malaysia's Youtube channel, and Xiaomi's official account in Sina weibo, a popular Chinese social media platform.

"We've always wanted to help showcase Malaysia's natural beauty to the world and so we want to thank Tourism Malaysia for giving us the opportunity to play our part in the VM2020 campaign. Not just tourists, but Malaysians themselves often overlook the country's hidden gems. With the 108mp camera on the Mi Note 10, Malaysians are able to capture the unique beauty of this country into the innermost detail, bringing to life what was previously unseen. We believe Mi Note 10 will enable users and Mi Fans to enjoy mobile photography more with epic photography and videography quality." said Mr. Allen.

Commenting on the partnership, Datuk Musa Yusof, said, "Xiaomi being a global technology leader together with their latest smartphone, Mi Note 10, is the perfect device to display Malaysia's hidden beauty to the world. For the VM2020 campaign, we wanted to showcase the best Malaysia has to offer, whether our vibrant heritage, our diverse culture or our endless scenic spots that we have, Xiaomi is one of the most suitable partners to help us achieve these efforts and capture a truly aesthetic experience."

In conjunction with the partnership, Xiaomi Malaysia will be launching an online photography competition, themed #ExploreMalaysiaWithMINOTE10, on its official Facebook Page. Users are able to participate by taking photos of sceneries in Malaysia using the Mi Note 10. Participants are required to take photos and post online on either Facebook or Instagram together with the hashtag #ExploreMalaysiaWithMiNote10. Winners will be selected based on the most creative shots and will stand a chance to win attractive prizes courtesy of Tourism Malaysia including tickets to scenic spots and resorts in Malaysia.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM, ARTS & CULTURE MALAYSIA)
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VM2020 brings out the best of what Malaysia has to offer to the world in a single, event-packed year. The year 2020 holds a special place in the heart of all Malaysians as we reflect and celebrate all our successes and challenges in transforming a once colonial land, into a thriving, multi-cultural and dynamic country.

Officially launched on 4th December 2019 in Malaysia, Mi Note 10 features 6GB RAM+128GB ROM and is the world's first 108MP penta camera setup with a premium design and a massive 5260mAh battery. Another variant is also available, Mi Note 10 Pro, with an 8-piece lens and a larger 8GB RAM + 256GB ROM storage. Both Mi Note 10 and Mi Note 10 Pro are here to deliver epic smartphone photography experience.

Mi Note 10 retails for RM 2,099, whereas Mi Note 10 Pro retails for RM 2,499. Both devices are available online through Lazada, Shopee and at all Mi Stores in Malaysia.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourism.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2018, Malaysia registered 25.8 million tourist arrivals and RM84.1 billion tourist receipts, placing it among the major tourism destinations of the world.

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About XIAOMI CORPORATION:

Xiaomi Corporation was founded in April 2010 and listed on the Main Board of the Hong Kong Stock Exchange on July 9, 2018 (1810.HK). Xiaomi is an internet company with smartphones and smart hardware connected by an IoT platform at its core. With the vision of being friends with its users and being the "coolest company" in the hearts of its users, Xiaomi is committed to continuous innovation, with an unwavering focus on quality and efficiency. The company relentlessly builds amazing products with honest prices to let everyone in the world enjoy a better life through innovative technology.

Xiaomi is currently the world's fourth-largest smartphone brand, and has established the world's leading consumer IoT platform, with more than 213 million smart devices (excluding smartphones and laptops) connected to its platform. Currently, Xiaomi products are present in more than 90 countries and regions around the world and have a leading foothold in many of them. In July 2019, the company made the Fortune Global 500 list for the first time, ranking 468th among all, and 7th among internet companies. Xiaomi is the youngest company on the 2019 Fortune Global 500 list.

Official Facebook:

<https://www.facebook.com/XiaomiMalaysia/>

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