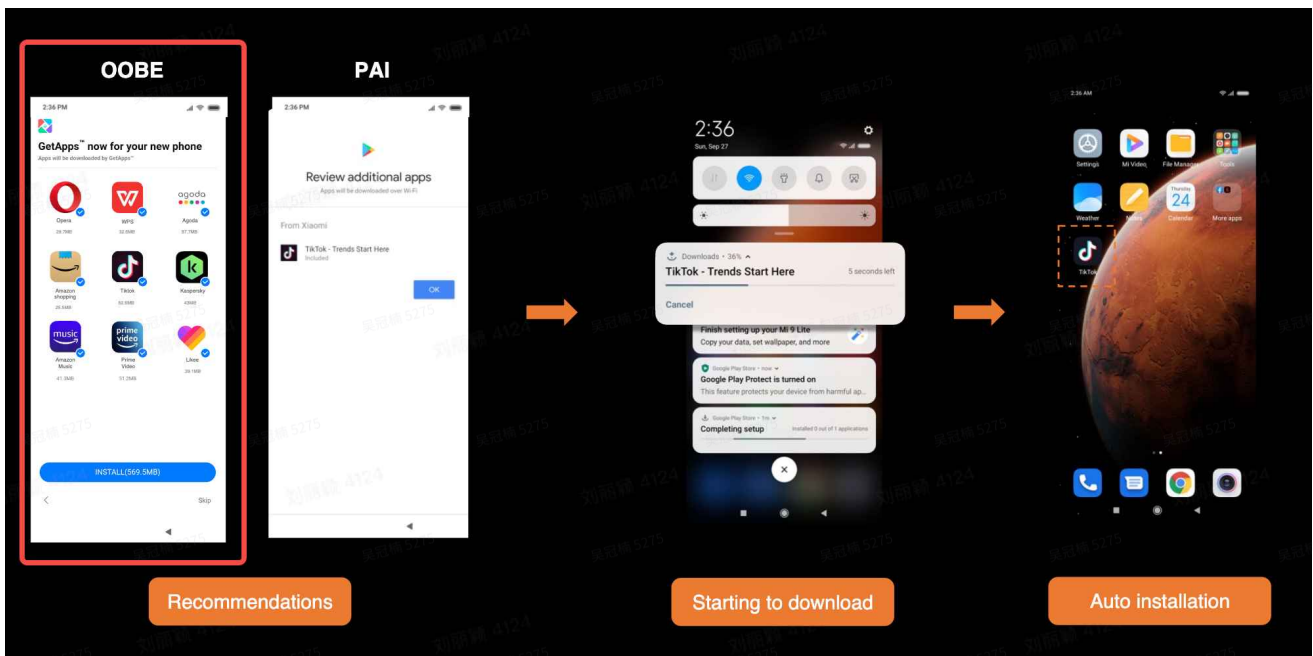


Oobe (Xiaomi PAI) Introduction

1. What is Oobe?

The App recommendation page showed at the end of the new phone activation process and before the user enters the main page. This format is supported by Xiaomi App Stores- GetApps

Ads Format & User Journey:



*It's installed to the second screen.

2. Oobe campaign launch process

2.1 Available countries and activation projection

	A	B	C
1	Country	Status	Estimated activation (daily average)
2	RU	Open	10,000-15,000
3	ID	Open	7,500-10,000
4	IN	Paused	N/A
5	TR	Open	1,000-1,500
6	VN	Open	Less than 500
7	PH	Open	Less than 500
8	TH	Open	Less than 500
9	MY	Open	Less than 500

2.2 Apps Requirements

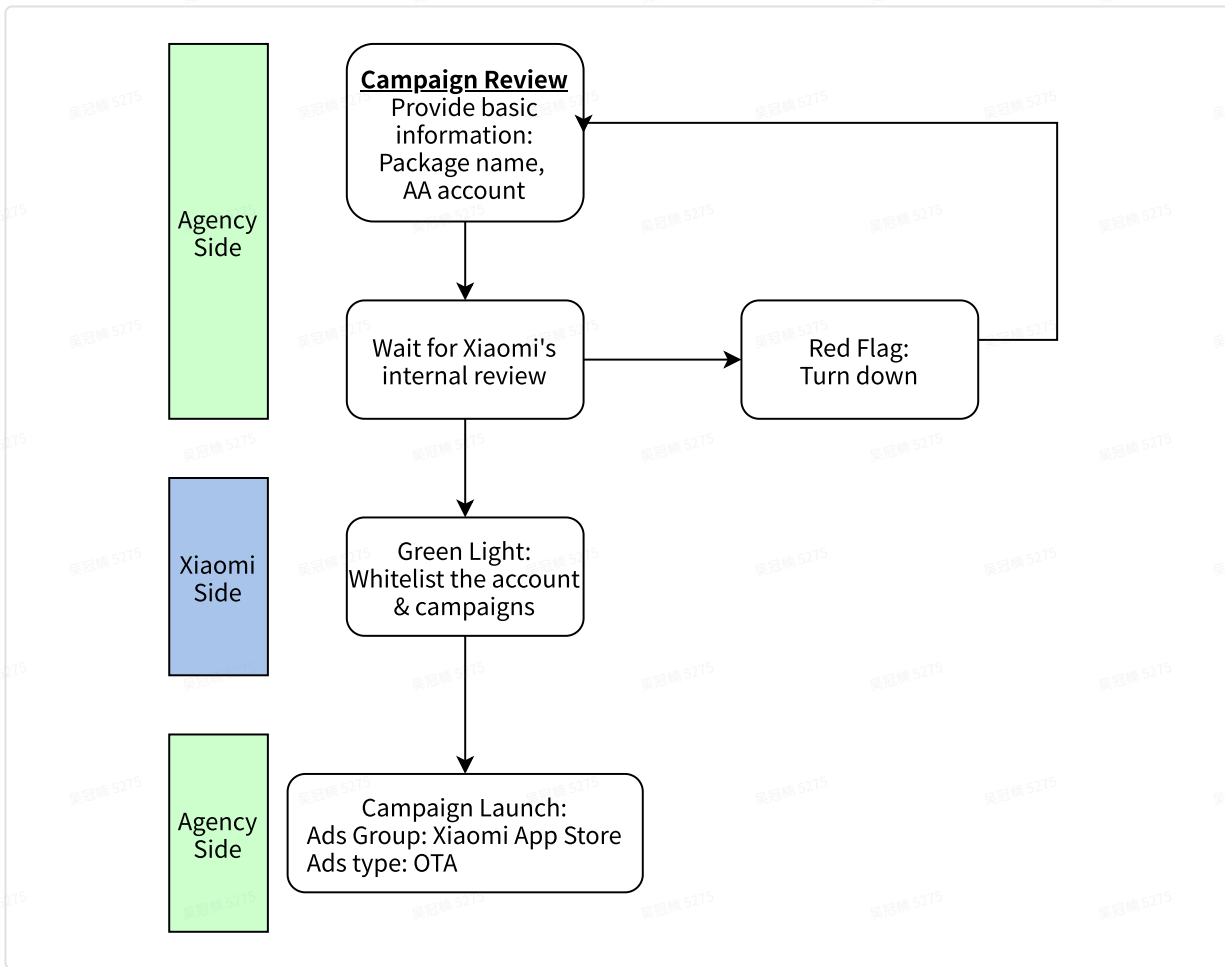
2.2.1 Basic requirements:

- Ads placement Slots: maximum 7 slots per device.
- Package size: <=150M
- Industry restrictions: RMG(Real money games), finance, gambling apps are NOT allowed.

2.2.2 Advanced review requirements:

- Perfectly adapted to all models of Xiaomi phones and all versions of MIUI
- High ratings and downloads at Google Play Store with positive reviews
- Great user experience

2.3 The process of going online



- Campaign review please send to: wuguannan@xiaomi.com; p-yangzhihui1@xiaomi.com; liuliyliying@xiaomi.com cc: wuhan9@xiaomi.com; qudai1@xiaomi.com; iib-ams-agency@xiaomi.com
- Review period: 1-2 days

3. OOB Client Success Story

The overall volume of OOB is substantial and stable, and the retention performance meets the expectations.

Product Category	GEO	CPI	Daily activation	Total cost	Average daily cost (11/1-11/25)	Next-day retention
Utility	ID	\$0.7	4,000	\$25,400	\$1,058	30%
Entertainment (Short Video)	RU	\$0.5	1,950	\$24,936	\$1,039	/

