

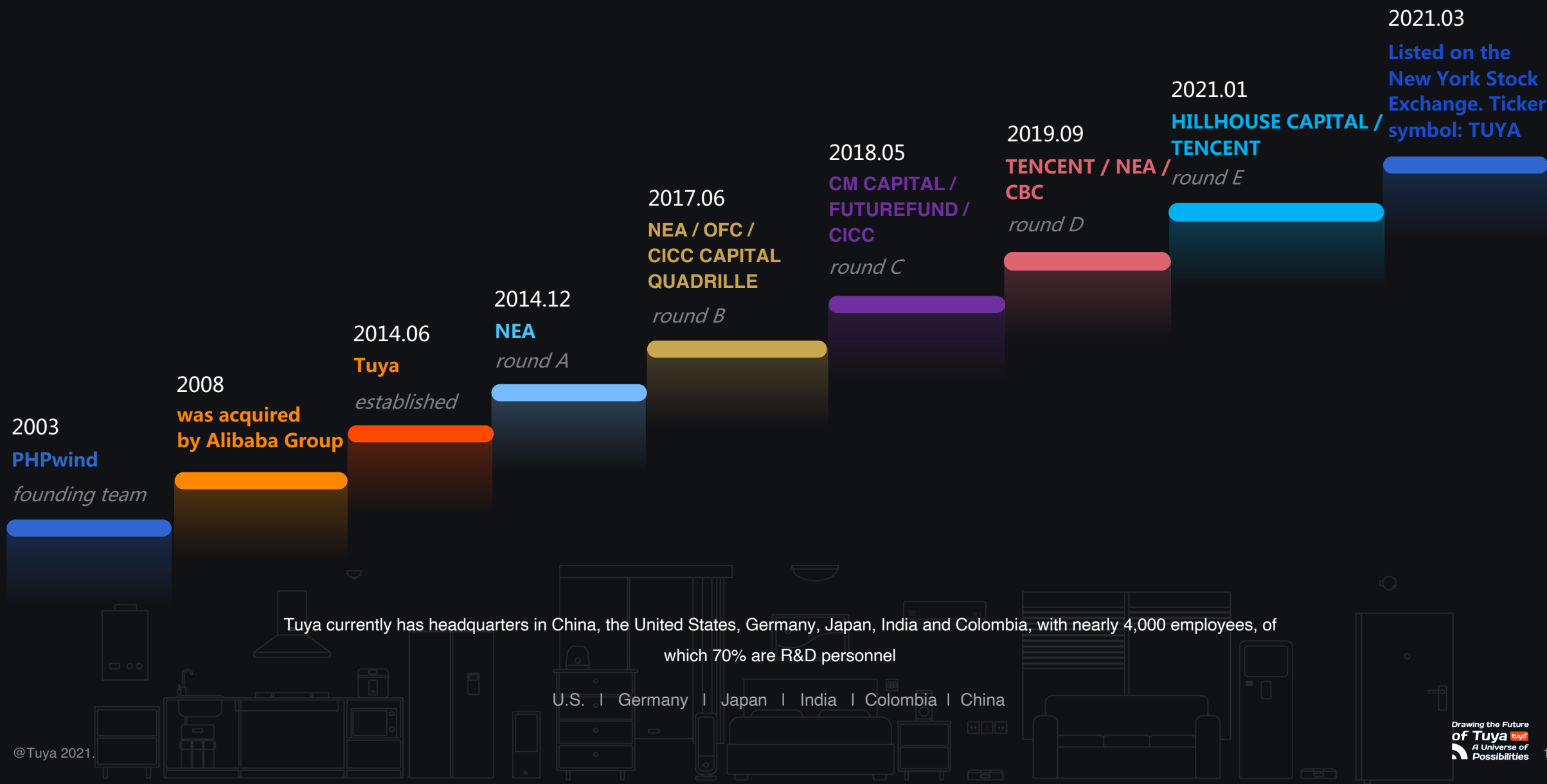


# Global IoT Development Platform

Smart Homes · Smart Businesses · Smart Cities · Smart Industries

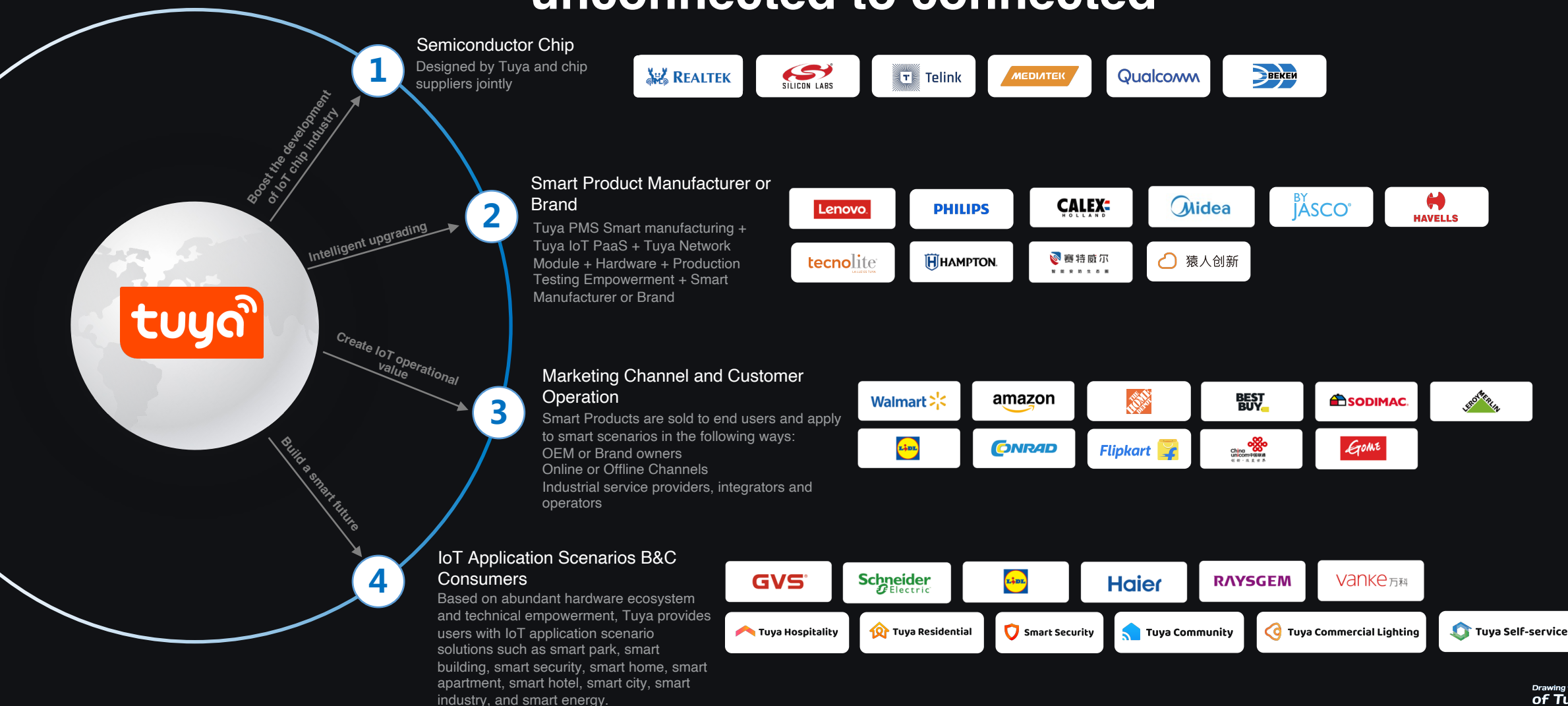
U.S. | Germany | Japan | India | Colombia | China

# Global IoT Development Platform





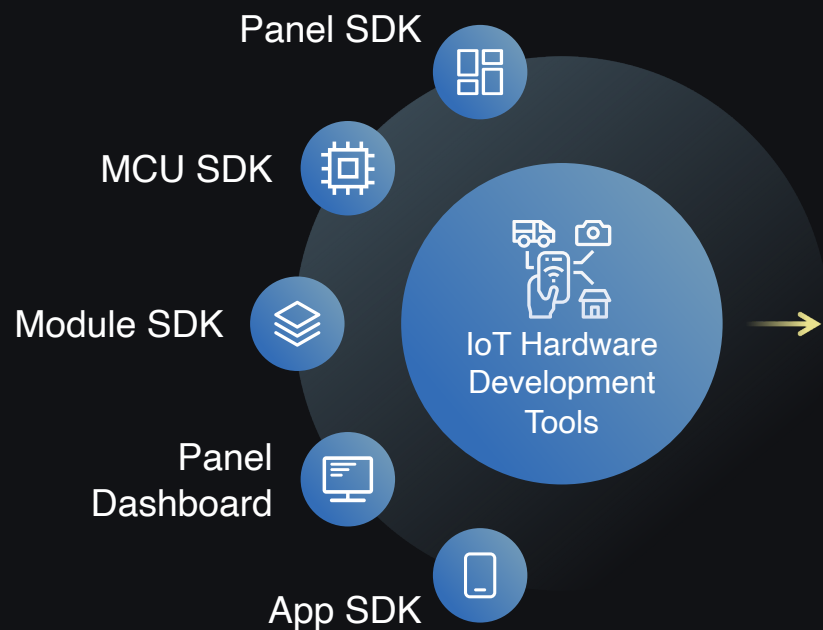
# Tuya Global Platform – enabling businesses to create a new revenue stream by taking products start to finish from unconnected to connected



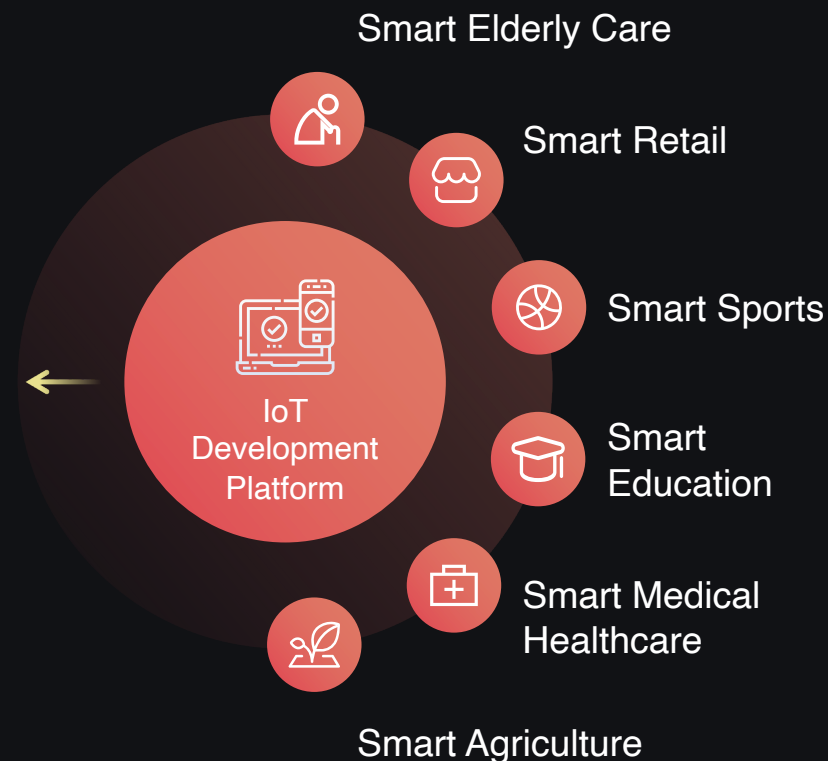
# Powerful Tools for Developers

## Helping Businesses Build a New Form of Commerce

### Where Everything can be Interconnected



## Interconnected Ecosystem of Tuya



# IoT Development Platform empowering 384,000 businesses worldwide

Ecosystem partners from manufacturer/retailer/operator to business in real estate community/elderly care/security/hospitality and residential/industry and agriculture

## Tuya-Powered European and American Brands



## Other International Brands Powered by Tuya



## Tuya-Powered Chinese Brand



# From a Simple Connection to Interconnection of All Things to a fully Connected World



'Powered by Tuya'

'Powered by Tuya' (PBT) is a mark of interconnectivity across different brands and categories. Users can easily control any product featuring the PBT label with just one App.

'Powered by Tuya'

410,000+

Smart-enabled device SKUs

38,000+

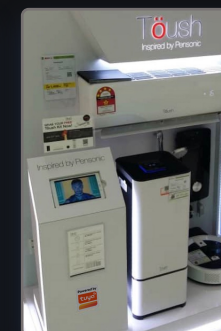
Number of products supporting AI voice

1

Top 1 Product Diversity Worldwide

100,000+

Smart devices 'Powered by Tuya' are available in over 100,000 stores all over the world

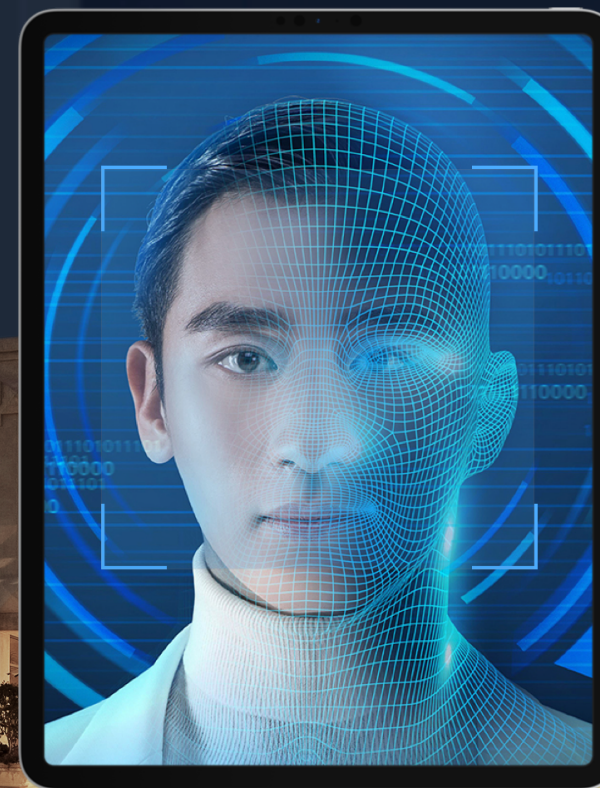




# Tuya's smart manufacturing platform creates the "One App, All Smart" intelligence 3.0 Experience

Through the Tuya platform, you need just one app to create an interconnected visual and voice experience, controlling all categories of products at the same time

- ✓ Lighting & Power
- ✓ Home Appliances
- ✓ Security & Sensors
- ✓ Industry & Agriculture
- ✓ Health
- ✓ Energy
- ✓ Digital & Entertainment





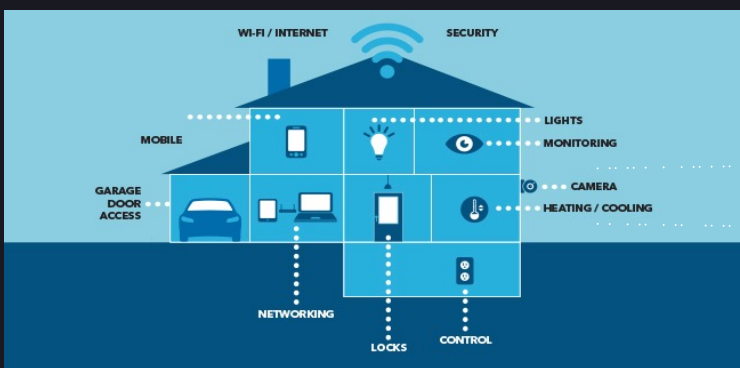
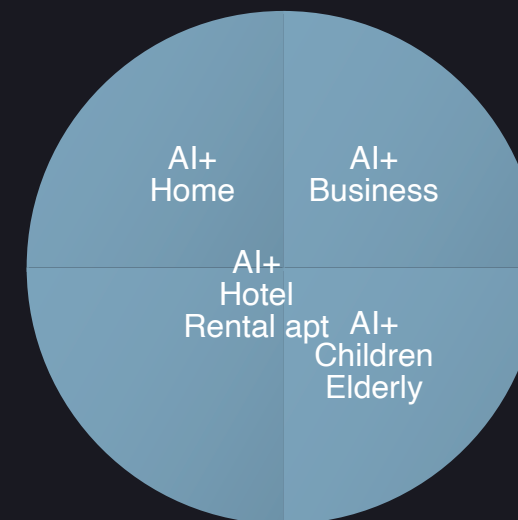
# 73 million AI vision and security service responses

## AI Vision Edge Computing Products



### Product Launches

AI Pad (2019 Q2)  
AI Camera (2019 Q3)



- FR + FD (lfw 99.83+, mega face 98.0+)
- Embedded deep learning suitable for multiple chip platforms
- Dynamic target tracking of video feed
- Accurate perception (e.g., diving for a football, identifying movie classification)
- NLP, language recognition and voice capturing technology

# 1.5 million / sec

Number of requests processed by  
Tuya IoT PaaS devices (peak)

# <10 ms / time

Tuya IoT PaaS average response time





# Technology Alliances



## Contributor

Joined the IoT workgroup

Tuya has launched 200+ Wi-Fi modules since the beginning of the partnership



## Participant

Participated in the Smart Home workgroup and joined the standard establishment group

Tuya has launched 50+ Bluetooth modules since the beginning of the partnership

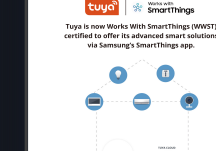


## Promoter

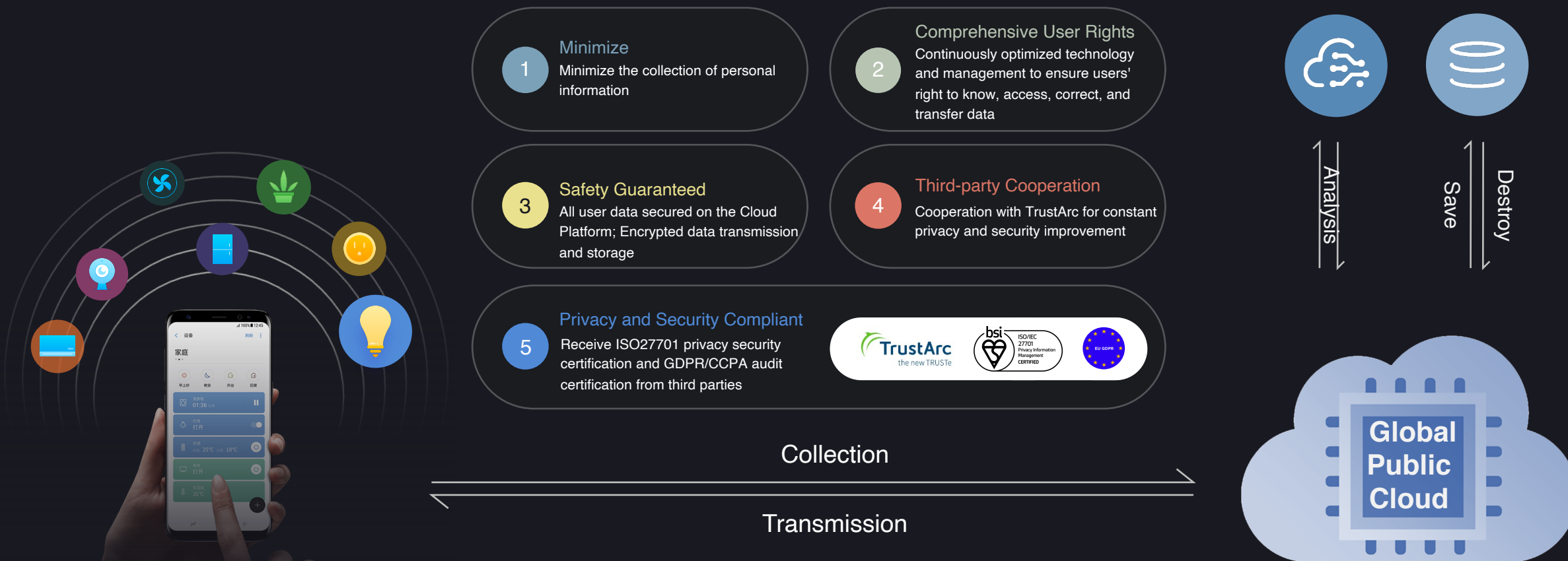
Became a member of the Board of Directors to establish the Matter standard

70+ products have received the Zigbee 3.0 certification

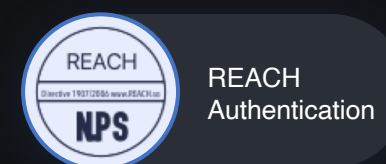
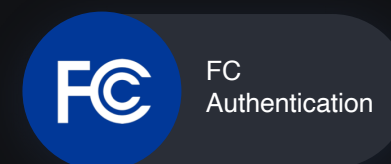
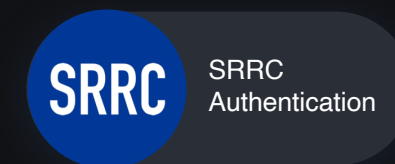
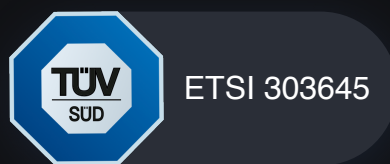
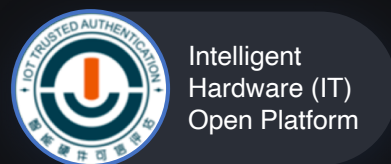
# Ecosystem Partners



# Privacy and Security Protection through the Entire Data Lifecycle



# Industry Leader in Global IoT Security Compliance



# Tuya's Smart Solutions

## Cloud Development Platform and Industry SaaS



**Tuya Hospitality**



**Tuya Commercial Lighting**



**Tuya Residential**



**Tuya Community**



**Smart Security**



**Tuya Self-service**

There are over 22,500 solution developers on the Cloud Development Platform

**SKYWORTH**  
创维

**net-core** 磊科

**activehouse**

**Weiyu** 微羽

**RAYSGEM**  
a matter of taste

**Le+**

**Growatt** 古瑞瓦特  
powering tomorrow

**声必可**  
AISPEAKER

**GVS**

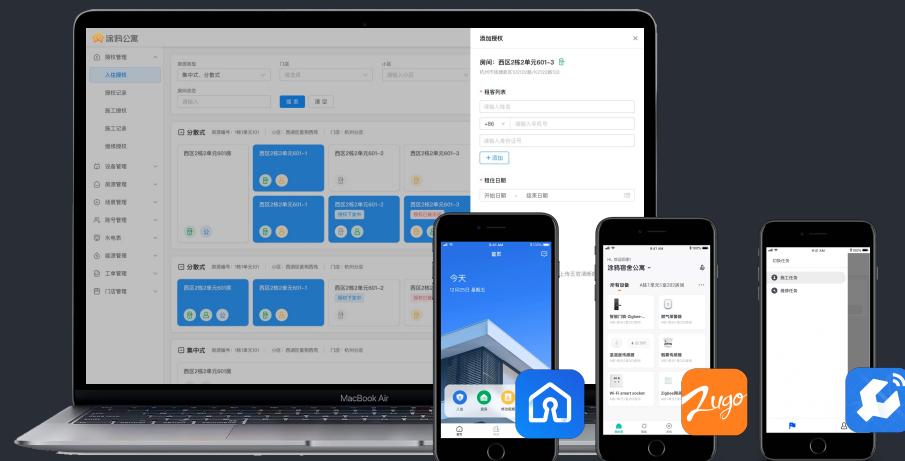
**SIEMENS**

**赛特威尔**  
SITERWELL

# Strategy and Tools for Tenant Operations

## The key to opening long- and short-term rentals

Tuya Residential provides intelligent software and hardware together as a one-stop smart apartment solution



There are three Apps in SaaS backend, which can meet the needs of both the business and individual customers.



Entrance access control products



Energy consumption management products



IoT gateway products



Safety and sensor products



More PBT products



Comprehensive solution provider



Enterprise staff  
Dormitory management



Typical overseas customer



Office space management



Third-party developer of the apartment SaaS



Apartment management



Short-term rental home stay

Tuya Apartment relies on the 'Powered by Tuya' product ecosystem capability to provide one-stop software and hardware solutions to hardware manufacturers, channel partners and brand owners, and meet various needs of the developers to serve their customers through open API and SDK accesses.

# Redefining the Future of the Community and Achieving a Real 'Live Smart' Experience

Tuya Community provides smart community solutions based on IoT platform capabilities

Application side

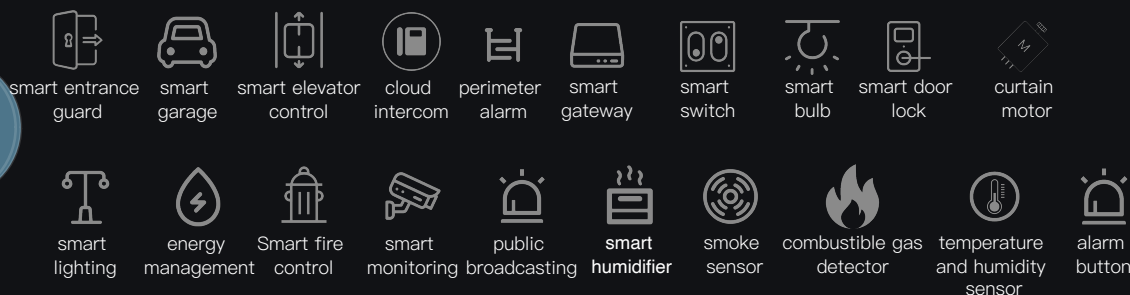


Property Operation Management Platform | Owner App | Property Mobile App

Connection side

Tuya Smart Community Platform

Device side



Smart Home

A complete whole-house hardware ecosystem, with massive selected products across brands and categories, and hundreds of intelligent scenarios

Smart Community

Provide intelligent services in the community, such as access control, vehicles monitoring, etc. The services connect the whole scene interconnection between family and community, and brings a more comfortable living experience for the residents

Smart property

Provide convenient property service applications, including online payment, visitor management to digitalize community management

Smart Service

Provide intelligent scene services based on smart home devices, enhance customer stickiness, and tap the real community traffic portal value

# IoT and Smart Connection Bring More Possibilities to the Security Industry

Genie Security empowers global smart home brands to expand smart security market

## Scene



Home Security



Business Security



Fire & Flood Protection

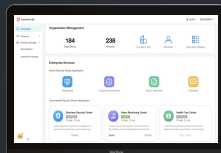


Medical Alert



Alarm Monitoring

## Software



Smart Security Service Platform



Add-On Applications



Smart Security App



Security Station App

## Platform

Cloud Service

Open API

SDK

Data Analysis

## Device



Security



Video



Access



Wellness



Automation



More

## World-renowned brands are using Tuya Smart Security Solutions

A large Latin America-based distributor of electronics and information technology built own security brand via Genie Security SaaS solution.



A Singapore smart home and smart health brand cooperates with Genie Security to build security systems for customers.



A professional security service provider in the Czech Republic, Genie Security provides Open API and SDK for integration.



Famous consumer electronics brand in South Africa Tuya helps SMD to develop security system, and connects to the local alarm center.

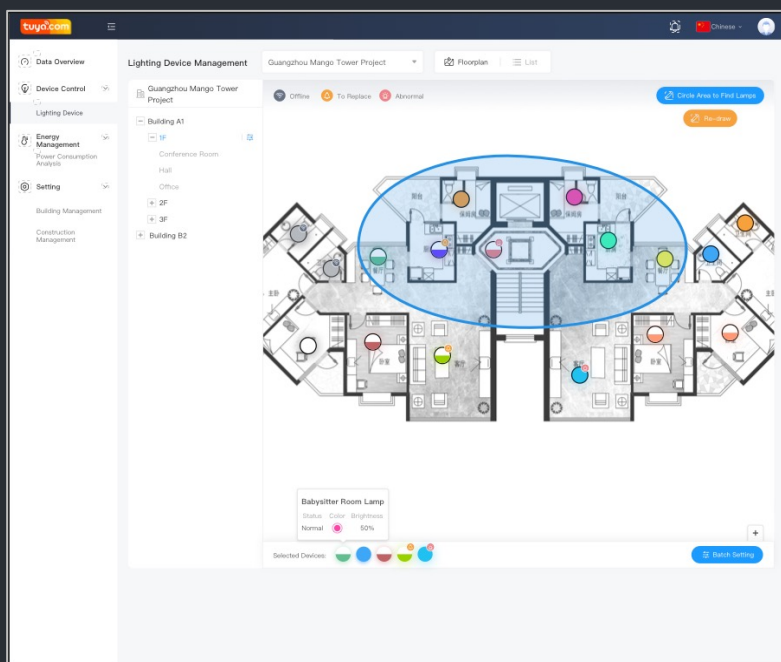




# New Infrastructure and 5G A New Opportunity for the Development of Smart Cities

Tuya commercial lighting facilitates the centralized management for smart building to improve operations and maintenance efficiency

商业照明场景主要设备



Data Overview | Equipment Visualized Management |  
Energy Management | Construction Management

Main equipment



Smart  
Gateway



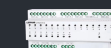
Smart  
Lighting



Smart  
Drive



Smart  
Converter



Multi-control  
Switch

More selection



Wall Switch/Scene Switch



Smart Sensor



Smart Remote Control

Global Partnership Brands

SATCO

GMLighting  
Lighting Enhanced by Design

tecnolite

art&craft  
INTERIORS

LEDI



# Empower Digital Transformation for Hospitality Reduce Costs and Increase Efficiency

Tuya Hospitality I helps smart hotels develop platform-level solutions

## Guest Room

Bathroom, bed, audio-visual entertainment



## Common Areas

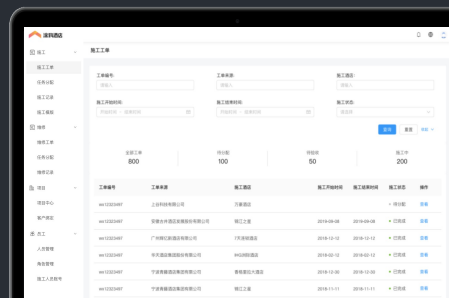
Elevator, front desk, corridor



## Property Grounds

Smart lighting, camera, parking, consumption, etc.

In 2020, the Tuya PaaS service helps the implementation of smart hotels, forming a complete scene that covers the room, the hotel building, to the outside of the hotel



SaaS for brand, hotel operation, service provider, and WeChat applets

Provide new value-added services for diverse role in the hotel industry

Enable higher efficiency for project hosting function, hotel dynamic management, and work order circulation, etc



Rich hardware combination in the hotel scene, including various PIR, hotel door lock, panel, temperature control, gateway, curtain motor and other devices



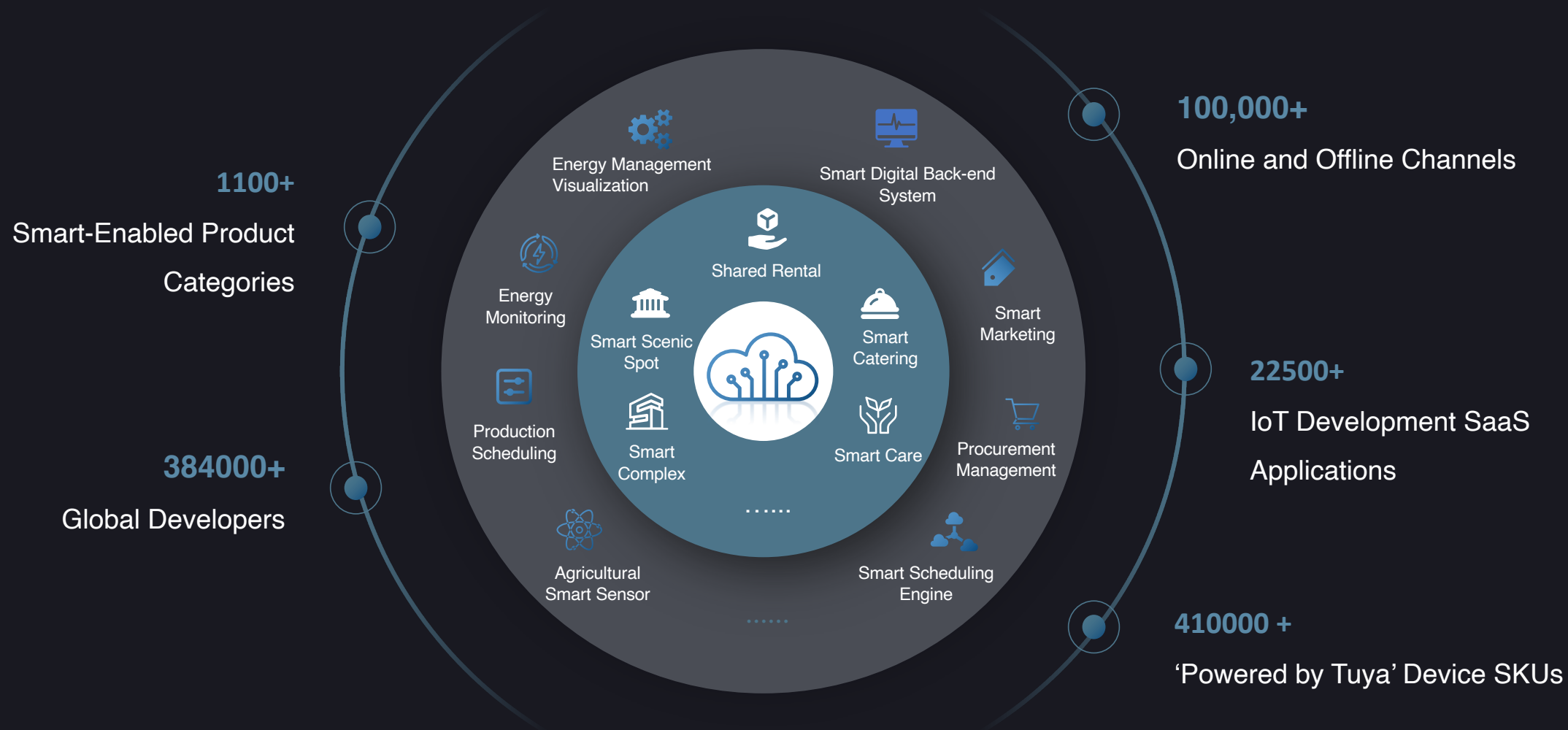
Enable a number of leading global brands in smart hotels  
25+ projects completed, covering 30,000+ hotel rooms

# The Unmanned Market Rise Up, and IoT Drives Leasing Innovation

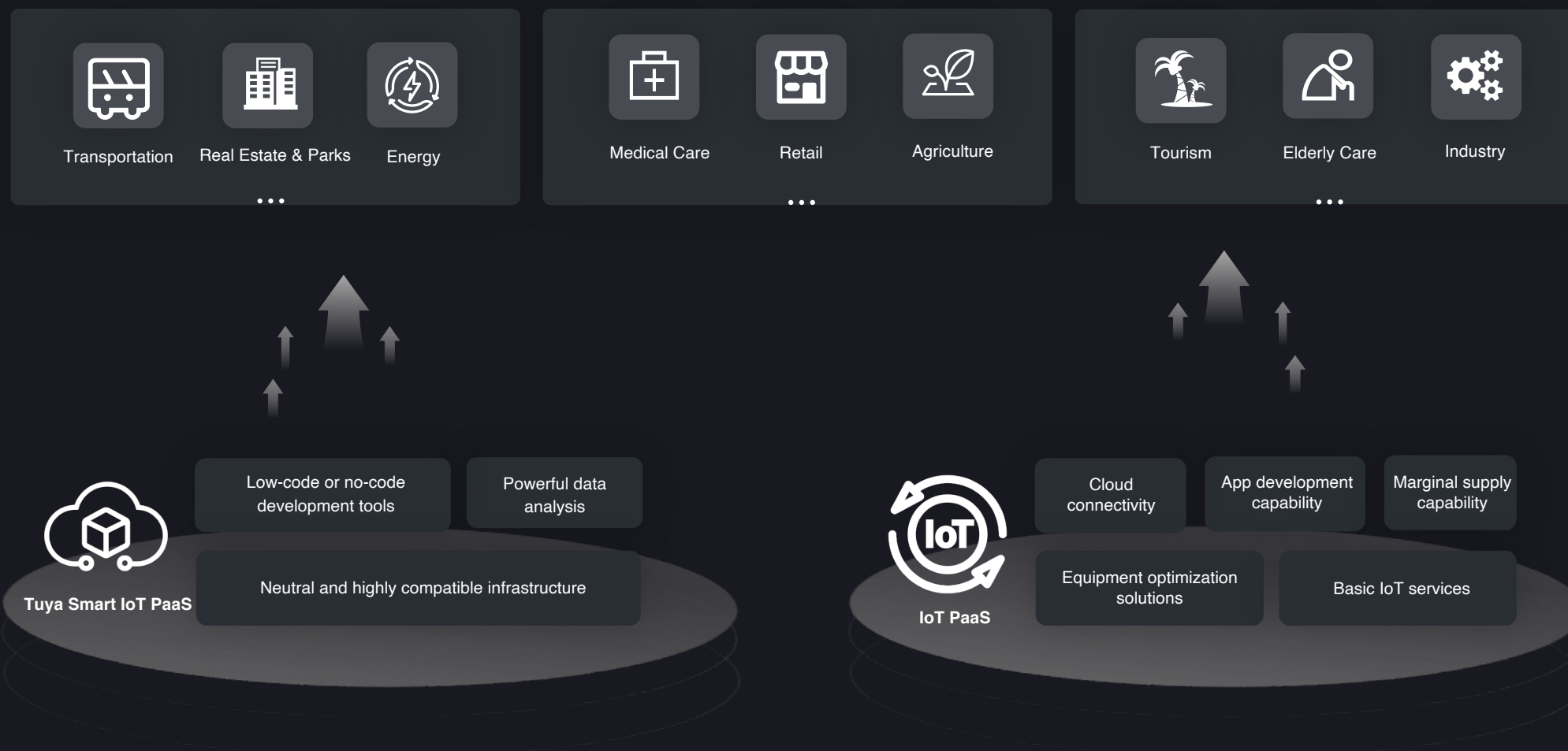
Tuya Self-Service Equipment SaaS empowers the efficient unmanned operation of equipment leasing and assets.



# Provide Comprehensive Infrastructure for the Smart Industry



# Digital Intelligent Base Accelerates the Empowerment of Hundreds of Industries



# How to Make a Seamless Connection in the Real Estate and Parks Market?

Tuya **Smart Real Estate and Parks** Solutions will help promote the development of full-stack intelligence for interconnection and interoperability.



## • Meet the Demands for Digitalization

Tuya Smart provides all the digital capabilities to meet the needs of real estate and park businesses, from private residences to integrated rental communities, from independent shops to large commercial complexes, from smart classrooms, libraries, dormitories, and other single scenarios to the digitalization of an entire campus scenario.



## • Promote the Development of Full-Stack Intelligence

Build a strategic data center to realize the full-stack service capability from smart projects to smart internal management of real estate agency.

### Smart Campus

- Campus Traffic
- Visitor Management
- Campus Security
- Energy-Saving
- Teaching Environment Monitoring
- Energy Consumption Management
- Attendance Administration
- Classroom Seat Reservation
- Smart Course Management
- Electricity & Fire Safety
- Shared Space Device Management
- Data Visualization

### Smart Real Estate & Parks

- Pedestrian Management
- Vehicle Management
- Ladder Control Management
- High-Rise Littering
- Community Safety
- Digital Operation
- Senior Community
- Community Lease
- Working in Industrial Parks

### Smart Family

- Vital Signs Monitoring
- Environmental Health
- Security Monitoring
- Intrusion Alarm
- Climbing Alarm
- Emergency Call for Help
- Risk-Area Fencing

### Commercial Complex

- Multidimensional Aggregation Service
- Data-Oriented Operation

### Strategic Data Center

- Digital Operation
- Strategic Decision-Making



# Build a Smart Digital Senior Economic Ecosystem

Tuya **Smart Elderly Care** Solutions meet the needs of diversified smart elderly care.



## Meet the Needs of Diversified Smart Elderly Care

Provide home care, community nursing, and high-end institutional elderly care products and solutions to meet the needs of diversified smart elderly care.

### A Refined and Intelligent Elderly Care Experience

Relying on the IoT platform and rich hardware ecosystem, the solution provides security services, medical services, health services, life assistance, and other hardware and software integration service for seniors.

## Build a Smart Senior Economic Ecosystem

Based on the Tuya Smart Elderly Care Solutions and third-party service matrix, a rich economic ecosystem of smart elderly value-added services can be quickly constructed.

# The Eve of the Digital Retail Explosion

Tuya **Smart Retail** Solutions create a digital management system that reduces costs and increases efficiency.



## Smart Stores

- Smart Shop Patrol
- Membership Marketing
- Store Operation
- Store Security
- Smart Shelves
- Distribution Management

## Shared Rental

- Community Equipment Rental
- Home Appliance Rental
- Health Care Equipment Rental

## Self-Service Retail

- Self-Service Consumption
- Equipment Operation

## Stores with Digital Management

Based on the capabilities of underlying IoT and P2P video streaming services, it provides a complete set of video remote store-patrol solutions, which greatly improves the efficiency and effectiveness of store management and realizes all-round digitalization.



## Promote Refined Store Operation and Revenue Growth

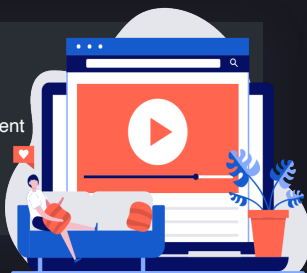
Based on the Tuya IoT platform and the third-party service matrix, through store operation analysis and system labeling processing capabilities, accurate store reception and smart marketing are realized, which ultimately leads to business growth.

# The Digital Engine Provides "Smart" Energy

Tuya **Smart Energy** Solutions improve the efficiency of comprehensive energy production and utilization.

## Home Energy Scenarios

Intelligent adjustment of electrical equipment / Accurate control of household energy consumption / Realize safe and reliable energy use and create a comfortable environment



## Building Energy Scenarios

Energy consumption analysis and diagnosis / Comprehensive energy-control and energy-saving / Unmanned guard



## Industrial Energy Scenarios

Energy consumption monitoring / Energy management and control / Unmanned guard/ Equipment operation and maintenance



## Park Energy Scenarios

Distributed energy station optimization control system / Energy measurement and transaction / End-use energy saving control



## Multi-Scenario and Multi-Type Intelligent Algorithms

For homes, buildings, parks, industries, and other scenarios, in-depth cooperation with universities, scientific research institutes, industry experts, etc., provide energy planning, operation and maintenance diagnostics, optimization control, load forecasting, multi-energy efficient coordination, carbon footprint, and carbon emission reduction with multiple intelligent algorithms.

## Comprehensive Energy System Equipment Management and Controls

Access power generation, heating and cooling sources, water supply and drainage, fire protection, elevators, and other system equipment through edge gateways and smart controllers, combined with Tuya's cloud edge integrated capabilities to manage and control different types of integrated energy system equipment in various scenarios.

ZMELE 智美 uPowerTek

FSL 佛山照明 阳光照明

DELIXI ELECTRIC LITECH

MKOPTO tecnolite

MW MEAN WELL SUNRICHER

Mantunsci

CYG 长园 长园深瑞继保自动化有限公司

百年企业 创新发展

simon OPPLER 欧普照明

MultiIR VEALITE Lighting Partner

EARDATEK TIGIDIGITAL Focus On Smart LED Driver

LARKKEY merrytek

Nader 良信电器 智能化高低压电气系统解决方案专家

GROWATT 古瑞瓦特

FIREFLY Schneider Electric

NVC 雷士照明 光耀心行 智亮未来



# Industry 4.0 Unlocks Trillions of Market Opportunities

Tuya Smart Industry solutions help build a "Super Factory".



## Smart Manufacturing and Production

Digital Factory Construction / Lean Manufacturing / Supply Chain Coordination



## Factory Operation and Maintenance

Predictive Maintenance / Remote Failure Alarm / Smart Diagnosis and Repair



## Energy Saving in the Factory

Remote Control of Equipment / Strategic Energy Saving / Remote Meter Reading / Energy Monitoring



## Factory Security

Accurate Management and Control of Personnel / Environmental Safety / Material Security



**Cloud Edge Integration Synergy :**  
Through Tuya's Industrial Internet IoT Platform, Big Data Platform, Edge Computing Platform, and other advanced overall networking architecture, we can create flexible deployment solutions for different industrial scenarios and help reduce enterprise CAPEX.

**Big Data Analysis and Artificial Intelligence :**  
Analysis of multi-dimensional and heterogeneous data of enterprises, examination of industry mechanism models, and insights into deep logic can help enterprises improve their core competitiveness.

**Lightweight Industrial Software Kit :**  
Lightweight industrial enterprise kit, including ERP, MES, WMS, CRM, SRM, etc., is developed for small and medium-sized enterprises. It is focusing on key data, reducing the difficulty of enterprise purchasing and deployment, and quickly realizing flexible manufacturing capabilities.

# Digital Intelligence Leads a New Experience of Convenient Travel

Tuya **Smart Transportation** Solutions empower the smart upgrading of transportation and travel.



## Multi-Scenario Linkage for Travel

Travel + Community + Property · Travel + Tourism  
· Travel + Office · Travel + Shopping Mall · Travel + Campus



## Smart Dispatching and Traffic Information Exchange

Provide analysis and decision-making tools such as route planning suggestions, vehicle traffic suggestions, and personnel traffic suggestions according to the traffic situation, personal density, and passenger flow in the region. Provide customers with multi-channel road condition information, route planning and directions, and site information broadcasting.



## Rich Hardware Ecosystem and Cross-scenario Interoperability

Tuya Smart has a comprehensive hardware ecosystem around transportation and travel, thus creating multi-dimensional device capabilities. In addition, Tuya's applications for smart scenarios across the entire industry enable the interconnection of transportation and travel services across industries and scenarios, paving the way for more innovation in transportation and travel industry applications and services.

## Smart Transportation

Smart Scheduling | Congestion Analysis | Safe Driving | User Operation



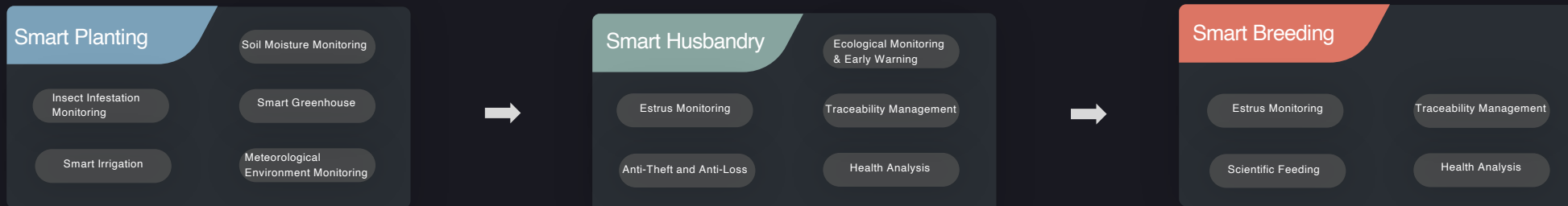
## Smart Travel

Integrated Positioning | Map Service | Smart Car Linkage | Track Playback | Smart Logistics | Smart Parking | Smart Vehicle Type (bus, taxi) | Shared Travel



# IoT Brings a New Form of Digital Agriculture

Tuya **Smart Agriculture** Solutions open up a new pattern of digital agriculture.



## • Cloud Automation Management for Full-Stack Smart Agriculture

Building an agricultural background management platform to realize the intelligent full-stack service capabilities of internal management such as production process planning, park inspection, supervision management, and agricultural investment management.

## • Agricultural Digital Monitoring

Through the Sub1G (LoRa) wireless sensor solutions, a series of digital solutions are created to monitor soil moisture, water quality, and insect infestations, etc.



## Some Cooperative Customers

**RainPoint**  
Smart Irrigation Expert



# In the Post-Epidemic Era, Where is the IoT+ Medical Care Industry Heading?

Tuya **Smart Medical Care** Solutions build up a new healthcare scenario.



## Smart Nursing

- Smart nursing bed
- Infusion monitoring
- Mobile ward round
- Patient positioning



## Smart Sleep

- Strategic lighting
- Environmental control



## Smart Hospital

- In-hospital cold chain
- Vaccine cold chain logistics
- Intelligent emergency vehicle
- Infectious disease prevention & control tracking



## Community and Home Healthcare

- Remote monitoring
- Remote diagnosis & treatment
- Behavior correction
- Smart medicine cabinet

- **Improve Business Efficiency and Service Quality**  
Realize standardized management of medical procedures, and comprehensively improve the efficiency and quality of service.

- **Create Health Diagnosis and Treatment**  
Designed from the needs of the five senses of the human body, provides medical institutions with a fully intelligent immersive diagnosis & treatment solution, integrating intelligent hardware + health diagnosis & treatment + health analysis.

- **Meet Diverse Digital Needs**  
Provide hospitals, medical service institutions, pharmaceutical companies, and medical service platforms with full-stack services that integrate software and hardware, such as smart nursing, smart medical care, and home medical care.



# New Era of Smart Tourism in All Scenarios

Tuya **Smart Tourism** Solutions promote digitization in the tourism industry.



Some Cooperative Customers



Realize the Digitalization of the Tourism Space

Create a series of digital solutions for the scenic spots and accommodation spaces in the tourism industry.

## Smart Hotel

- Self-Check-In
- Intelligent Voice Control for Guests
- Energy Management
- Energy-Saving Scheduling
- Self-Check-Out Invoicing
- Self-Booking

## Smart Scenic Spot Operation

- Smart Parking Management
- Smart Energy-consumption Management
- Passenger Traffic Statistics
- Smart Sanitation

## Scenic Spot Safety

- Smart Warning
- Security Patrol
- Security Monitoring
- Smart Fire Control



Epidemic Prevention

During the epidemic, it can help to reduce crowds and limit exposure by notifying and sending monitoring data reports on the flow of people in scenic spots.

## Smart Service

- Online Shopping Mall
- Self-Service Tour Guide System
- Automated Notifications of Scenic Spots Information
- Marketing Recommendations
- Member Management

# Strong Platform & Channel Capabilities



PBT Brand



7 Billion Global Consumers



# Tuya Smart Global Strategic Committee



Jerry Wang

Founder & CEO



Jeff Immelt

Former Chairman  
and CEO of GE Group



Scott Sandell

NEA Global Management Partner



Carmen Chang

Chairman  
and Head of NEA Asia



Jerome Chevalier

Quadrille Capital Co-founder  
and Partner



Leo Chen

Co-Chairman and President

# Six Global Headquarters Operating Locally



**California**  
North America HQ-Tuya Global Inc.



**Dusseldorf**  
Europe HQ-Tuya GmbH



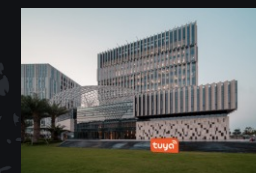
**Tokyo**  
East Asia, North Asia and the Pan Pacific HQ Tuya Japan Co., Ltd



**Medellín**  
South America HQ  
Tuyasmart (Colombia) S.A.S



**Gurgaon**  
Southern-East & South Asia HQ  
Tuya Smart (India)Private Limited



**Hangzhou**  
China HQ-Hangzhou Tuya Information Technology Co.,Ltd



# The Nebula Project

More than 410 brands in 40 countries are Powered by Tuya becoming top IoT brands in their local markets



# DNA Project

Through partnerships, we've helped more than 90 well-known brands, including Lenovo, Haier UHome, Westinghouse, Dialog, etc. to boost their IoT industry influence and promote their smart products globally



Lenovo



KONKA 康佳

Haier



VELUX®



FSL



SKYWORTH  
创维空调

net-core 磊科®

冠林®  
AURINE

# Project Klein

Provide **complete link** support for industry developers and IoT application enthusiasts.





THANKS