

AGENDA

- **INTRODUCTION OF HUAWEI & PETAL ADS**
- **PETAL ADS SUCCESS STORIES**
- **PETAL ADS AN ACCESS TO CHINA**

INTRODUCTION OF HUAWEI & PETAL ADS

HUAWEI IS TRYING TO BUILD A MORE CONNECTED WORLD

207,000
Employees



170+
Countries & regions



55%
R&D employees



No. 5
In R&D investment



No. 89
On Fortune Global 500



CONSUMER BUSINESS GROUP

SERVING GLOBAL END CONSUMERS

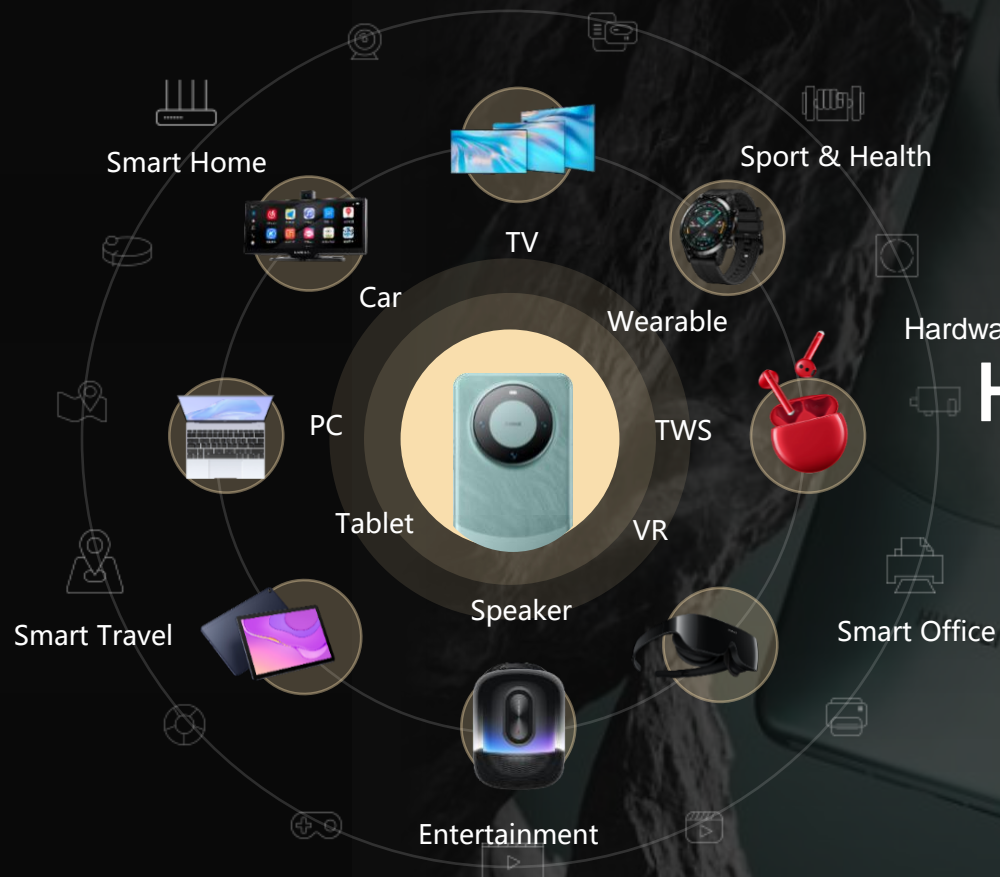
CARRIER BUSINESS GROUP

SERVING GLOBAL CARRIERS

ENTERPRISE BUSINESS GROUP

SERVING GLOBAL ENTERPRISES CUSTOMERS

LEADING SMART-DEVICE MARKETING PLATFORM EMPOWERED BY HUAWEI TECHNOLOGIES & ECOSYSTEM



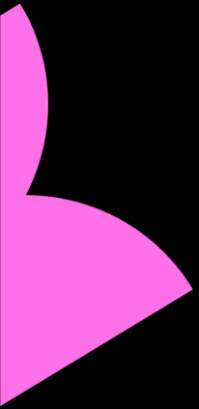
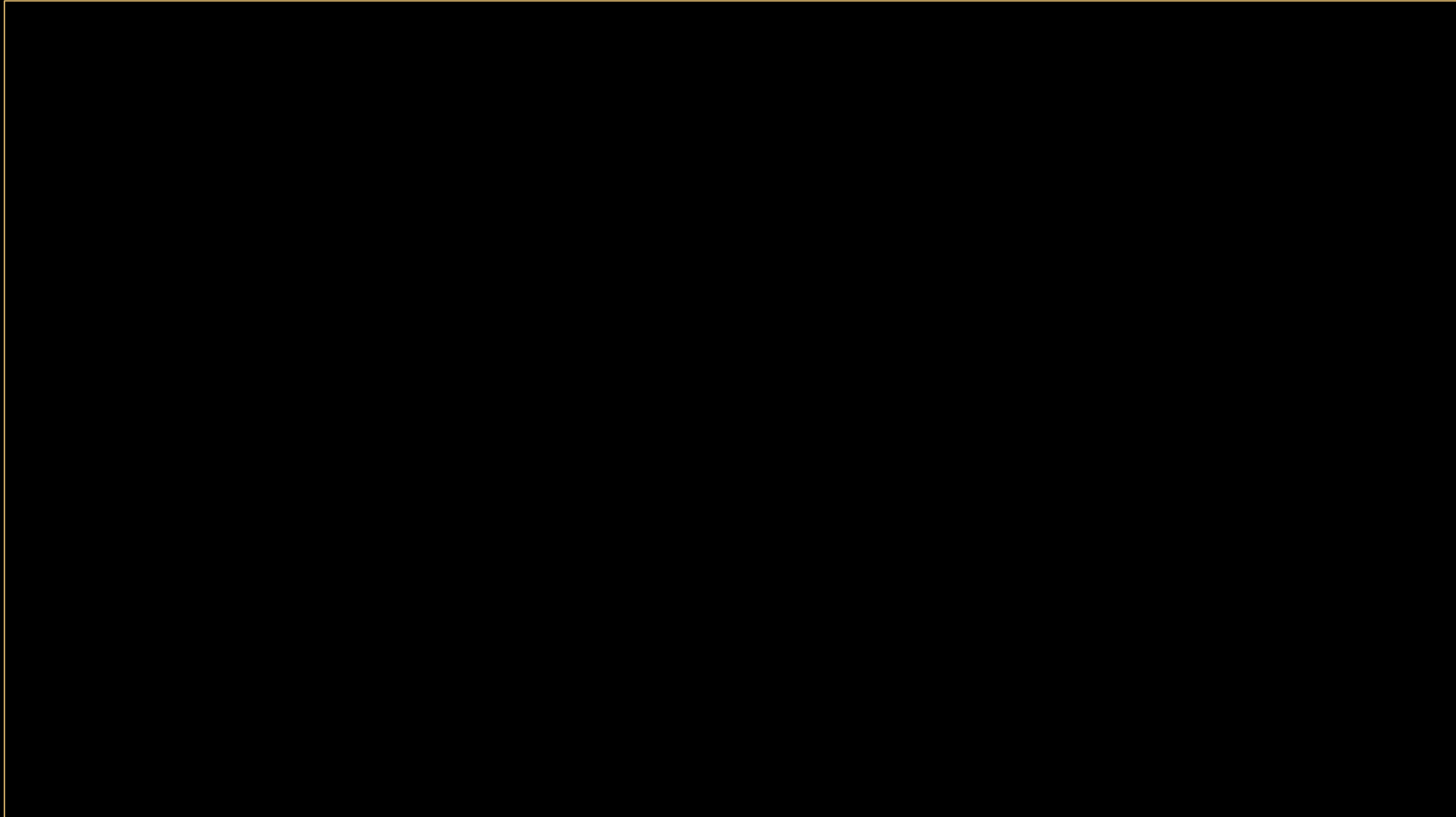
Hardware software Cloud

HarmonyOS



1+8+N All Scenario Touch Points
10+ Apps MAU more than 100M

INTRODUCING-PETAL ADS

























PETAL ADS MEDIA : PREMIUM TRAFFIC DRIVES USER GROWTH



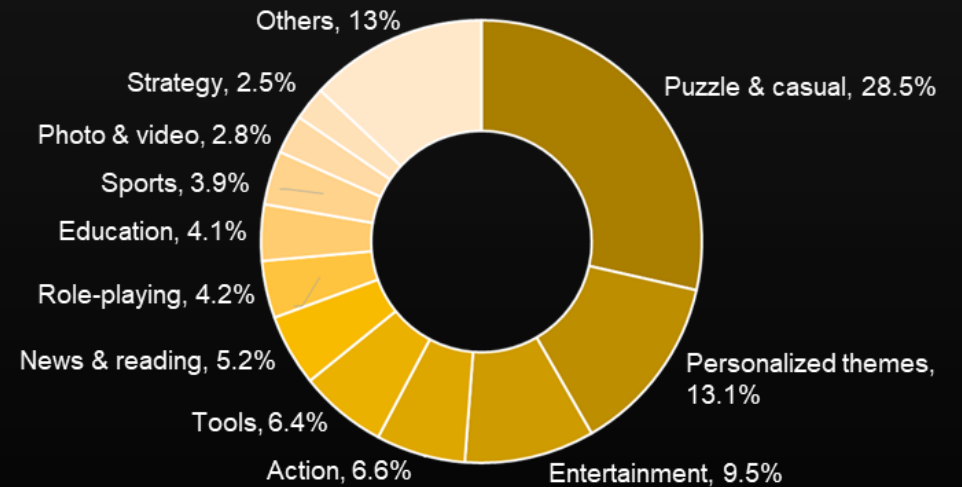
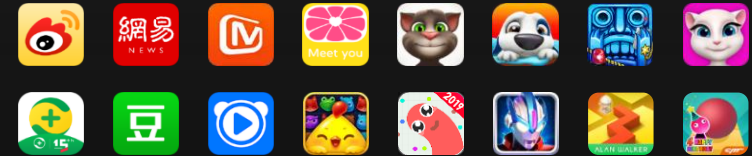
Huawei media:

Abundant Huawei own apps with over 50 million MAU

 AppGallery 580 million	 Browser 380 million	 Assistant 370 million	 Video 240 million			
 Music 230 million	 Books 100 million	 Themes 120 million	 Petal Search 70+ Language supported			
 Weather	 Skytone	 Wallet	 VIP	 Broadcast	 Health	 Game
 Vision	 AI Search	 Celia	 AI Voice	 Life Service	 VMALL	 Petal Clip

Third-party media:

Numerous apps with millions or 10s of millions of MAU



Petal Ads cooperative media ecosystem

PETAL ADS PRECISE TARGETING & EFFICIENT REACH



Basic tags

- Demographic attributes: gender, age, location, and visitor
- Advanced attributes: academic degree, income
- Device info: high-end models of the Mate and P series

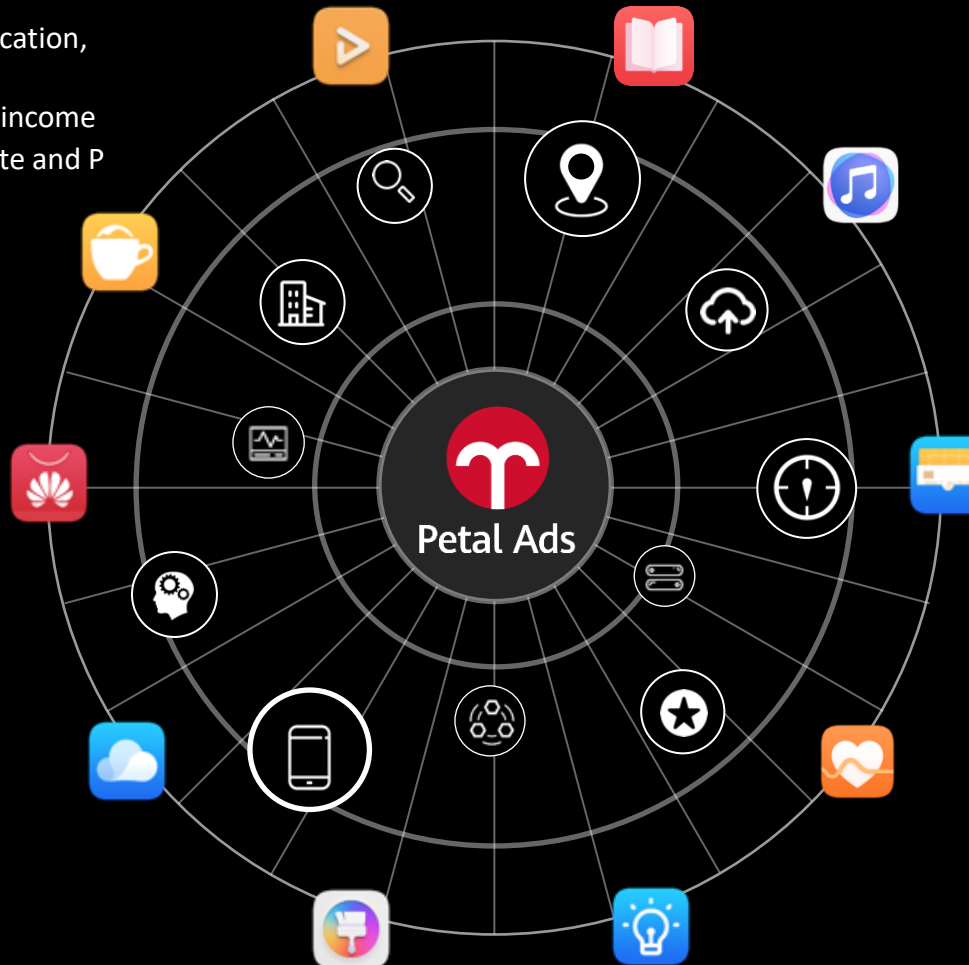
Behavioral tags

- Frequently used apps: tourism, hotel, and other apps
- Searches: hotel-, business trip-, travel-related words, etc.

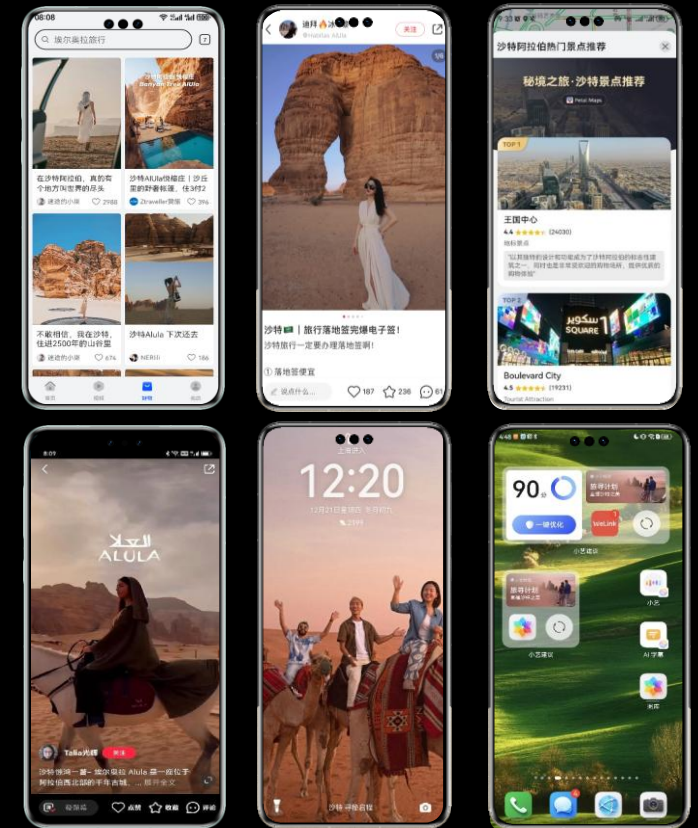
Custom tags

- Industry-specific custom audience:
- High-spending users/Tourism fans/Car owners/Luxury lovers/Travel photography fans/Travel influencers

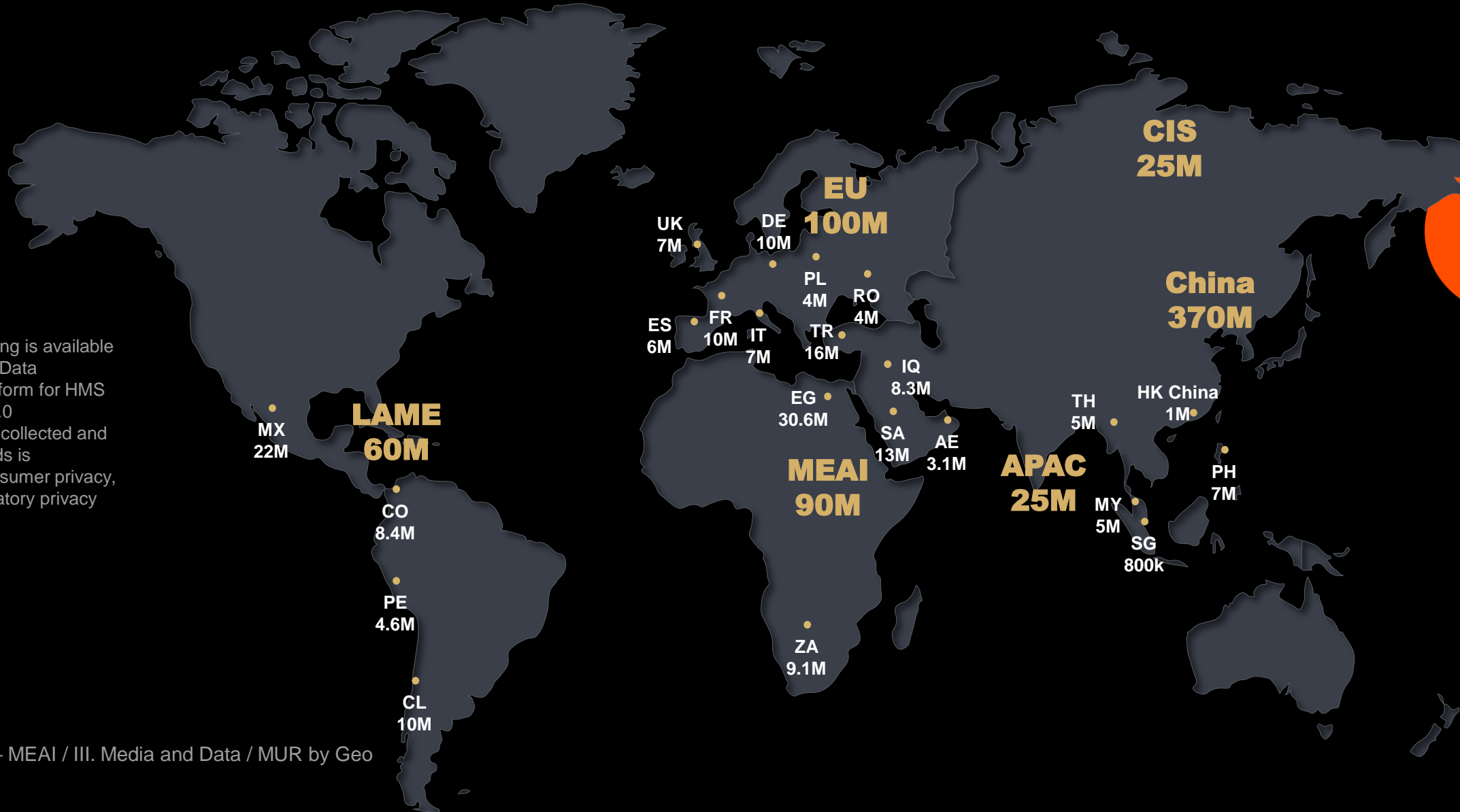
More tags.....



Various Ads formats



PETAL ADS GLOBAL REACH USERS



*Data for advertising is available from Huawei Ads Data Management Platform for HMS device version +4.0. All first party data collected and stored by Petal Ads is consented for consumer privacy, following all regulatory privacy legislations.

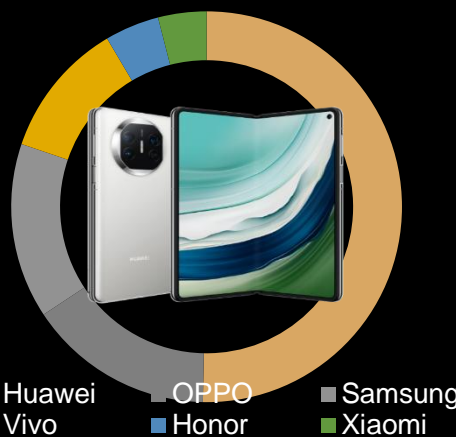
WHY HUAWEI PETAL ADS

[Reason I: High-value Users Base]

HUAWEI IS THE TOP CHOICE OF HIGH-END CONSUMERS IN CHINA



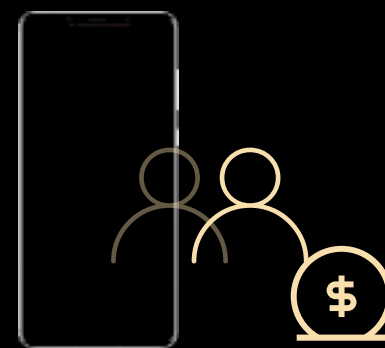
730 million+
Global MAUs of Huawei devices



NO.1
Foldable phone market share: 50.9%



320 million+
HarmonyOS-powered devices



115 Million
Paying users

[Reason III: Marketing & Branding Consultancy]

HUAWEI HAVE BEST PRACTICES ON BUILDING UP A PREMIUM BRAND



[Reason III: Marketing & Branding Consultancy]



EMBRACE THE GLOBAL MARKET & REIMAGINING LOCAL INNOVATION

[DUBAI]
AIRLINE

United
Emirate



[SPAIN]
ATTRACTIONS

Casa
Batlob



[SINGAPORE]
EDUCATION

Lezhongdal
Consultancy



[THAILAND]
SHOPPING

King
Power



[Reason IV: Beyond Ads Solution]



MAKING CO-BRANDING EVENTS IN TOP CITIES BETWEEN BRANDS & HUAWEI FLAGSHIP STORES



Shanghai Nanjing East Road



Beijing Wangfujin Street



Shanghai Taikoo-Li



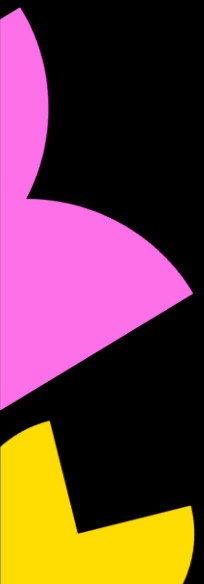
Shenzhen Mixc World



Tier 1-2 City Coverage

[Reason IV: Beyond Ads Solution]

THE CO-BRANDING AND PRODUCT INNOVATION POSSIBILITIES





[Reason IV: Beyond Ads Solution]

ESPORTS – APP GALLERY CUP



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[Reason IV: Beyond Ads Solution]

MULTI-DEVICE COLLABORATION



Watch

Celia

EV Car

Smartphone

Huawei Selection helps announce big news from Emirates

PETAL ADS SUCCESS STORIES

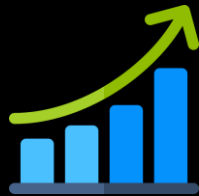
PARTNERSHIP WITH ALINMA PAY



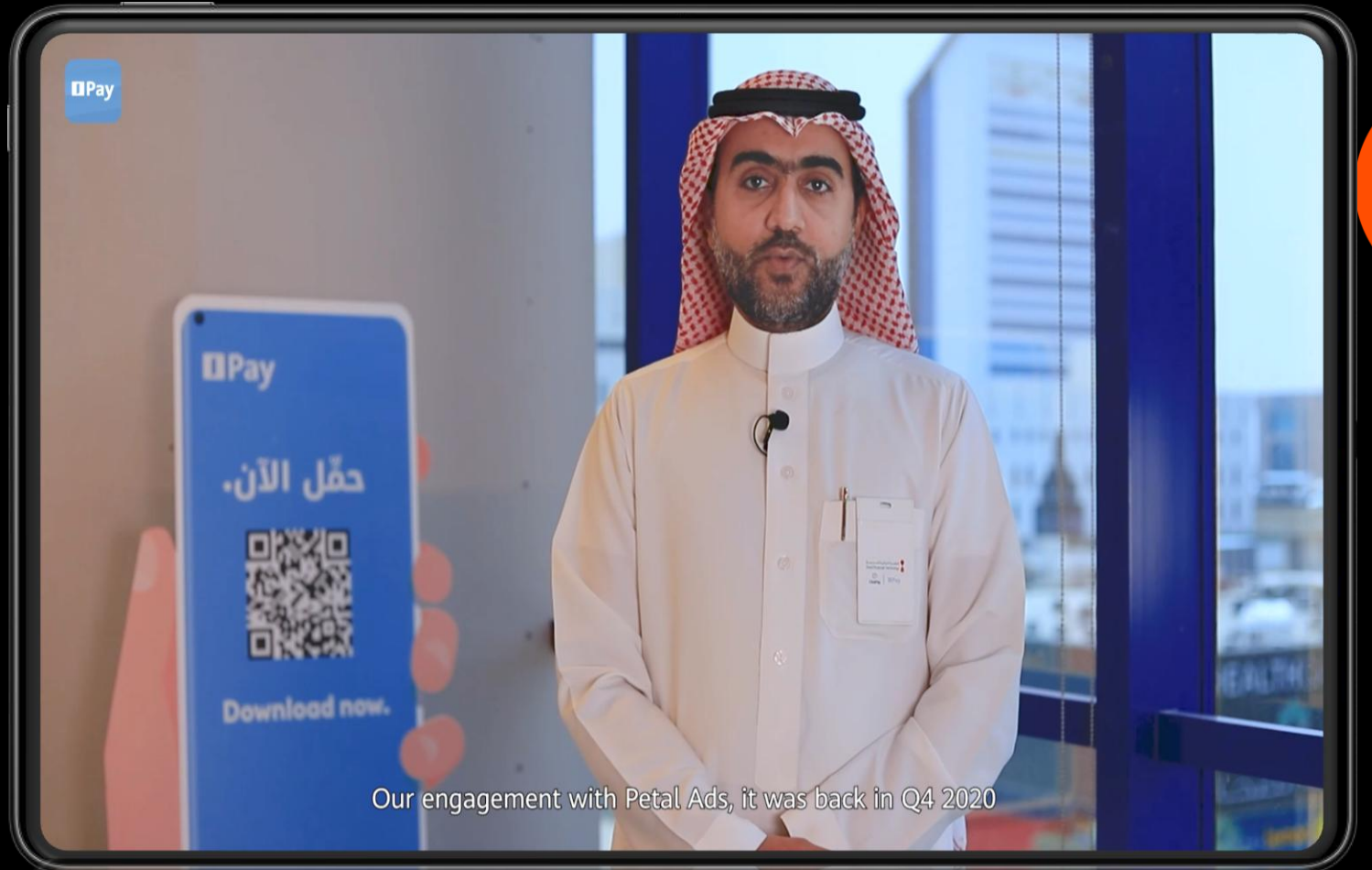
13K+
Events



200K+
Downloads



500 Times
Growth Downloads



Our engagement with Petal Ads, it was back in Q4 2020

PARTNERSHIP WITH VIU

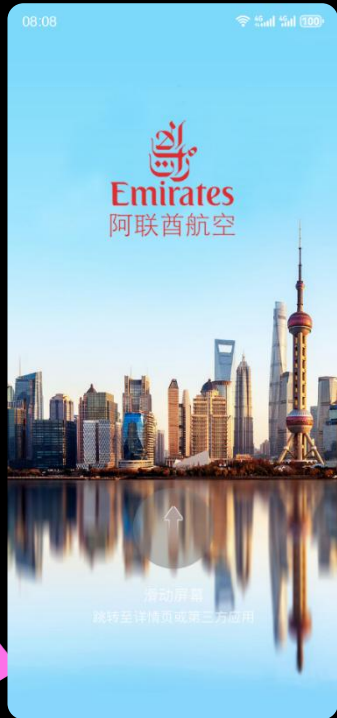


PETAL ADS AN ACCESS TO CHINA



SUPER BRAND DAY TO INTRODUCE EMIRATES "INNOVATION"

Splash



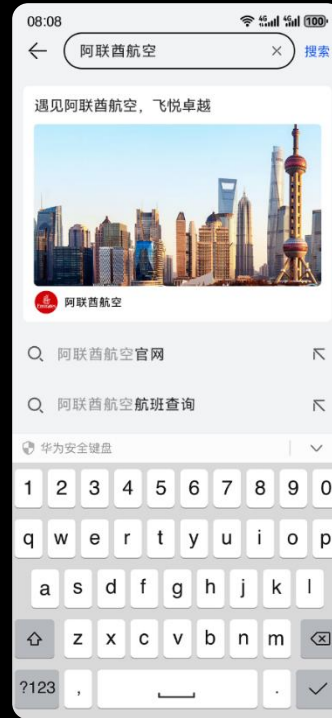
Background



Theme Page



Branding Search



Newsfeed



HNC



ENGAGE HIGH POTENTIAL TRAVEL AUDIENCES THROUGH HUAWEI PHOTOGRAPHY CONTEST

神秘的阿拉伯
晒出你的沙特照片 赢取豪礼

一千零一夜中的奇幻异域
穿梭古往今来的文明古国
沙漠狂飙、海洋生机、都市奢享、人文共融
通过手机镜头，多维度揭秘沙特阿拉伯的别样之美

活动1 行摄沙特美
活动时间：2023.11.17-2023.12.31

用华为手机拍摄沙特阿拉伯美景
分享照片背后的故事
有机会赢HUAWEI Mate 60系列奖品

立即参与

The advertisement features a central smartphone displaying the contest details. The phone screen shows the title '神秘的阿拉伯' (Mysterious Arabia) and the goal '晒出你的沙特照片 赢取豪礼' (Share your Saudi photos to win prizes). Below this, it describes the contest theme: '一千零一夜中的奇幻异域' (Magical异域 in the 1001 Nights), '穿梭古往今来的文明古国' (Traveling through ancient and modern civilizations), and '沙漠狂飙、海洋生机、都市奢享、人文共融' (Desert adventures, ocean vitality, urban luxury, and cultural fusion). The contest is titled '活动1 行摄沙特美' (Activity 1: Travel Photography in Saudi Arabia) and runs from November 17, 2023, to December 31, 2023. It encourages users to '用华为手机拍摄沙特阿拉伯美景' (Use a Huawei phone to capture Saudi Arabia's beauty) and '分享照片背后的故事' (Share the stories behind the photos). A call to action '立即参与' (Join Now) is prominently displayed. The background of the entire advertisement is a collage of various photographs showcasing Saudi Arabia's diverse landscapes, architecture, and culture, including the Sphinx, the White Mosque, and various urban and desert scenes.

MARKETING CAMPAIGN FOR SAUDI TOURISM AUTHORITY



TAILORED HUAWEI FLAGSHIP STORE WITH DESTINATION EXPERIENCE



KOL Sharing



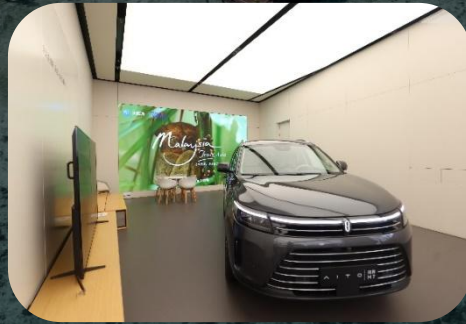
Smart TV Display



Outdoor OOH



Brand Lovers F2F



In-store display



Event Set-up



Video Livestream and Press Release

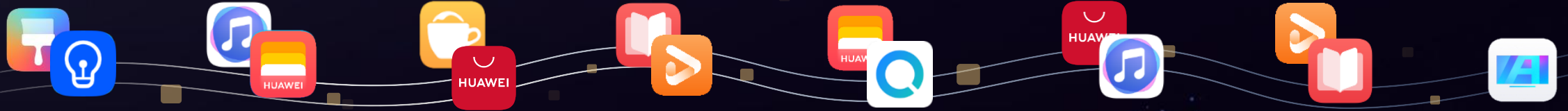
ADVERTISEMENT DISPLAYS AS ON-DEVICE SERVICE FOR BRANDING

Open the apps and see **Continuous Splash**

Browse the daily news and see **In-feed**

Find official Huawei recommendation **Thru Huawei Selection**

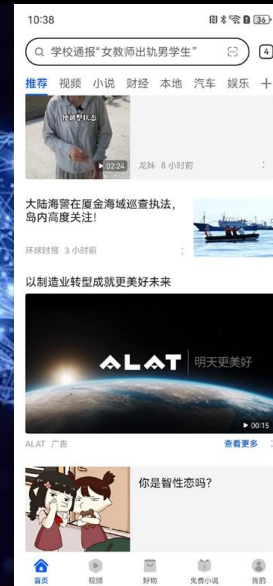
Search and find Alat!



Emphasize your Brand

Emphasize your Brand

Attract audience to know more



BRING LEGACY TO MODERN AUDIENCE IN CHINA MARKET



Cross-services
Splashscreen



Customized
Landing Page



Official Offers &
Payment Page



Smart TV
Video Ads

HUAWEI HAS WON NUMEROUS CUSTOMER TRUST



THANKS