

Infinix

2025



Introduction



Introduction



FASTCOMPANY



THE FUTURE IS NOW_



Infinix is a trendy tech brand under Transsion Holdings, built for young consumers with a bold value proposition: “Enjoyment Beyond Expectations.”

Beyond smartphones, Infinix has expanded its product portfolio to include TWS earbuds, smartwatches, laptops, tablets, smart TVs, and more—building a comprehensive ecosystem of smart devices. Today, Infinix products are available in over 70 countries and regions worldwide, including Africa, Latin America, the Middle East, South Asia, and Southeast Asia.



Who are our target users?

Age :
18 to 30 years old
GEN-Z

Occupation:
University students
Workplace newcomers
Entry-level professionals
Young entrepreneurs
Young gamers

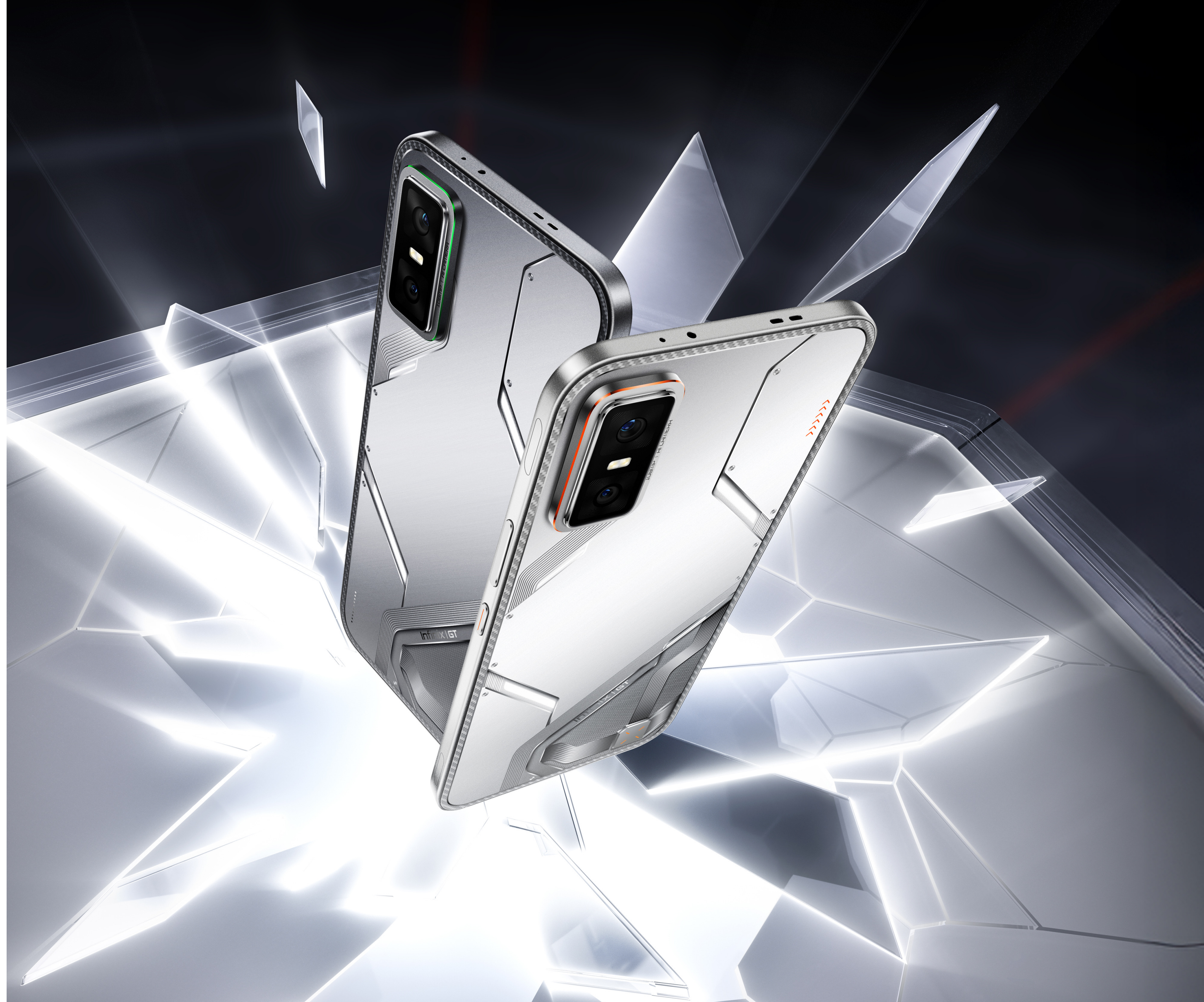
Personality labels :
Unique
Creative
Forward-thinking
Present-focused
Self-expression
Trend-conscious
Tech-savvy
Practicality-focused
Intelligent lifestyle

Enjoyment Beyond Expectations



Brand Keywords

TECH





Brand Keywords

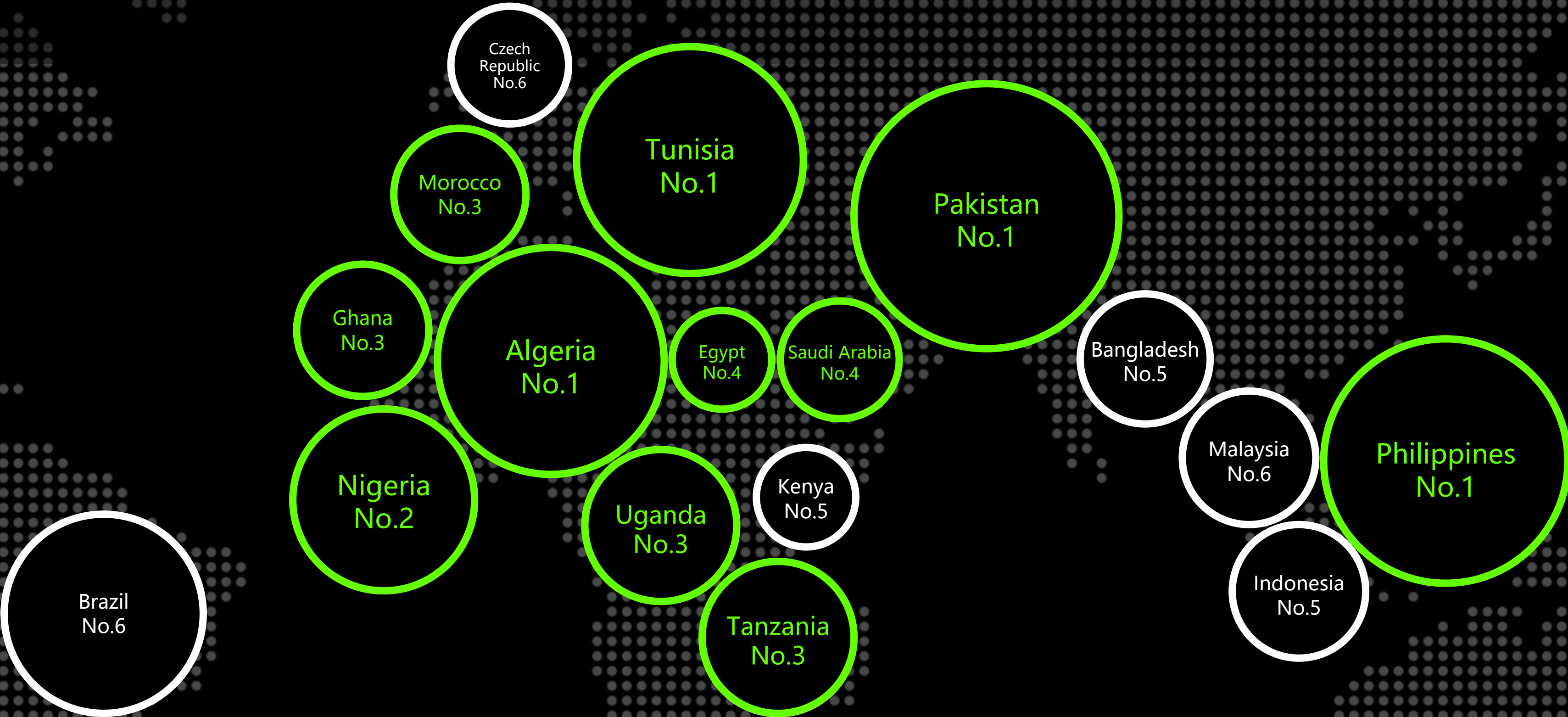
HAPPY

Brand Keywords

INNOVATION



Infinix Regional Smartphone Market Share Ranking in 2024



08

Regions

70+

Countries

* Data source for Ranking:
IDC Worldwide Mobile Phone Tracker, 4Q 2024 (using Brand field)

* Data source for the number of region&country:
Infinix Internal Report

Word Of Mouth



"Infinix has taken a bold stride forward with its NOTE 50 Series -a comprehensive lineup designed to make AI both accessible, and genuinely practical."



"Infinix always brings value —100x periscope,100w fast charge,144Hz AMOLD, and AI, all under \$400.This thing is flying"



"A lens capable of up to 100X zoom with 6X lossless image quality, all while remaining slim and lightweight — it's a breakthrough for phones under \$500."



"Infinix is taking cues from competitive mobile players — and delivering features they can actually use out of the box."



"From stable high frame rates to smart controls, the GT 30 Pro is our most complete gaming flagship yet — battle-tested in international esports tournaments. It truly lets players Outplay the Rest."



"The HOT 50 Pro+ is even thinner than that offering, coming in at an impressive 6.8mm – the thinnest in the world as a matter of fact!"



Major Awards



2024

The World's
Most Innovative
Companies

FASTCOMPANY

Fast Company

The World's Most Innovative Companies
the only smartphone brand topped the
chart in the Asia Pacific Sector



Kantar BrandZ

Top 50 Chinese Global Brand Builders 2024
Top 50 Chinese Global Brand Builders 2023
Top 20 BrandZ Rising Stars 2022

Global Top Brands

2023-2024 Most Innovative Mobile Phone
Brand Award

Reddot Design Award

GT 10 Pro (2023)
NOTE 30 VIP (2023)

European Product Design Award

ZERO 30 5G & 4G : Winner in CONSUMER ELECTRONICS (2023)

CMF Design Award

NOTE 30 VIP: CMF GOLD AWARDS 2023
GT 10 Pro: CMF DESIGN 2023
ZERO 20: BEST INNOVATION AWARD 2022
Concept Phone 2021: SUPREME GOLD AWARD 2021

IF Design Award

NOTE 30 VIP (2023)
ZERO 8 (2021)
NOTE 10 Pro (2021)

Paris Design Award

NOTE 30 (2023)

A' Design Award

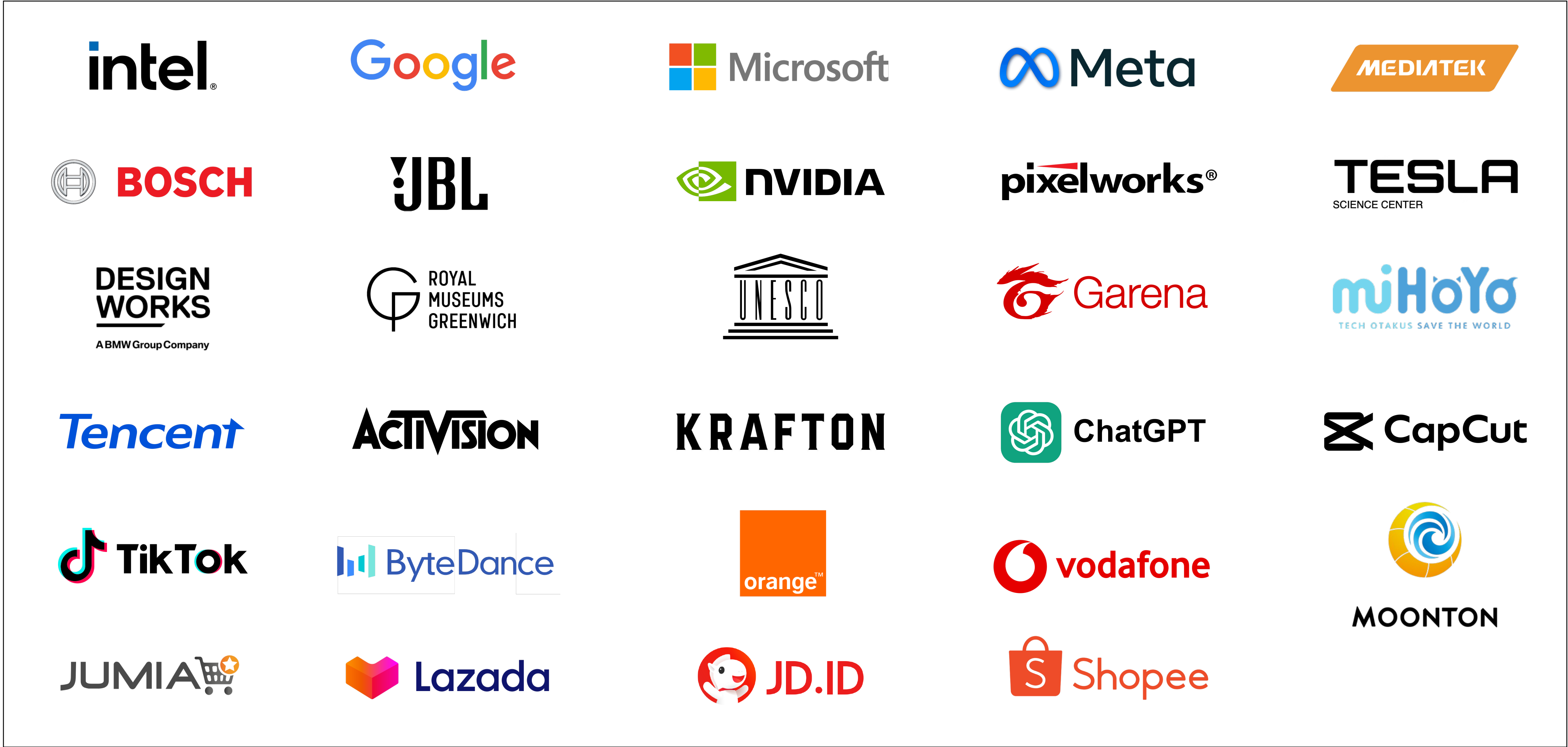
HOT 30S (2023)



Asian Telecom Awards 2022

Infinix Concept Phone 2021:
Top Spots in Technology Innovation of the Year
ZERO X Serie:
Marketing & Brand Initiative of the Year

Partners



Partners



Cooperative Game IP





Brand Portfolio



Product Lineup

01



NOTE Series

All-Round Performance
Iconic Design

02



GT Series

Superior Gaming Experience
Cyber Mecha Design

03



HOT Series

Slim, Stunning, Strong

04



SMART Series

All the Essentials that You Need

NOTE Series

All-Round Performance
Iconic Design



As the flagship product line of Infinix, the **NOTE Series** represents the pinnacle of the brand's innovation, design, performance, and craftsmanship. Featuring cutting-edge technologies, advanced AI capabilities, and premium global collaborations, **NOTE Series** is built for elite users who seek a smart, refined experience that reflects both status and style.

GT Series

Superior Gaming Experience
Cyber Mecha Design

Crafted for passionate gamers, the Infinix **GT Series** is built to meet the demands of mid-to-heavy gaming users.

Featuring a distinctive design and a striking visual identity, the **GT Series** fuses industry-leading technologies with pro-level gaming standards.

Through strategic collaborations with top gaming IPs, Infinix continues to expand its presence in local markets—delivering an immersive, ultra-smooth gaming experience to more players than ever.



HOT Series

Slim, Stunning, Strong

Designed for young trendsetters, the Infinix **HOT Series** is a stylish smartphone line that redefines tech aesthetics through bold colors and an ultra-slim profile.

Combining vibrant design with powerful all-around performance, the **HOT Series** is the go-to choice for youth seeking both style and substance in a smartphone.



SMART Series

All the Essentials that You Need



Tailored for first-time users, the Infinix **SMART Series** is the brand's entry-level smartphone line. It pairs a fresh, modern look with a large display, enhanced audio, and long-lasting battery life. Built for reliability and everyday durability, **SMART Series** is the perfect entry point for young users stepping into the world of smart technology.

Innovative Technology

Electrochromic-Integrated Light Effect System



The industry's first-of-its-kind ultra-stylish appearance technology integrates an electrochromic integrated light effect system. This enables the phone's back panel to rapidly switch from a plain color mirror glass state to a dynamic mech-anoid image, providing an unprecedented visual experience and immersion.



Solar Energy Reserving Technology

Infinix's first intelligent mobile device energy storage solution. By deeply integrating perovskite photovoltaic materials with AI algorithms, it enables efficient capture, intelligent storage and precise allocation of indoor and outdoor light sources through AI algorithms, providing users with all-day, all-scenario intelligent battery life experiences.

Innovative Technology

Infinix globally debuted self-developed industry-leading technologies, including:

E-Color Shift Technology



Extreme-Temp Battery

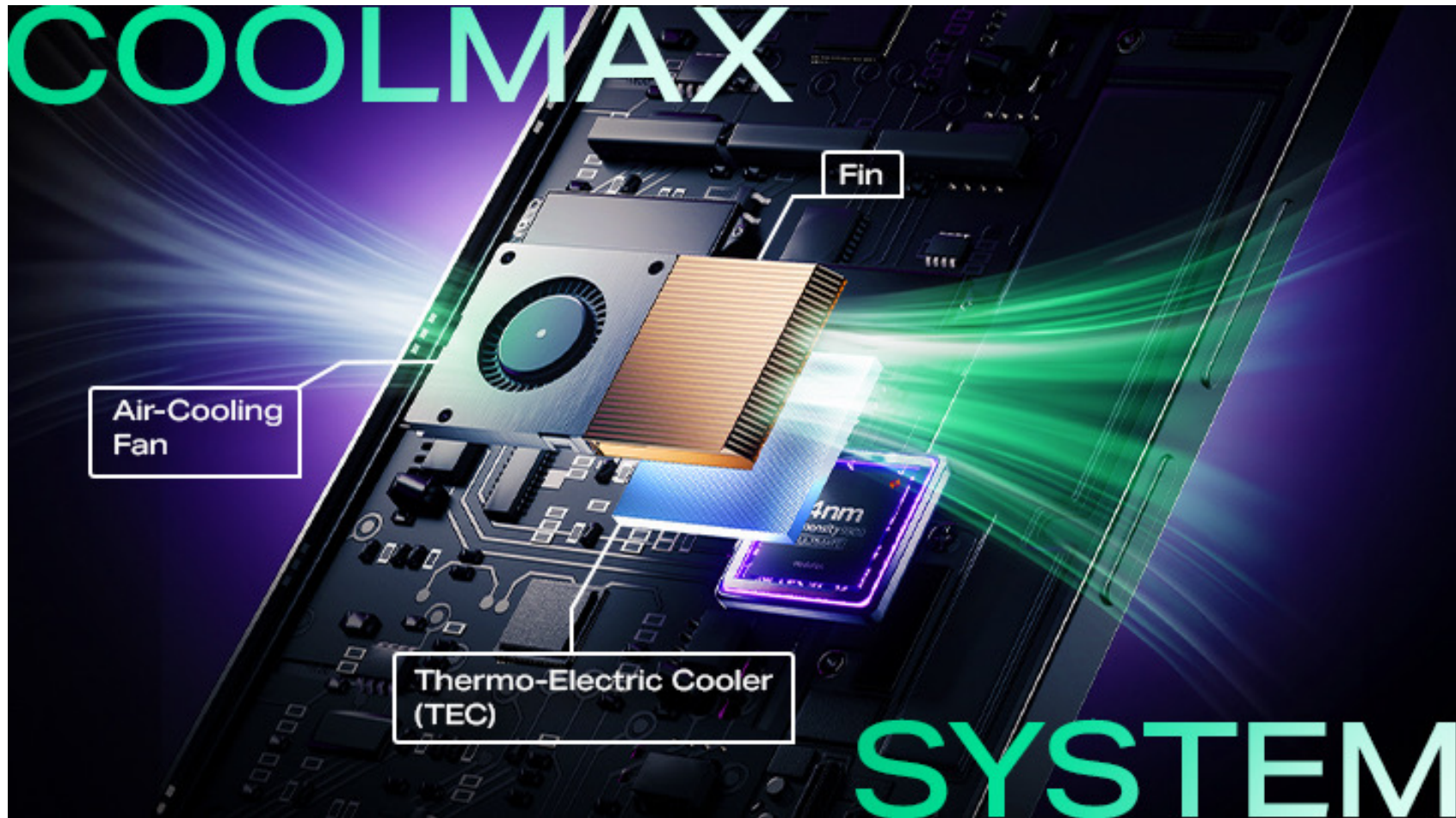


AirCharge Technology

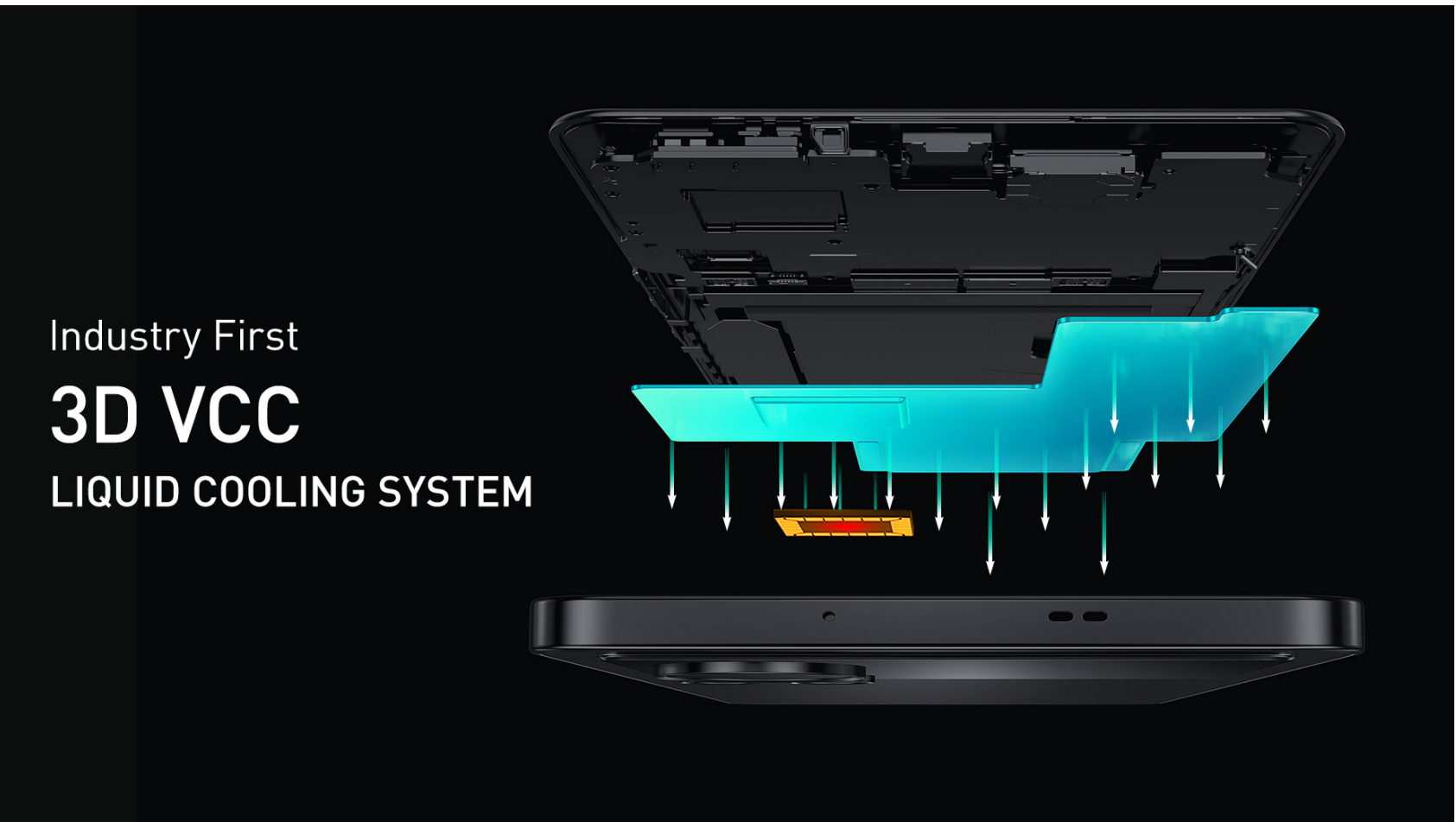


Innovative Technology

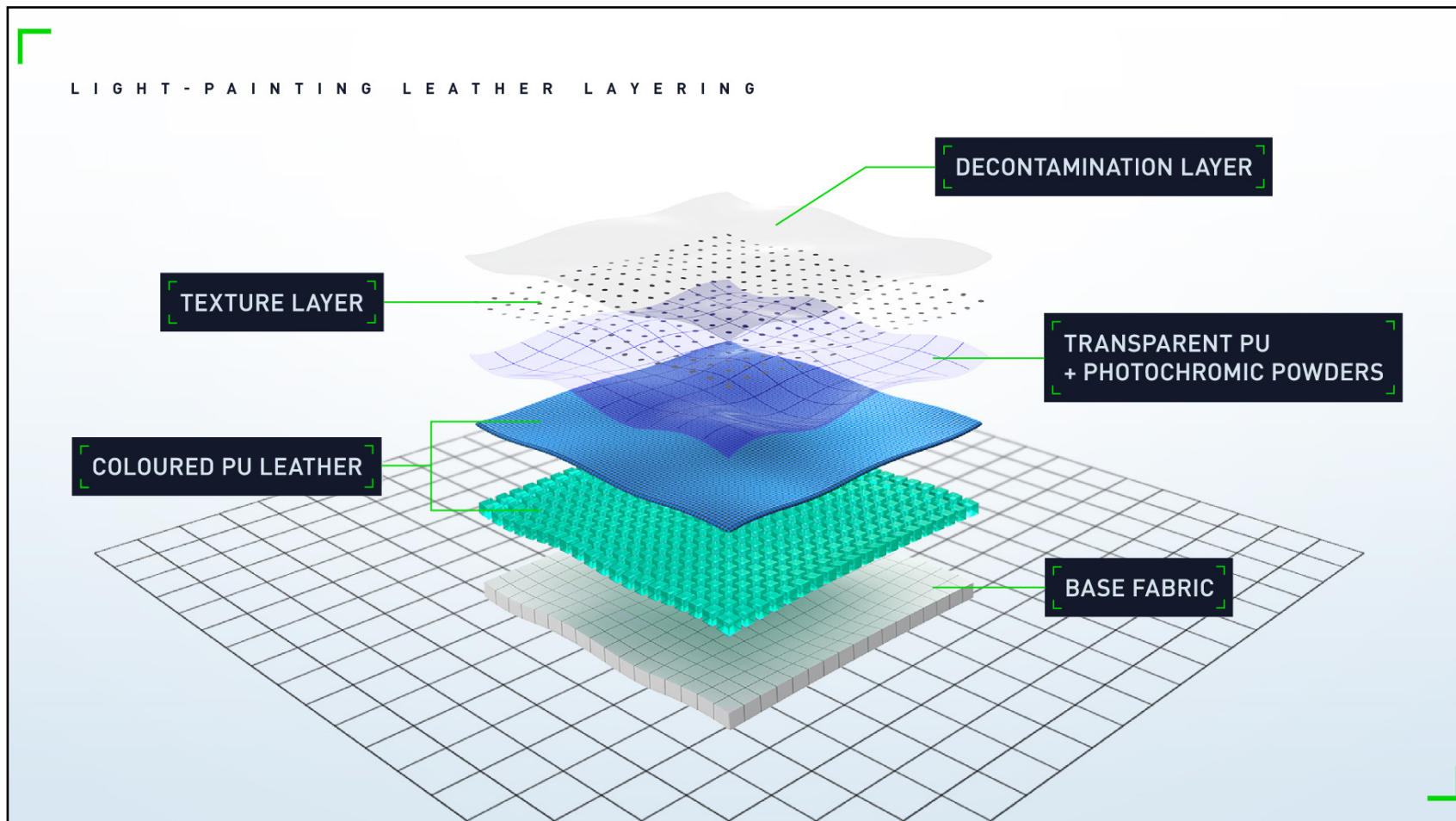
CoolMax System



3D Vapour Cloud Chamber Liquid Cooling Technology



Light-Painting Leather Technology



260W&110W Wireless All-Round Fast Charge Technology



OUR VISION

AI for Fun

Create an "AI" tailored specifically
for young people
Let all young people experience
the boundless fun of AI

FUN

Seamless Upgrades

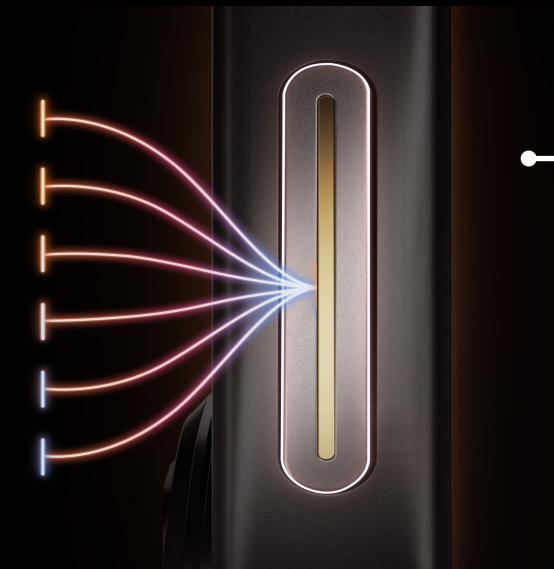
Agile Iterations

Early Access to Innovations

Fun for Game
XBoost. Refine Gamified AI

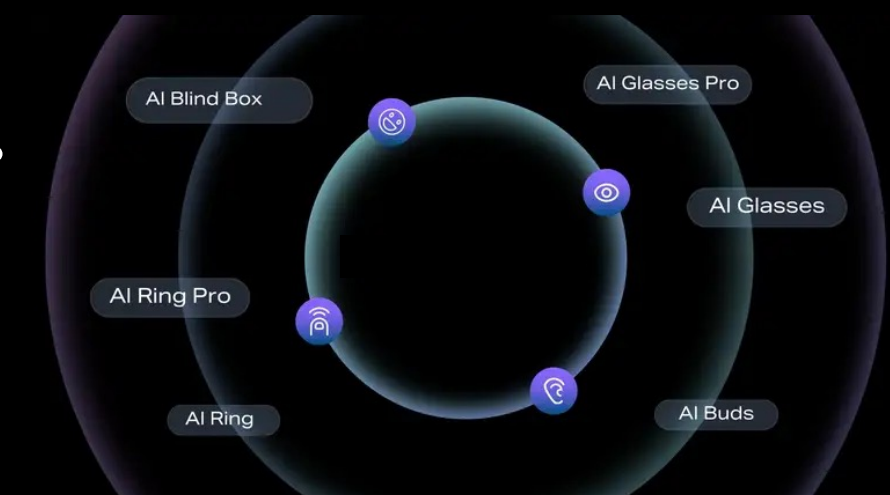


Watch Videos
Read News
Take Photos
Plan Trips
Explore Activities
Chat Online



Fun for All People
One-Tap. Infinite Possibilities

Fun for All Devices
AIOT Senses Extended



Multiple Awards



MWC



Gadgety Awards **"Best of MWC 2025"**
- SolarEnergy-Reserving -
- E-Color Shift 2.0 -



TechnoWize **"Best of MWC 2025"**
- SolarEnergy-Reserving -



Android Headlines **"Best of MWC 2025"**
- SolarEnergy-Reserving -



The Shortcut **"Best of MWC 2025"**
- SolarEnergy-Reserving -



Android Authority **"Best of MWC 2025"**
- SolarEnergy-Reserving -
- E-Color Shift 2.0 -



Trusted Reviews **"Best in Show MWC 2025"**
- SolarEnergy-Reserving -
- E-Color Shift 2.0 -



Gadget Match **"Best of MWC 2025"**
- SolarEnergy-Reserving -



Ubergizmo **"Best in Show MWC 2025"**
- SolarEnergy-Reserving -



Geekspin **"Best of MWC 2025"**
- E-Color Shift 2.0 -



Exhibit Tech **"Best in Show MWC 2025"**
- SolarEnergy-Reserving -
- E-Color Shift 2.0 -



Stuff.tv **"Best of MWC 2025"**
- SolarEnergy-Reserving -
- E-Color Shift 2.0 -



Beebom **"Best in Show MWC 2025"**
- SolarEnergy-Reserving -
- E-Color Shift 2.0 -



Global Game IP Co-branding



NOTE 50 Series & Honkai: Star Rail



NOTE 50 Series & PUBG MOBILE



NOTE 50 Series & Free Fire



GT 20 Pro & PMGC



GT 20 Pro & KIS S3



GT 30 Series & MLBB



GT 30 Series & ROV

Infinix



**DESIGN
WORKS**

A BMW Group Company

NOTE50 SERIES

**RACING
EDITION**



OS

AIoT Lineup

OS



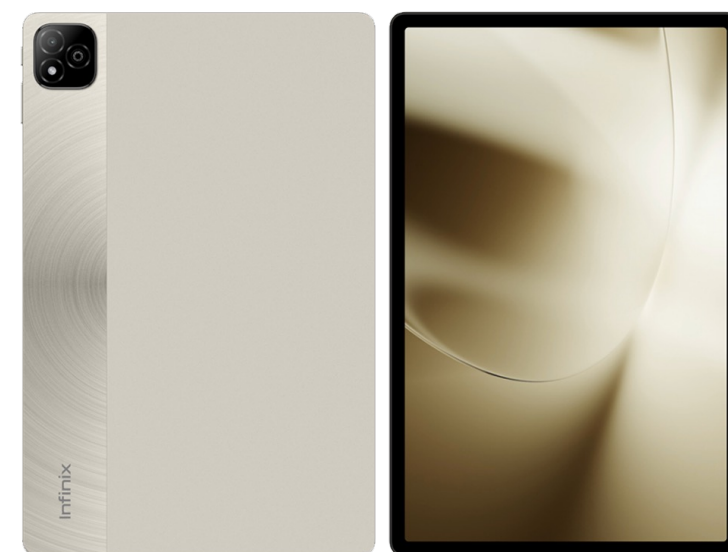
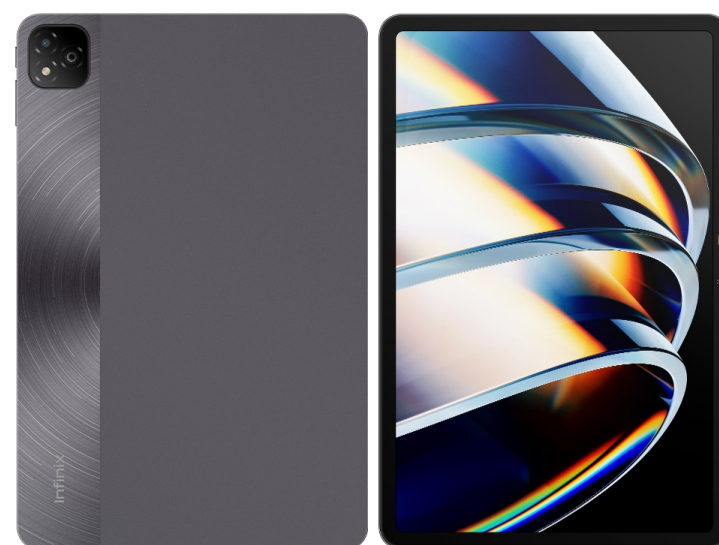
AIOT

AI Buds / AI Ring / AI Glasses Accessories
TWS / OWS Smart Earphones
Smart Watch/Smart bracelet
Powerbank



LAPTOP

ZEROBOOK SERIES
GTBOOK SERIES
INBOOK AIR SERIES
XBOOK SERIES
INBOOK X/Y SERIES



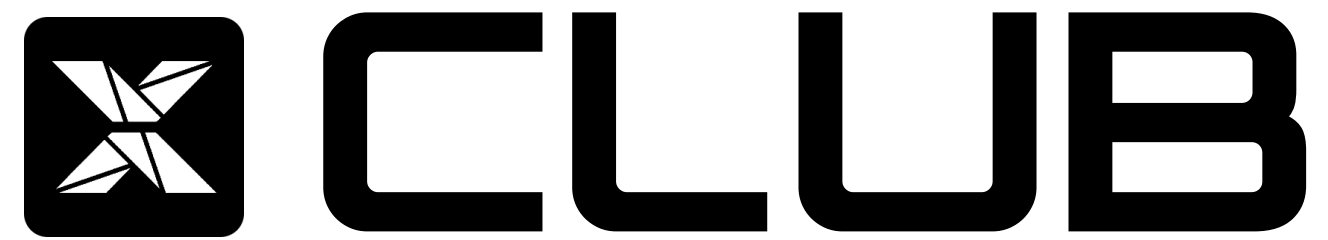
PERSONAL / FAMILY

AI PAD
GT PAD
XPAD SERIES
SMART TV SERIES

04

Business Ecosystem

04



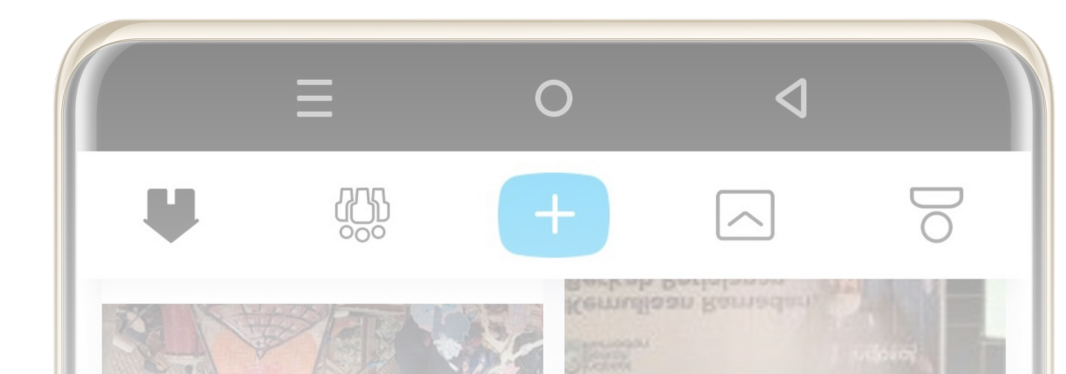
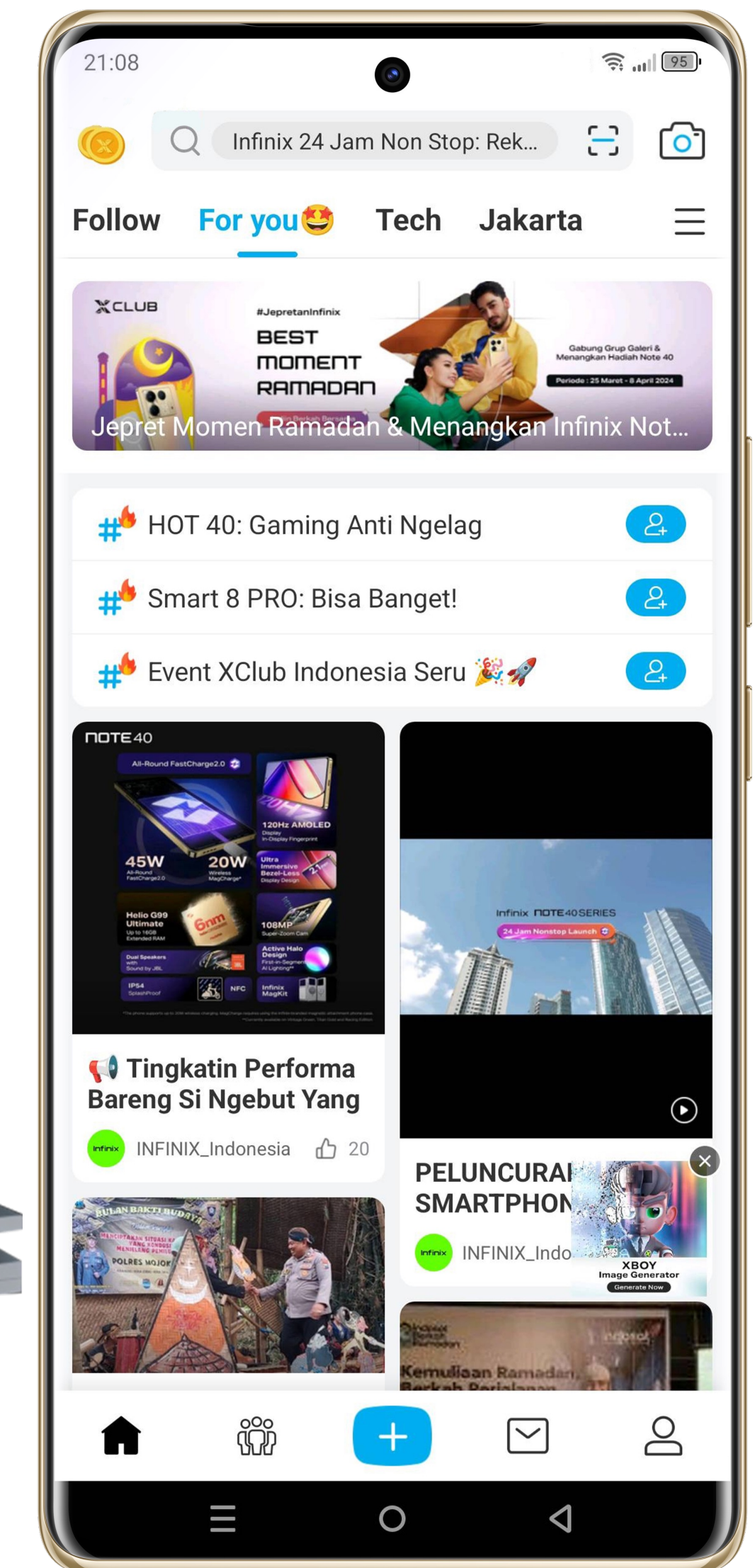
Global Comunity

XClub is a global community app created by Infinix for their fans to connect and engage with the brand.

It caters to users worldwide who are passionate about Infinix and their products.

The app serves as a hub for Infinix news, updates, and exclusive events. It offers a unique platform for users to share knowledge, experiences and insights. The vision for **XClub** is to create a cohesive community that fosters a strong relationship between Infinix and their fans.

XClub is now available in 18 countries and currently has 24 million monthly active users and nearly 9 million registered users.



Infinix has cultivated a strong global fanbase and hosts regular online and offline events to provide early access to new products and technologies, as well as diverse interest groups such as gaming, vlogging, music, and sports, providing fans with ample opportunities to participate.



This has helped to establish the brand's identity as a technology-focused and stylish brand among its fans.



Tech Fans Workshop

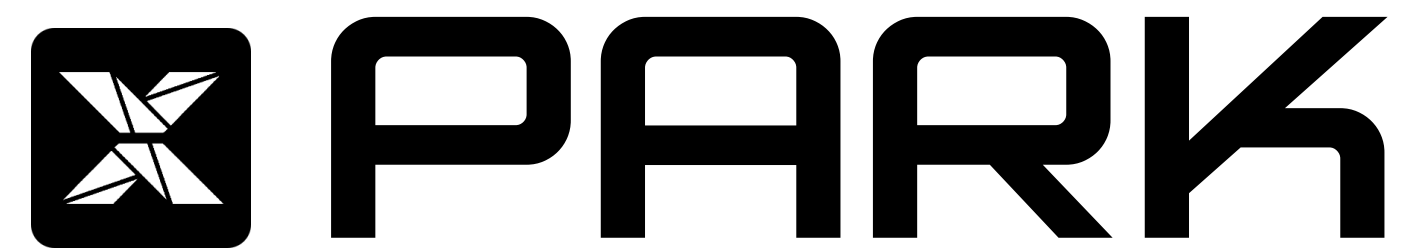
Class By Photographer

Fans City Meeting

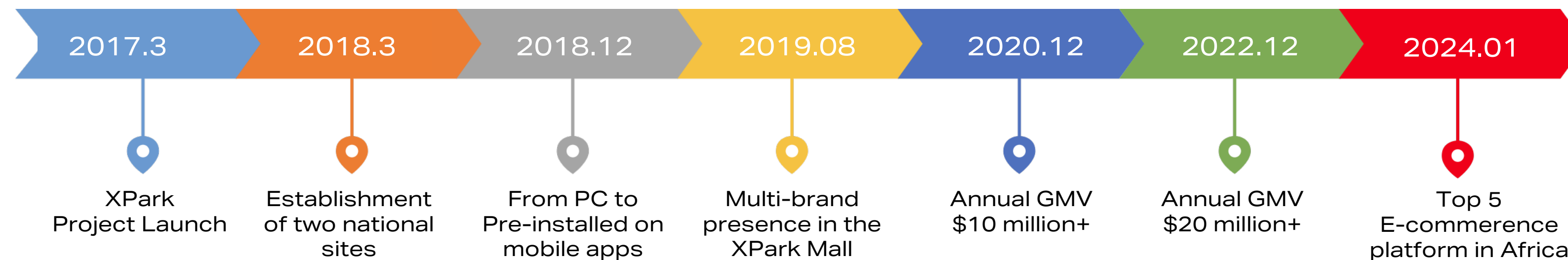
BA&Fans Meet up

Fans Festival

Global Fan Festival



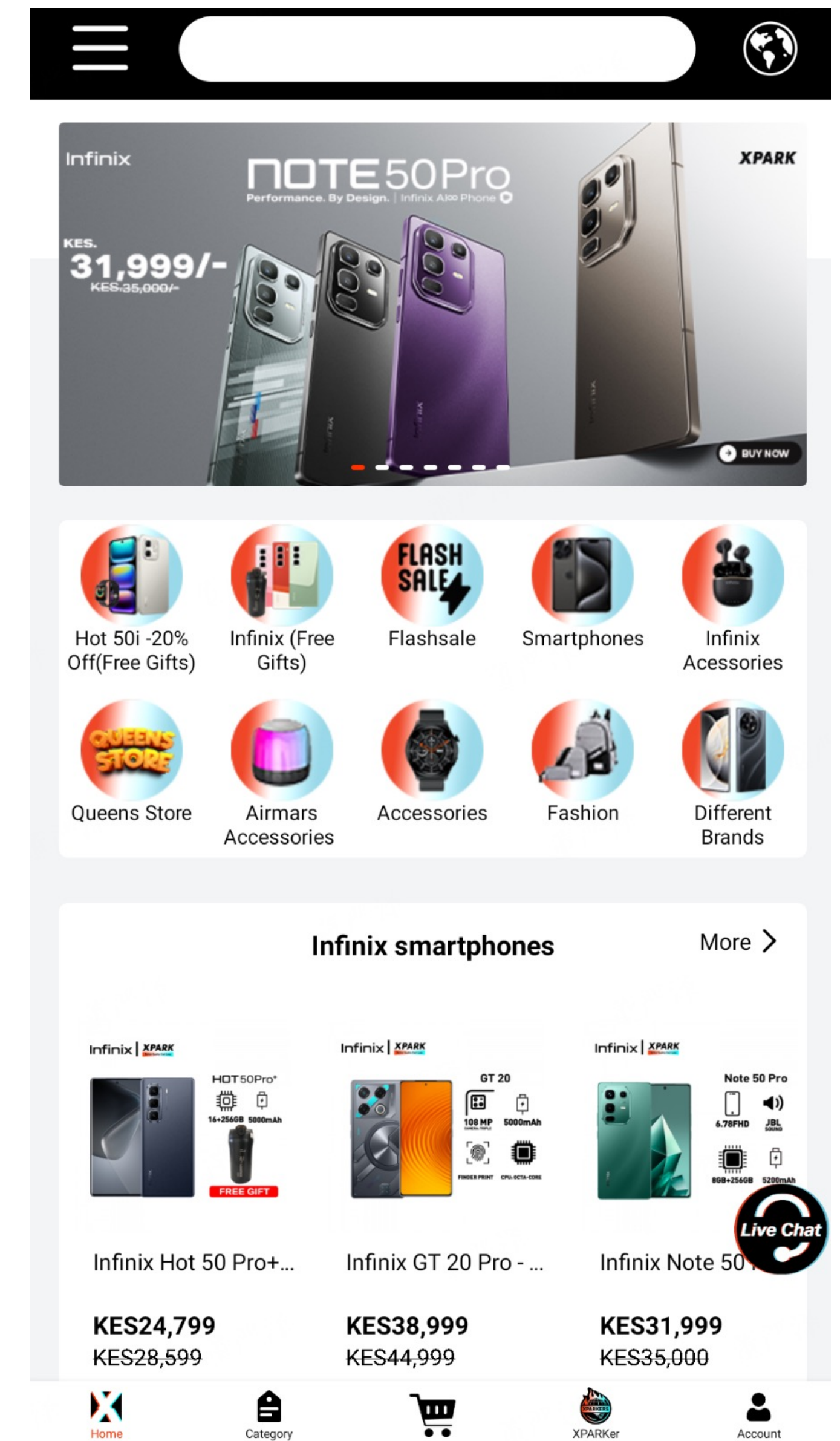
XPark is an e-commerce platform leading in technology and fashion trends, offering high-quality fashion products and convenient services.



GMV\$ (20~25)
33 Million

YAU(2024)
26 Million

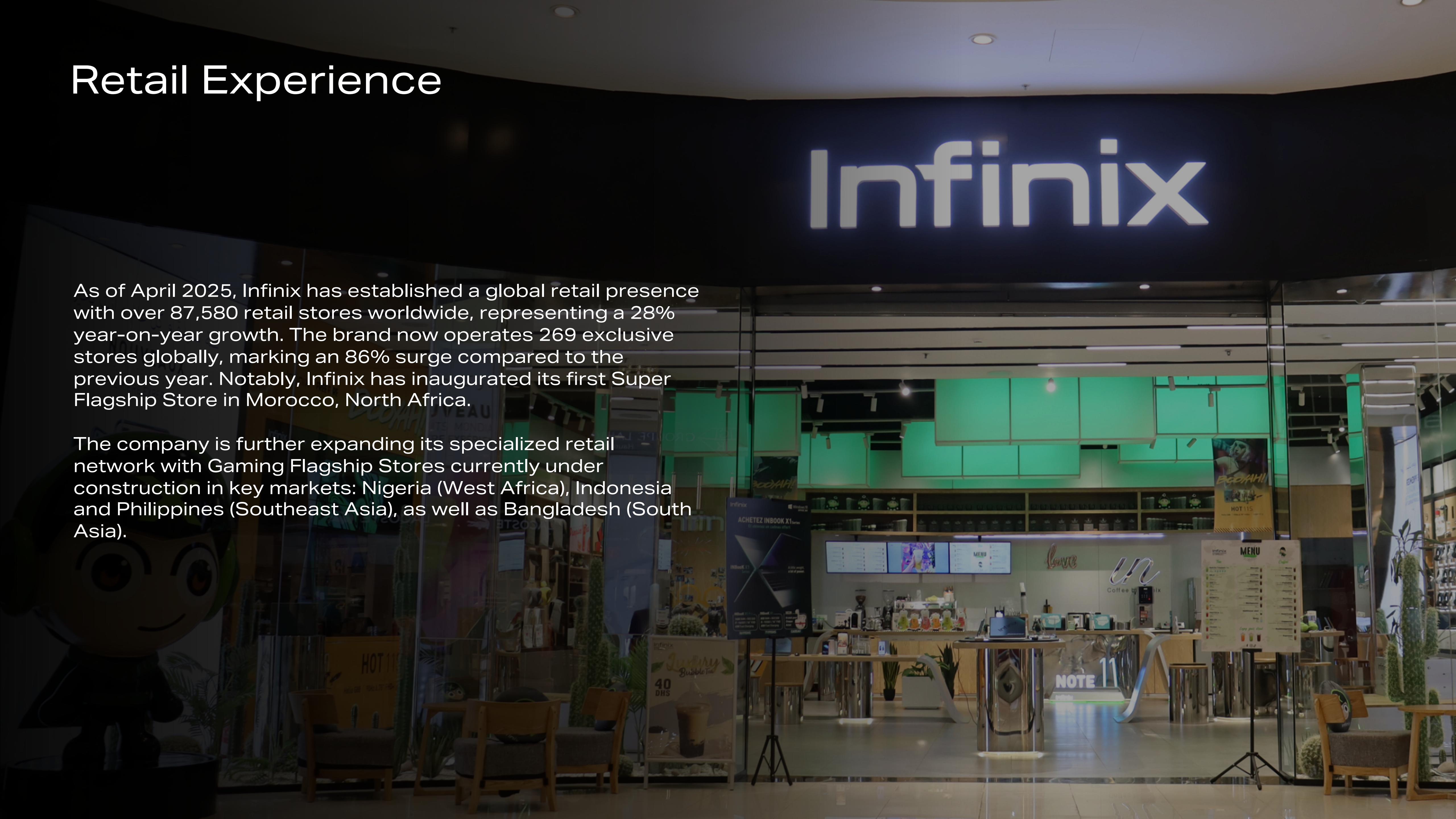
Fans(So Far)
294,7648



Retail Experience

As of April 2025, Infinix has established a global retail presence with over 87,580 retail stores worldwide, representing a 28% year-on-year growth. The brand now operates 269 exclusive stores globally, marking an 86% surge compared to the previous year. Notably, Infinix has inaugurated its first Super Flagship Store in Morocco, North Africa.

The company is further expanding its specialized retail network with Gaming Flagship Stores currently under construction in key markets: Nigeria (West Africa), Indonesia and Philippines (Southeast Asia), as well as Bangladesh (South Asia).



Infinix

THANK YOU_