

Infinix

www.infinixmobility.com

Brand Book

2026

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01. Introduction

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.



FAST COMPANY



African
BUSINESS



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



TECH

Brand Keywords



A man and a woman are laughing and splashing water at the beach. The man is holding a pink smartphone and smiling. The woman is laughing and splashing water. The background is a beach with the ocean and rocks.

Brand Keywords

HAPPY



INNOVATION

Brand Keywords

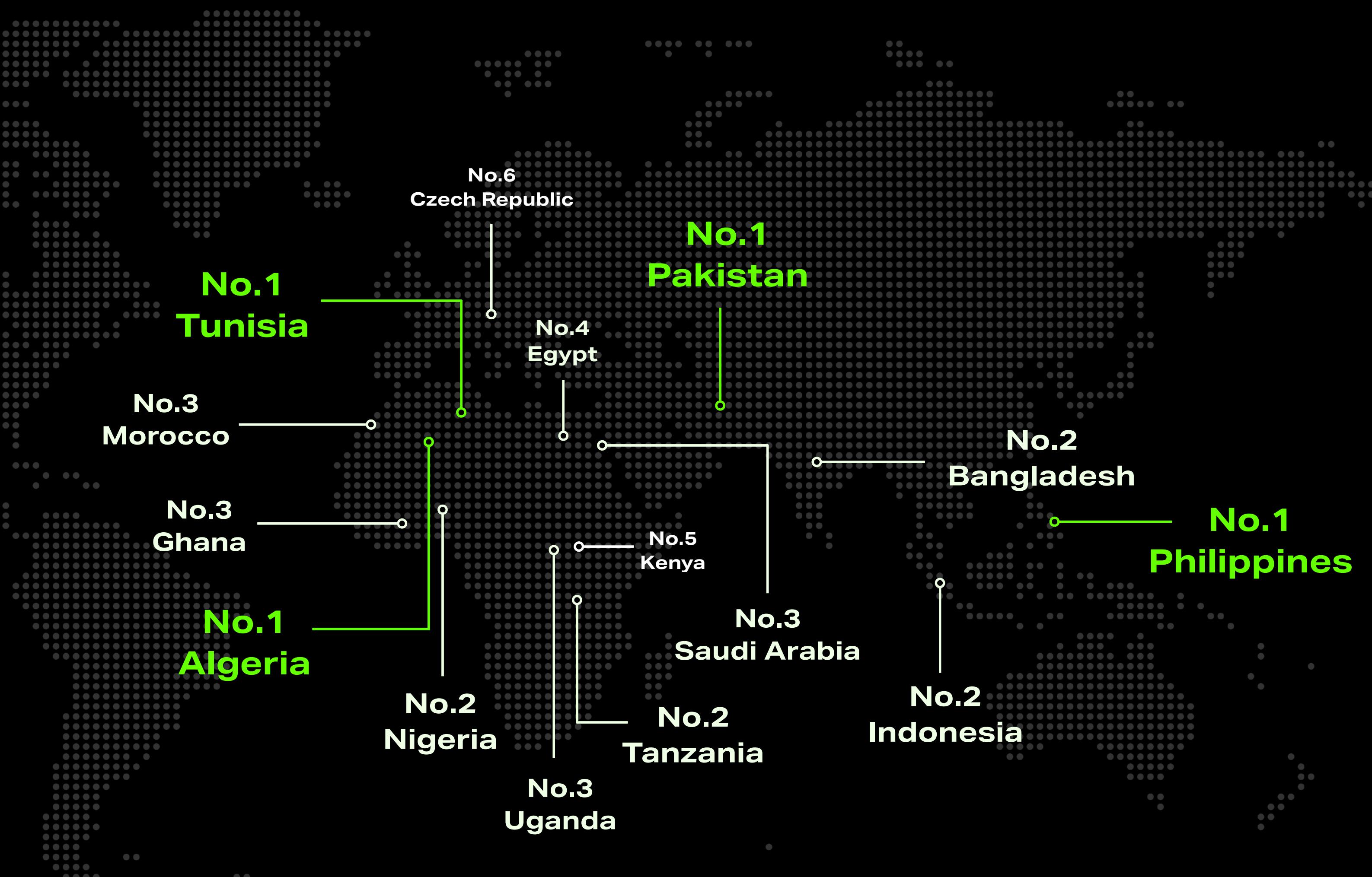
Infinix Regional Smartphone Market Share Ranking

08

Regions

70+

Countries



* Data source for Ranking: IDC Worldwide Mobile Phone Tracker, 3Q 2025 (using Brand field)

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

Word of Mouth

Stuff

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



Amateur Photographer

"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."



CEREBRAL OVERLOAD

TECH-HOME-LIFESTYLE-NASA

"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."



GSMarena

"This phone is a much closer match to the thin Galaxy than you'd think."



GADGETMATCH

"Infinix's proprietary ultra-slim engineering overcomes conventional structural and battery limitations, enabling the device to house a higher-capacity fast-charging battery while being slightly lighter than the previous generation."



techradar

With this comprehensive thermal system in place, the GT 30 Pro becomes one of the few devices in its class to deliver a true all-day high frame rate gaming experience.



Major Awards



2024
The World's
Most Innovative
Companies
FAST COMPANY



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



Asian Telecom Awards 2022

Infinix Concept Phone 2021:

Top Spots in Technology Innovation of the Year

ZERO X Serise:

Marketing & Brand Initiative of the Year

European Product Design Award

NOTE 50 PRO+ 5G: Winner in CONSUMER ELECTRONICS / Phones: Mobile (2025)

HOT 60 Pro+: Winner in CONSUMER ELECTRONICS / Phones: Other Designs (2025)

GT 30 Pro: Winner in TOYS, GAMING & LEISURE / Gaming Appliances: Mobiles (2025)

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)

Reddot Design Award

GT 10 Pro (2023)

NOTE 30 VIP (2023)

Paris Design Award

NOTE 30 (2023)

A' Design Award

HOT 30S (2023)



Multiple Awards



MWC



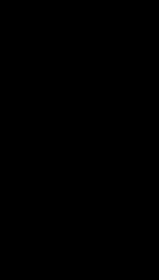
Gadgety Awards **"Best of MWC 2025"**

- SolarEnergy-Reserving -
- E-Color Shift 2.0 -



Android Headlines **"Best of MWC 2025"**

- SolarEnergy-Reserving -



TechnoWize **"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 -



Guinness World Record

Infinix
HOT 60 Pro+
WORLD'S THINNEST
3D CURVED DISPLAY SMARTPHONE

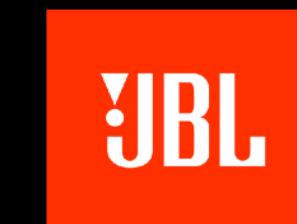
RECORD



HOLDER



Partners



A BMW Group Company



ChatGPT



JD.ID





Infinix



**DESIGN
WORKS**

A BMW Group Company

NOTE 50 SERIES

RACING
EDITION



Cooperative Game IP



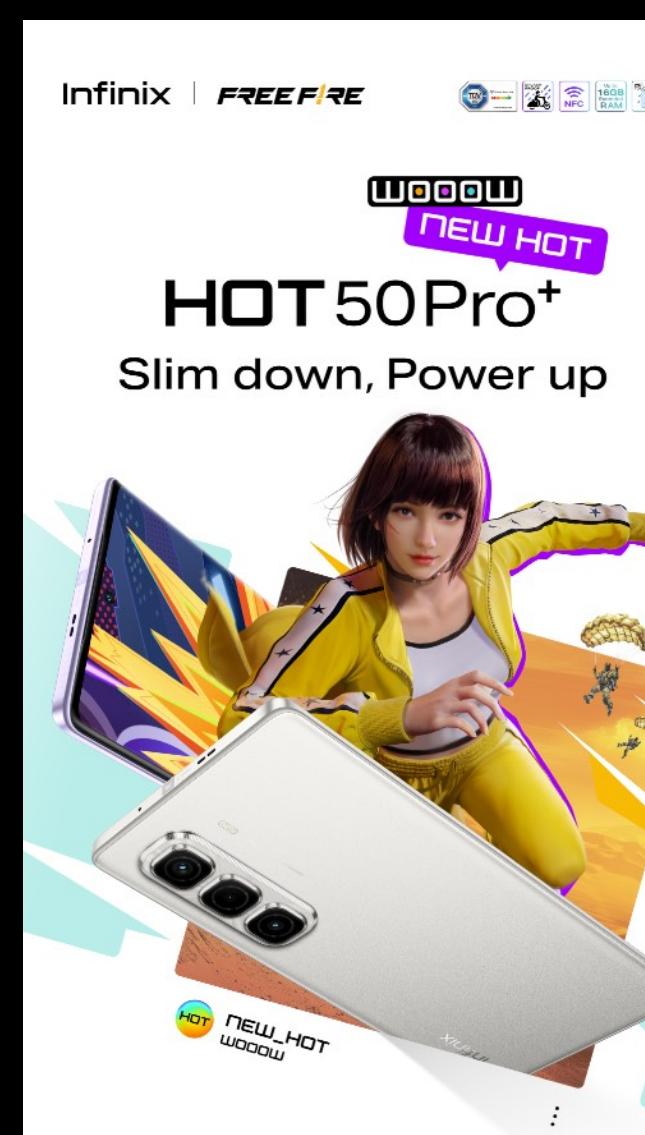
Global Esports IP Co-Branding



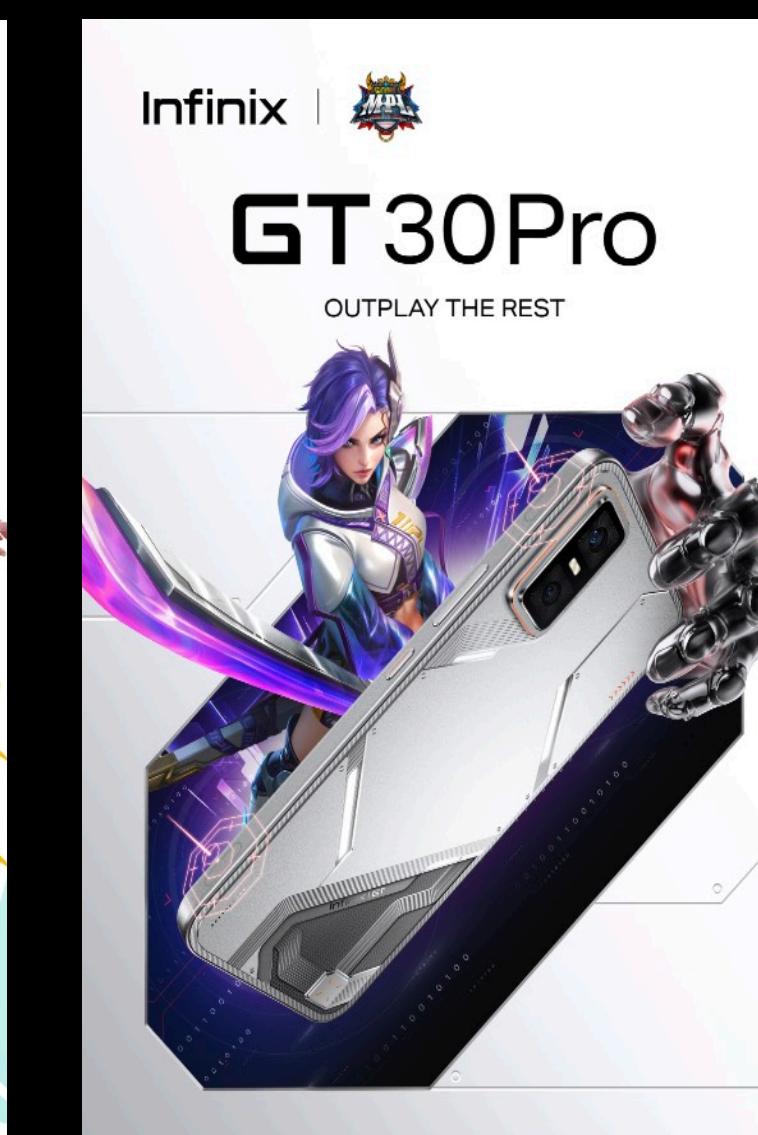
NOTE 50 Series
Honkai: Star Rail



NOTE 50 Series
PUBG MOBILE



HOT 50 Series
Free Fire



GT 30 Series
MLBB



GT 30 Series
ROV



GT 30 Pro
Delta Force

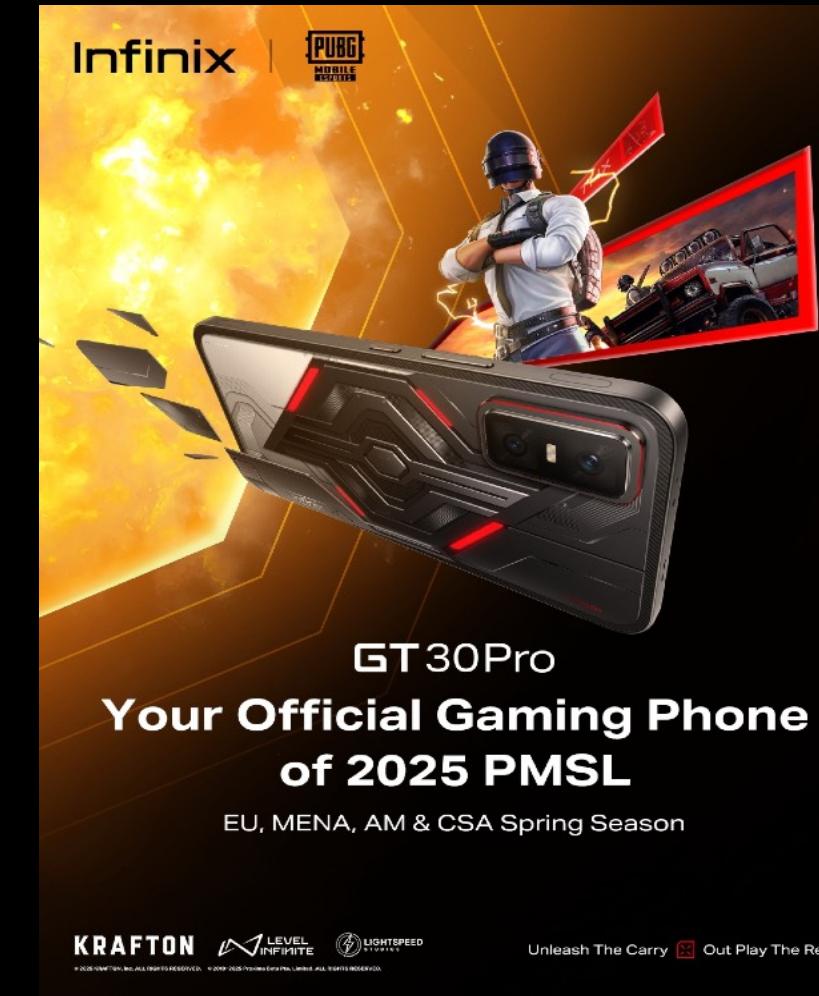


NOTE 50 Series
CODM

Global Esports Sponsorship



MLBB: MPL



PUBG MOBILE: 2025 PMSL



PUBG MOBILE: 2025 PMGO



HOK: KIS S3



PUBG MOBILE: 2025 PMGC



PUBG MOBILE: Africa Cup



MLBB: MPL



HOK: XUL



PUBG MOBILE: Africa Cup

02. Brand Portfolio

Product Lineup



01

NOTE Series

All-Round Performance



02

GT Series

Superior Gaming Experience
Cyber Mecha Design



03

HOT Series

Slim, Stunning, Strong
Iconic Design



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



Industry-First Electrochromic Integrated Lighting 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.

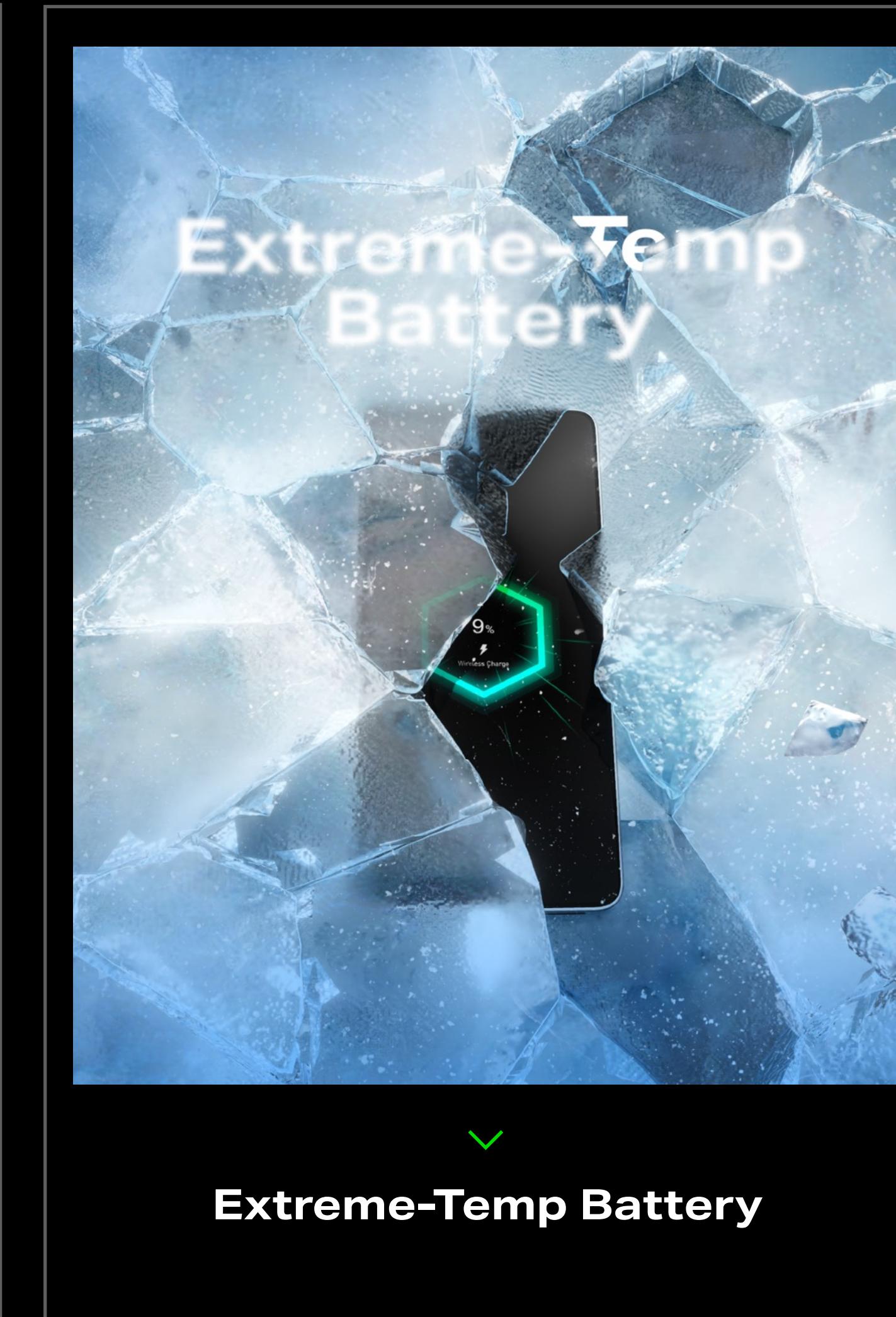


Infinix First Smart Mobile Power Solution: Solar Power Technology

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:



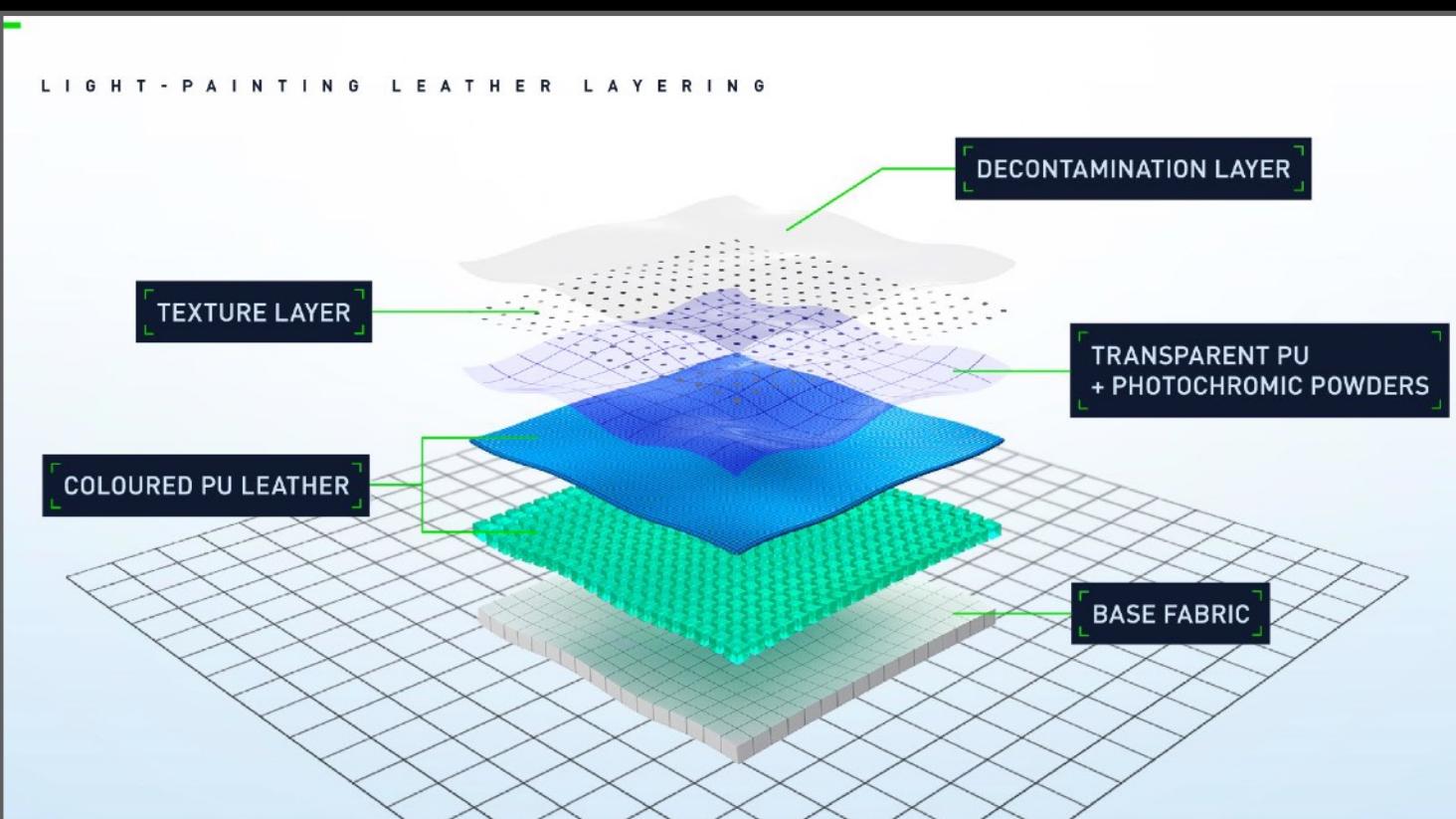
Innovative Technology

COOLMAX SYSTEM

Industry-First Hybrid Cooling System:
Semiconductor + Air-Cooling



Industry-First 3D Vapor Chamber Liquid Cooling Technology



Infinix World's First Light-Painting Leather Technology

INDUSTRY-FIRST HIDDEN CAPACITIVE SHOULDER BUTTONS



MAXIMIZED STRUCTURED SPACE DESIGN



Industry-Exclusive Flat Maximized Structured Space Design



Seamless Upgrades

Agile Iterations

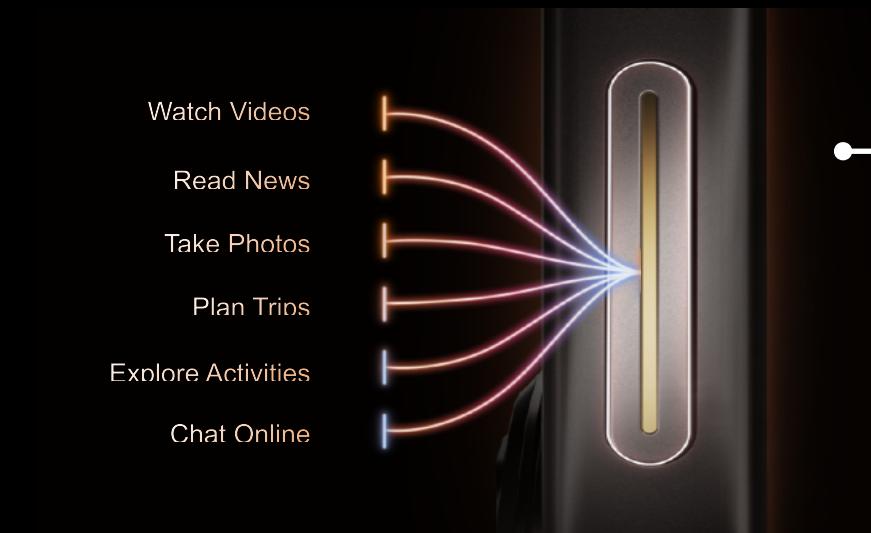
Early Access to Innovations

OUR VISION

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

FUN

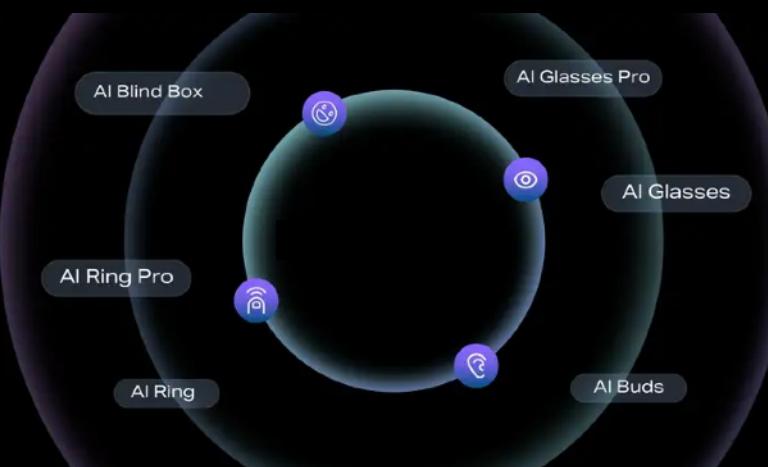
Fun for Game
XBoost. Refine Gamified AI



Magic Voice Changer



Fun for All People
One-Tap. Infinite Possibilities



Fun for All Devices
AIOT Senses Extended

03. AIOT Lineup

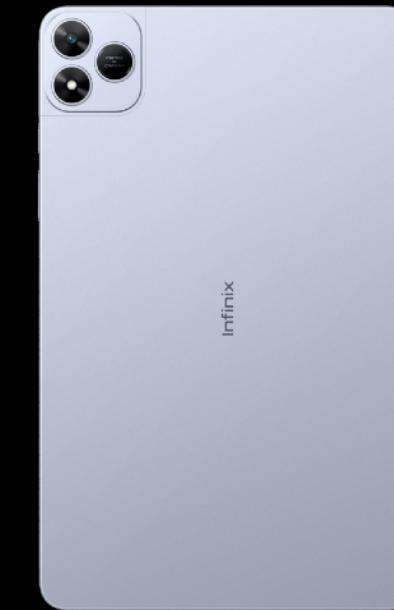
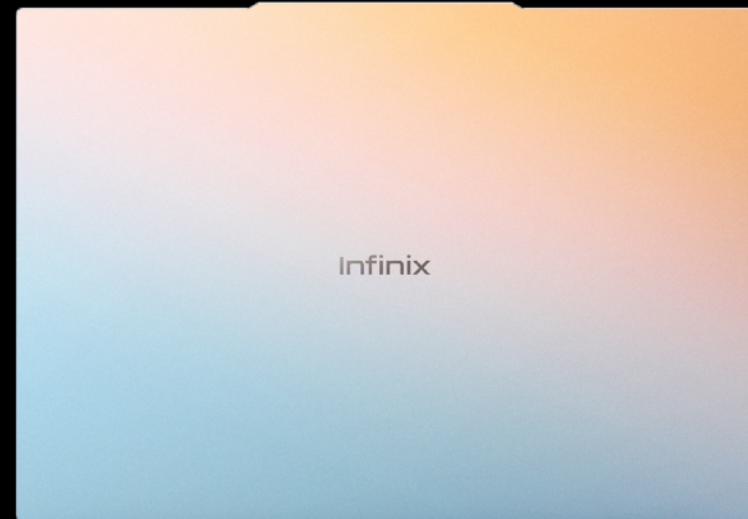
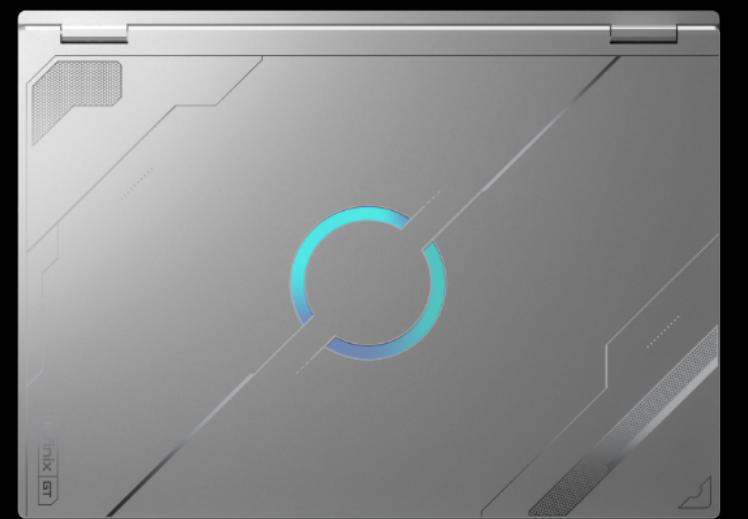
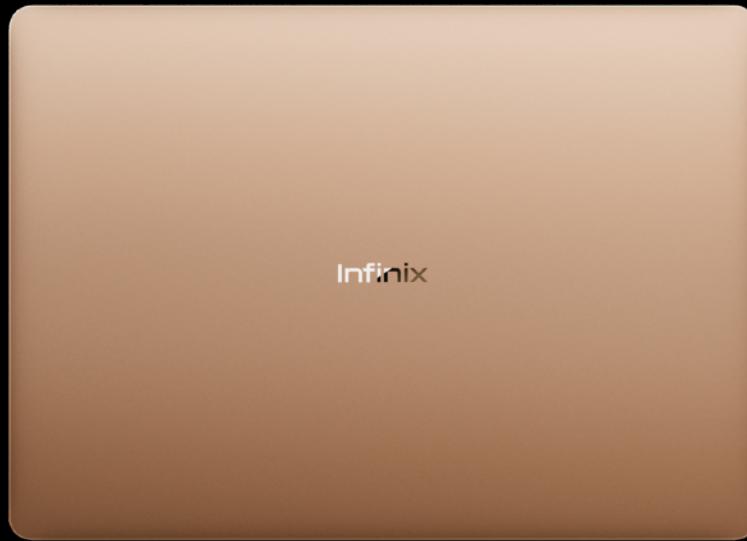


AIOT

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

LAPTOP

GTBOOK SERIES
INBOOK AIR SERIES
XBOOK SERIES



Personal / Family

AI PAD
GT PAD
XPAD SERIES
SMART TV SERIES

04. Business Ecosystem



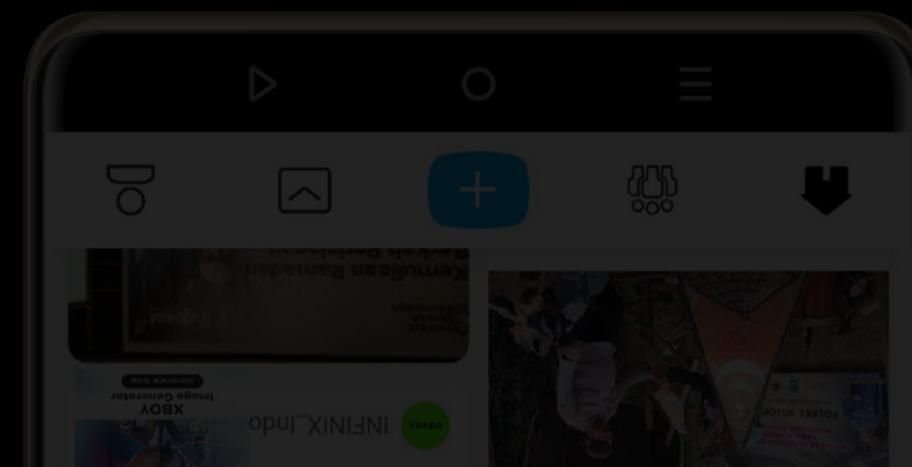
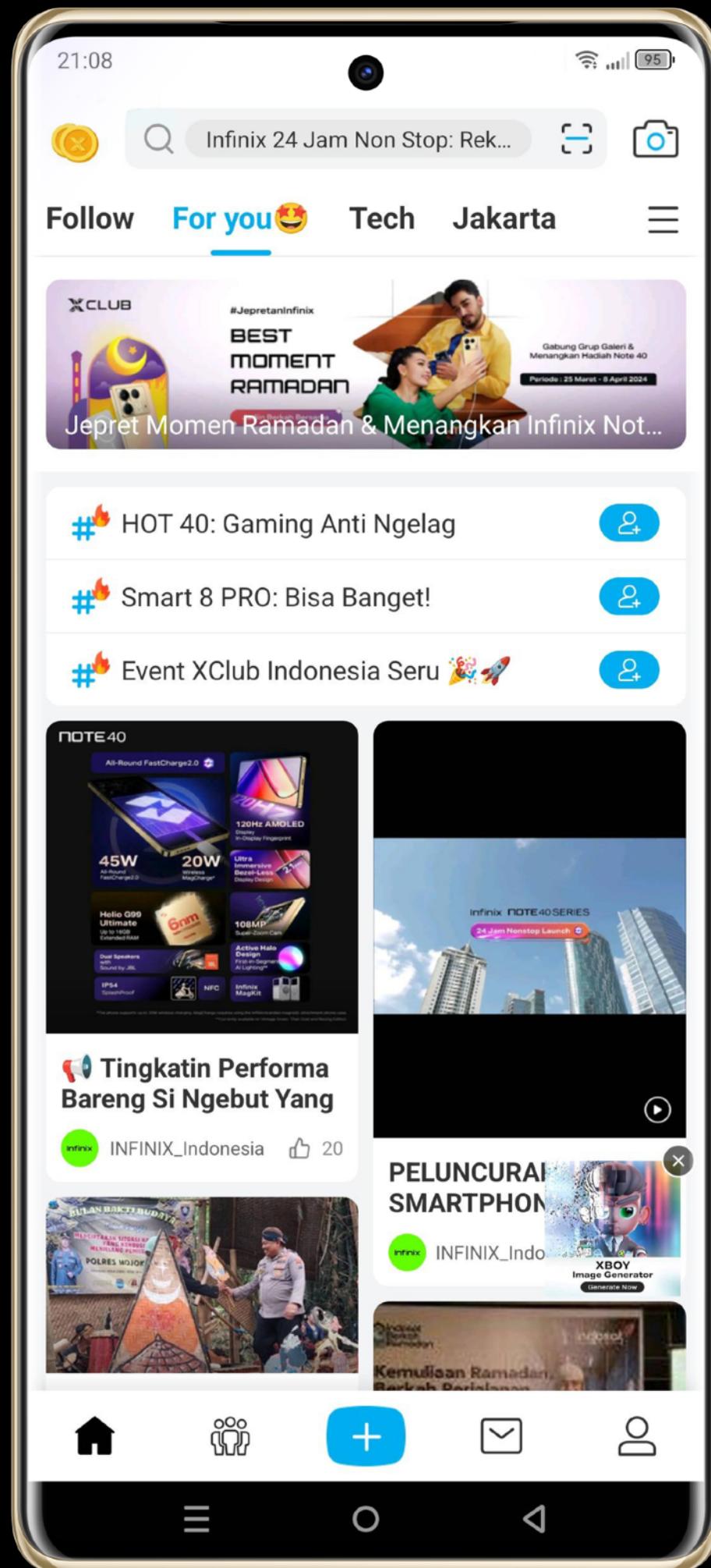
Global Community

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

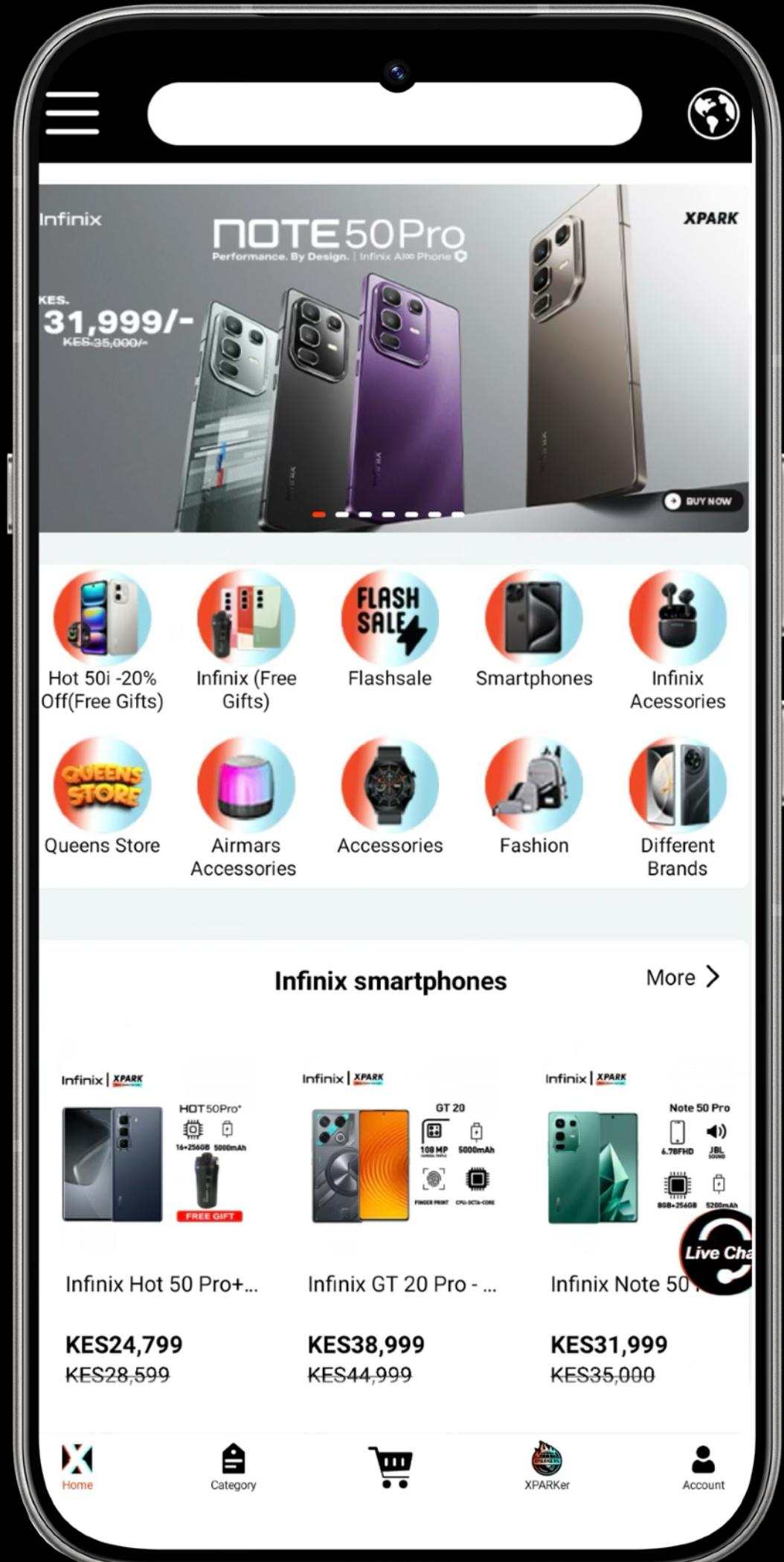
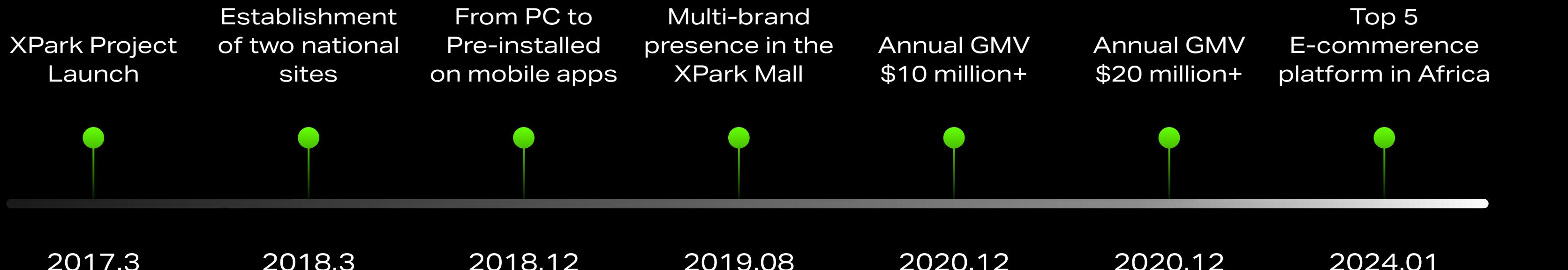


XPark is an e-commerce platform leading in technology and fashion trends, offering high-quality fashion products and convenient services.

33 Million
GMV\$ (20~25)

26 Million
YAU(2024)

294,7648
Fans(So Far)



* The above data is valid data after filtering.

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).





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THANK YOU_