

Brand Book

2026

01. Introduction

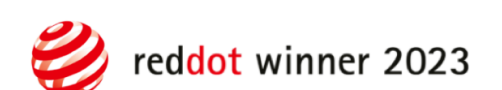
THE FUTURE IS NOW_

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



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



A young man and woman are playing in the ocean waves. The man, on the left, is wearing a purple shirt and holding a smartphone, smiling broadly. The woman, on the right, is wearing a blue shirt and is also smiling, with her hands raised in the water. The background shows the ocean and a clear sky. The word 'HAPPY' is overlaid in large white letters, and 'Brand Keywords' is written in green above it.

Brand Keywords

HAPPY



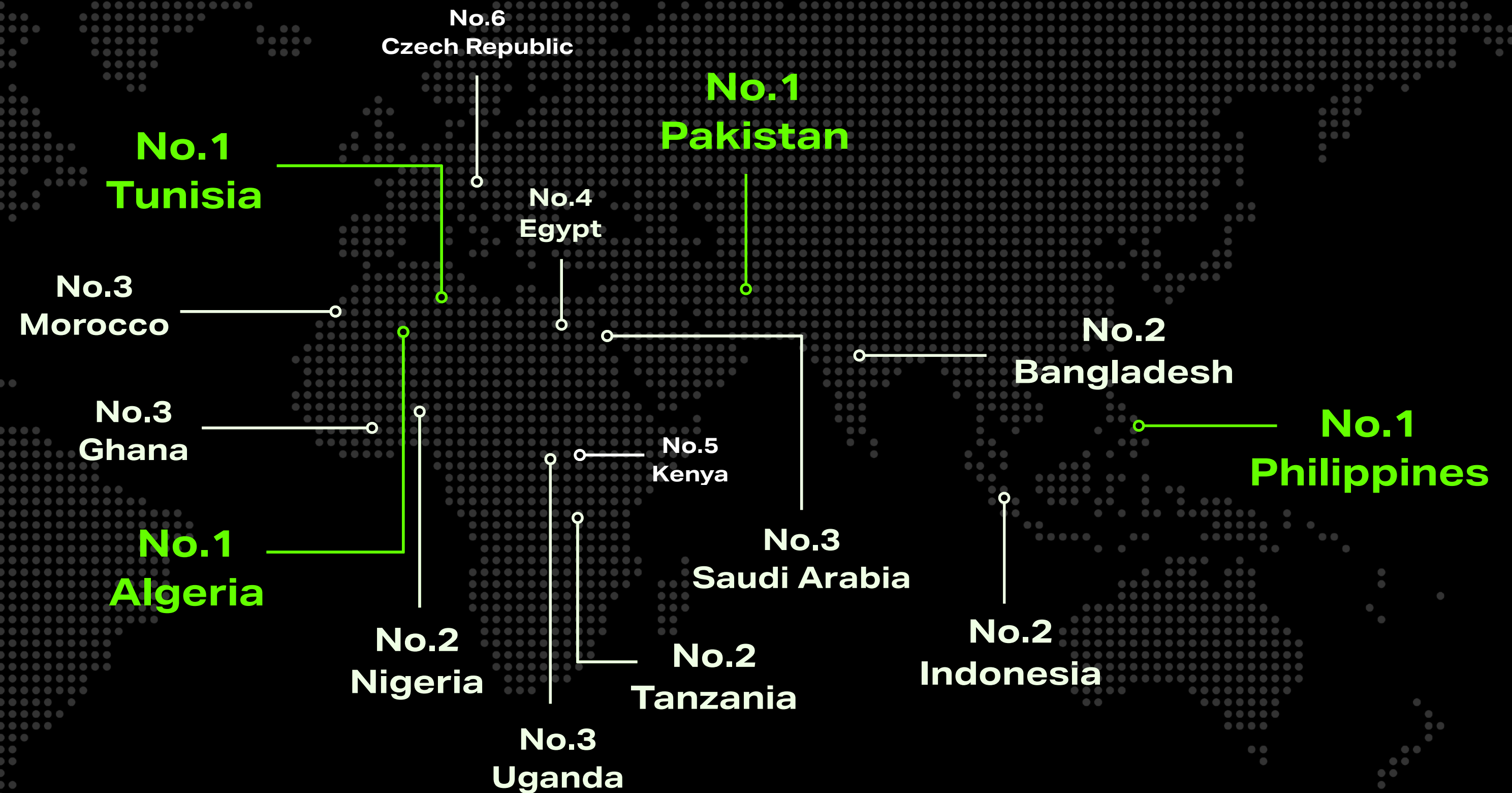
Brand Keywords

INNOVATION

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

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 Reddot Design Award

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

Paris Design Award A' Design Award

NOTE 30 (2023) HOT 30S (2023)



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

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 -



Guinness World Record

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

RECORD



HOLDER



Partners



OUTPLAY



Infinix



**DESIGN
WORKS**

A BMW Group Company

NOTE50 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.

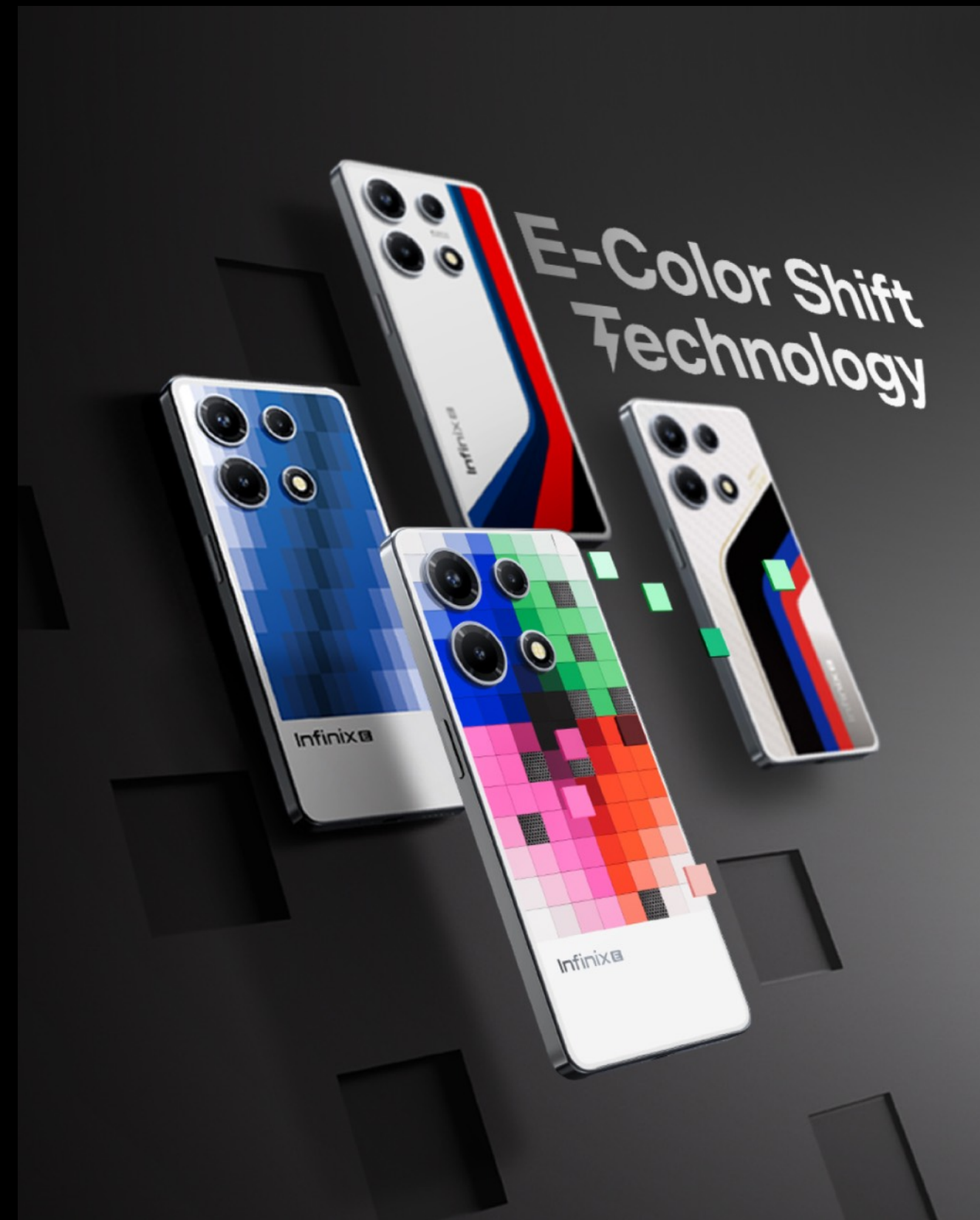


Infinix First Smart Mobile Power Solution: Solar Power Technology

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:



✓
E-Color Shift Technology



✓
Extreme-Temp Battery



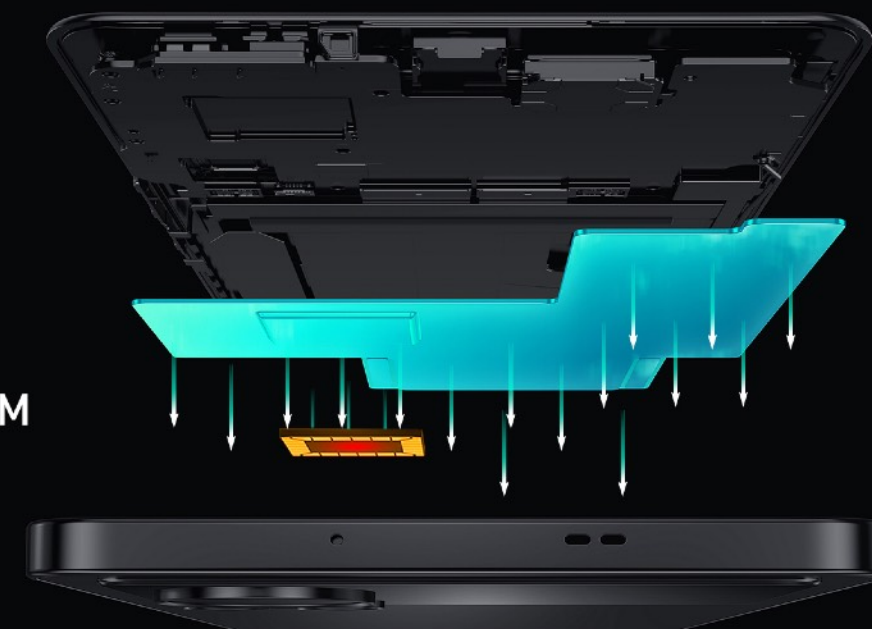
✓
AirCharge Technology

Innovative Technology

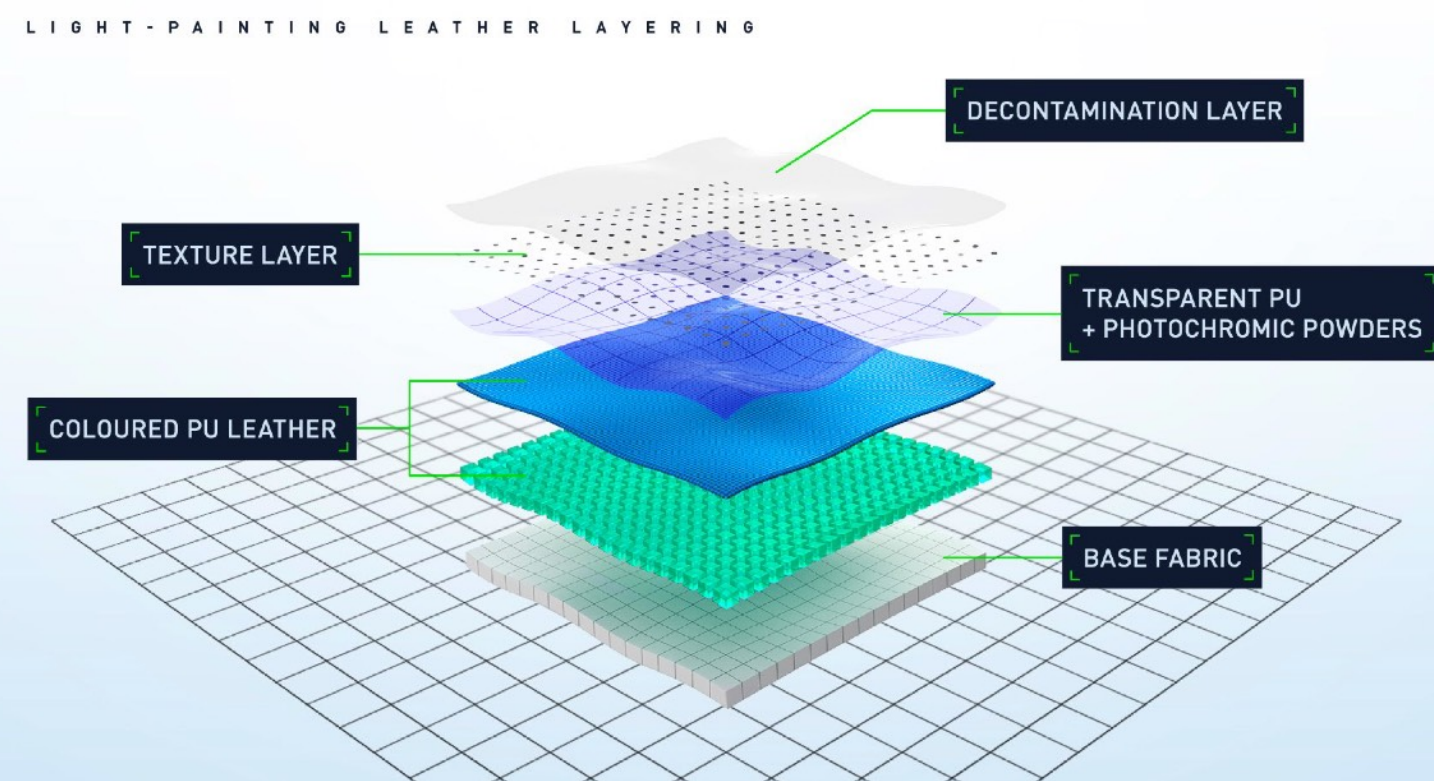


Industry-First Hybrid Cooling System:
Semiconductor + Air-Cooling

Industry First
3D VCC
LIQUID COOLING SYSTEM



Industry-First 3D Vapor Chamber Liquid
Cooling Technology



Infinix World's First Light-Painting
Leather Technology

**INDUSTRY-FIRST HIDDEN
CAPACITIVE SHOULDER BUTTONS**



Industry-first Hidden Capacitive
Shoulder Buttons

**MAXIMIZED STRUCTURED
SPACE DESIGN**



Industry-Exclusive Flat Maximized
Structured Space Design

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

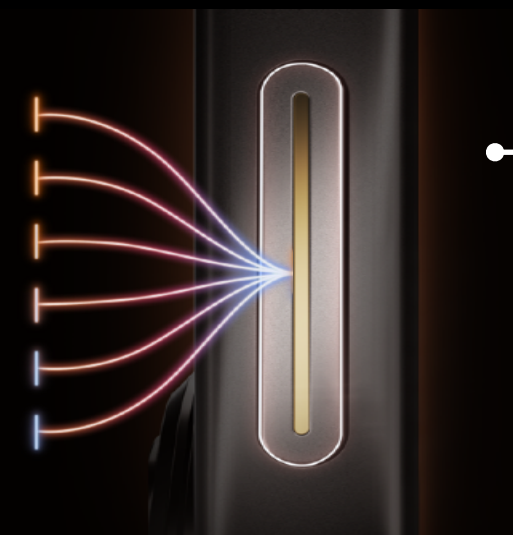


XBOOST AI

Magic Voice Changer

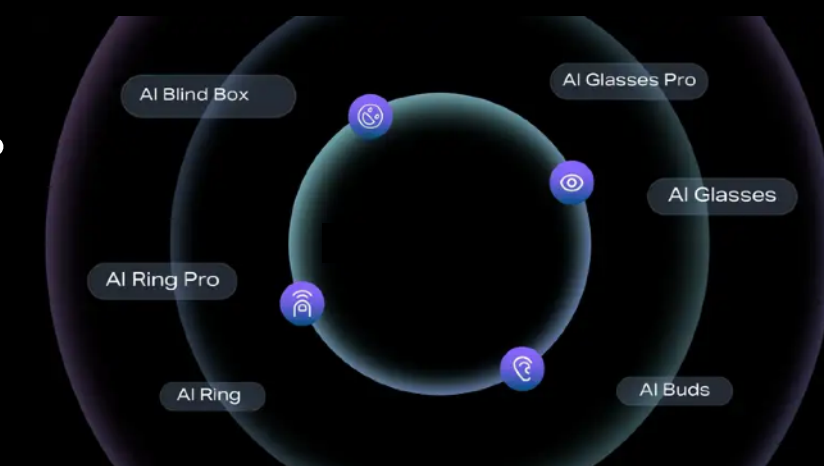


Watch Videos
Read News
Take Photos
Plan Trips
Explore Activities
Chat Online



Fun for All People
One-Tap. Infinite Possibilities

Fun for All Devices
AIOT Senses Extended



03. AIOT Lineup

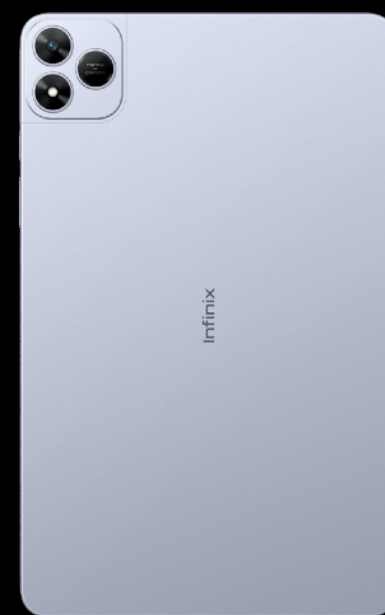
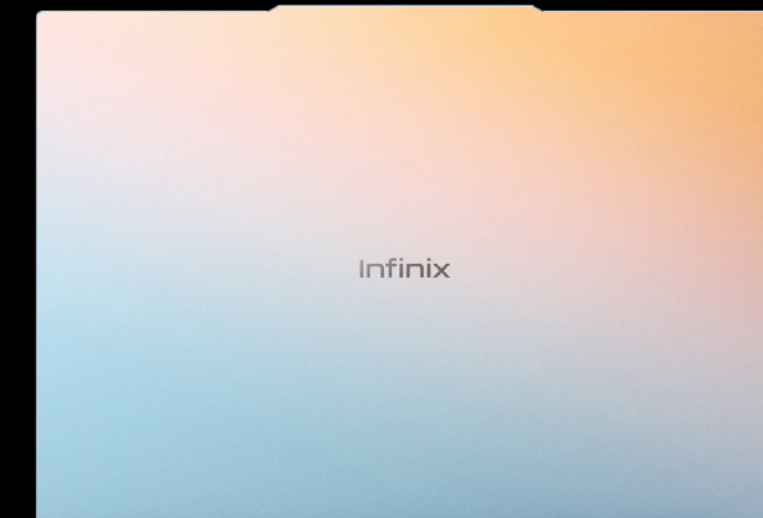
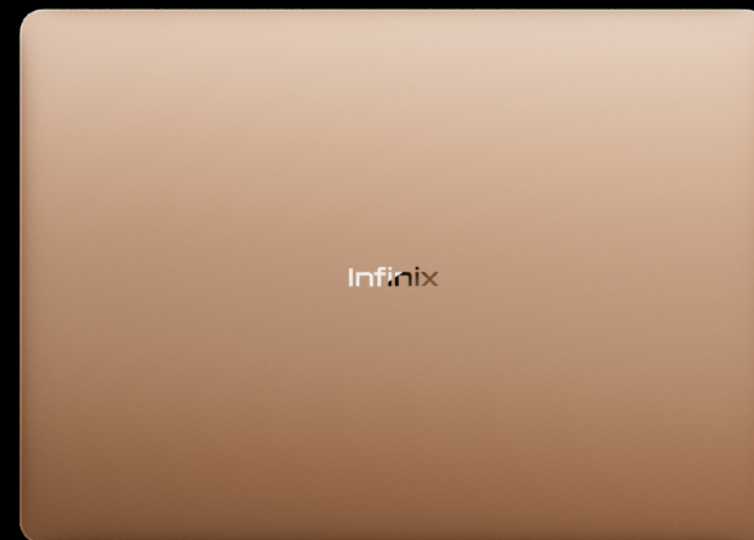


AIOT

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



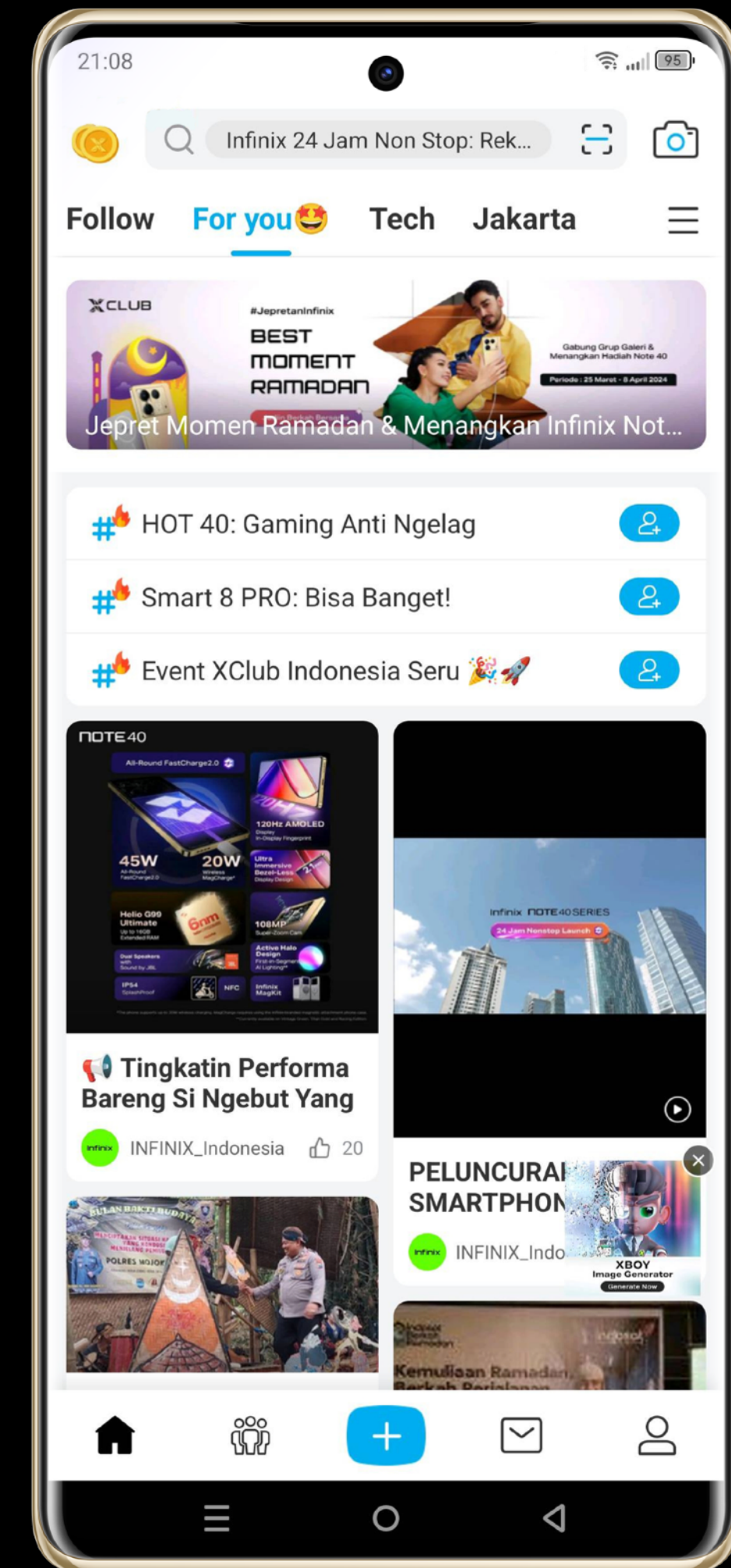
Global Community

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

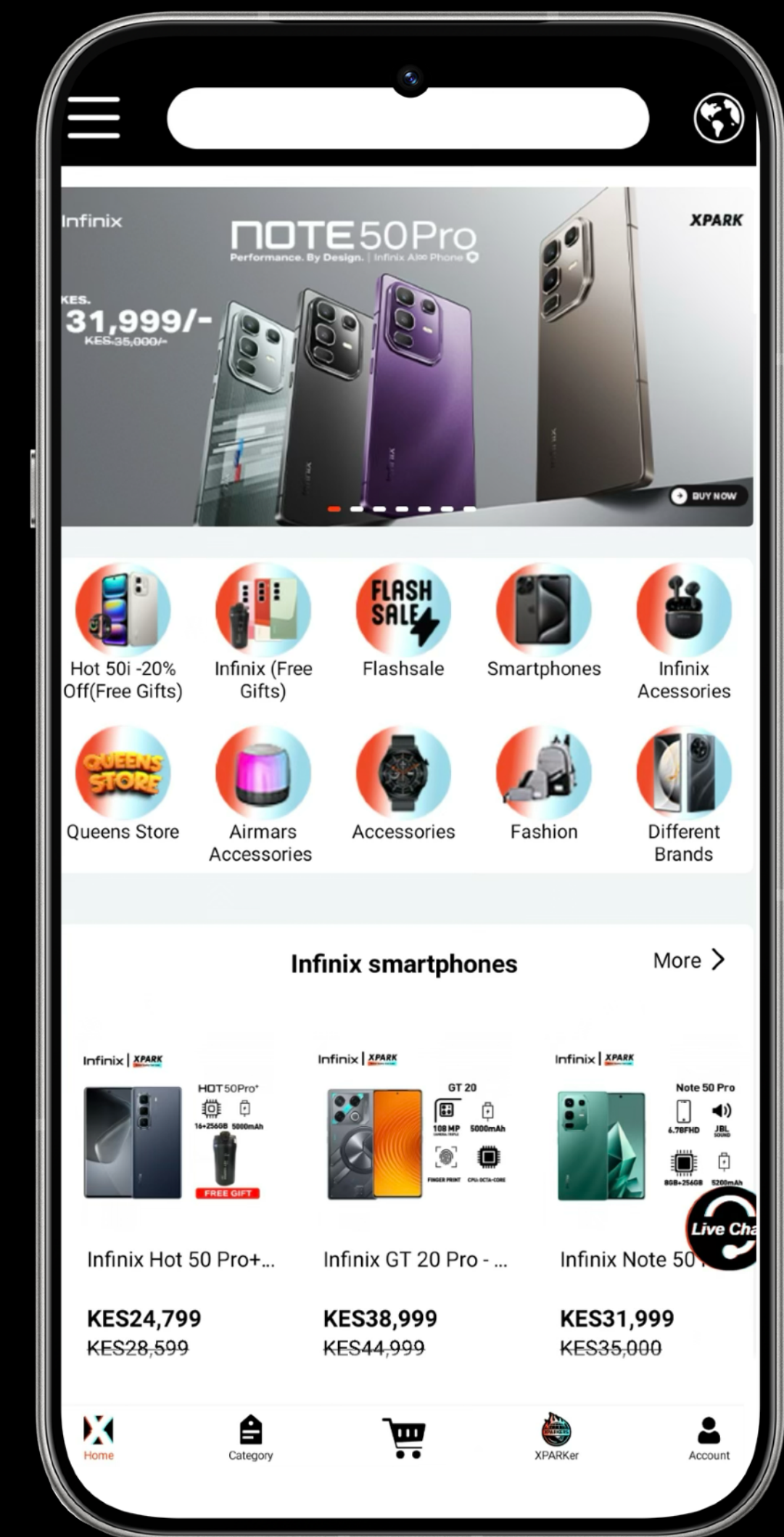
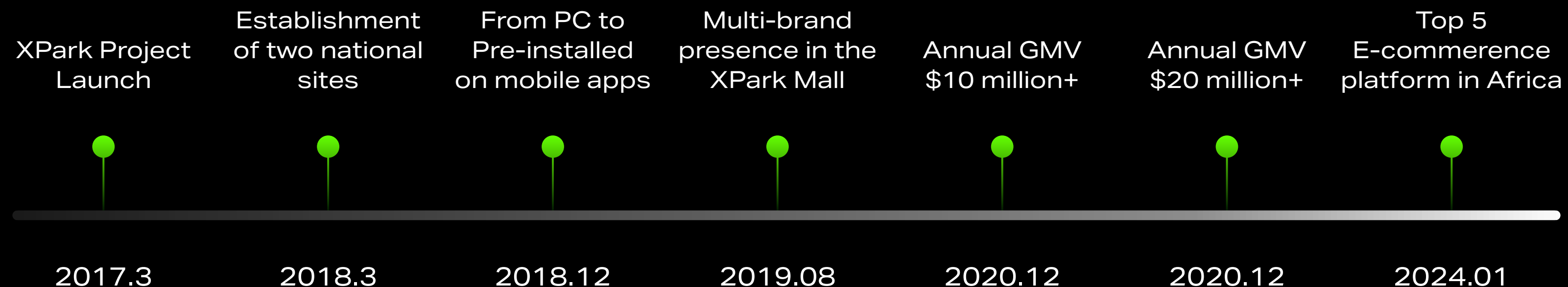


XPark is an e-commerce platform leading in technology and fashion trends, offering high-quality fashion products and convenient services.

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).



Infinix

www.infinixmobility.com

THANK YOU_