

realme

Sobre realme

Como disruptor en las industrias de teléfonos inteligentes y productos inteligentes AIOT, realme se dedica a brindar a los usuarios productos de alto rendimiento combinados con un diseño innovador. Nos gustaría asociarnos con socios en toda América Latina para hacer más juntos y brindar una vida inteligente, conectada y moderna a los usuarios de LATAM.

Si tienes el mismo sueño, conectemos y juntos superemos los límites de lo que es posible.

Dare to Leap.

“From the very beginning of the foundation of realme, we were determined to be a brand favored by more young people around the world, so that they can buy their favorite products at democratised prices and enjoy high-quality services. This is our original intention.”

--Sky Li, Chief Executive Officer & Founder, realme.

**Las 6 mejores marcas
de teléfonos
inteligentes del mundo¹**

**La marca más rápida del
mundo en alcanzar los 100
millones de ventas²**

**Caballo oscuro de
2021 en wearables³**

**Top 5 de marcas de
teléfonos inteligentes de
Europa⁴**

**Las 5 mejores marcas de
teléfonos inteligentes en
línea de LATAM⁵**



1. Counterpoint Research Global Smartphone Shipment Tracker, Q2 2021

2. Strategy Analytics

3. Counterpoint Global Smart Wearables Research Report

4 5. Canals global smartphone report, Q2 2021

TOP 5 en más de 20 mercados



Russia
Top 4



Italy
Top 5



Belgium
Top 5



Greece
Top 5



Czech Republic
Top 4



Belarus
Top 4



Slovenia
Top 4



Israel
Top 5



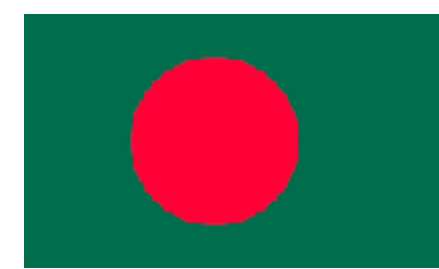
Egypt
Top 5



Morocco
Top 5



Philippines
Top 1



Bangladesh
Top 1



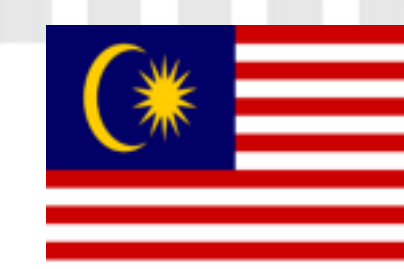
Singapore
Top 4



Indonesia
Top 4



Thailand
Top 5



Malaysia
Top 5



Cambodia
Top 5



Myanmar
Top 5



Sri Lanka
Top 5



India
Top 4

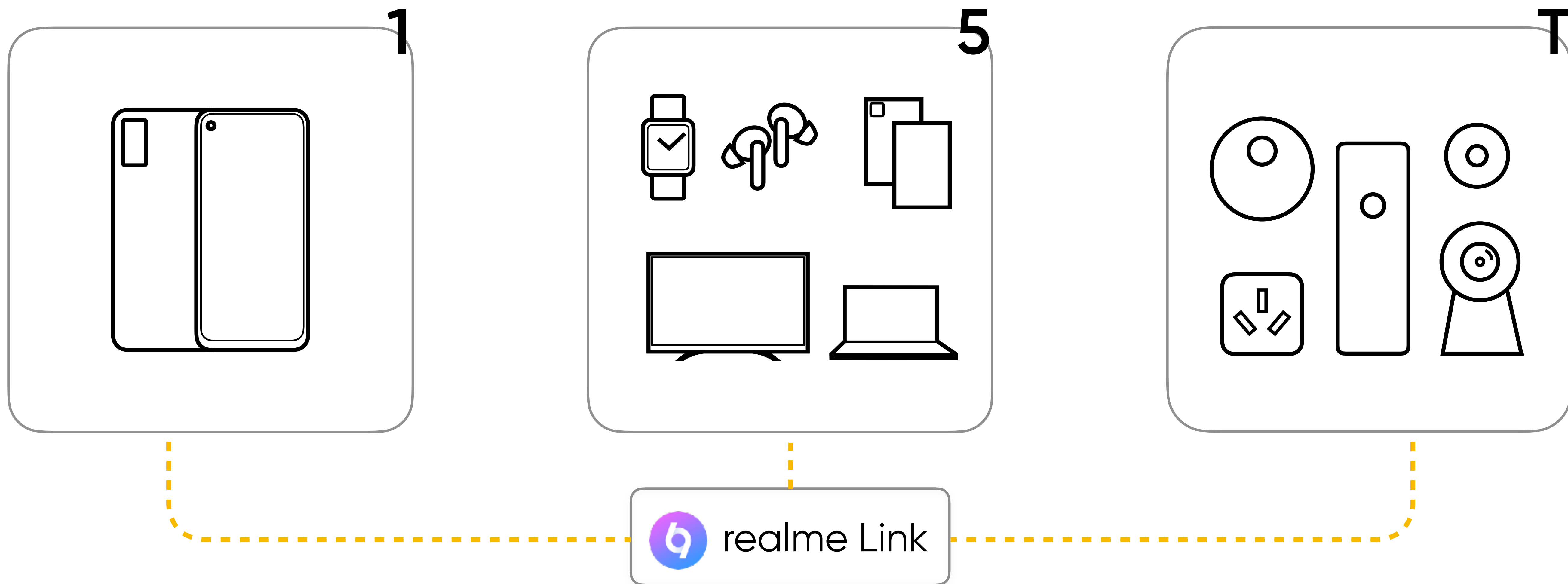


Nepal
Top 3

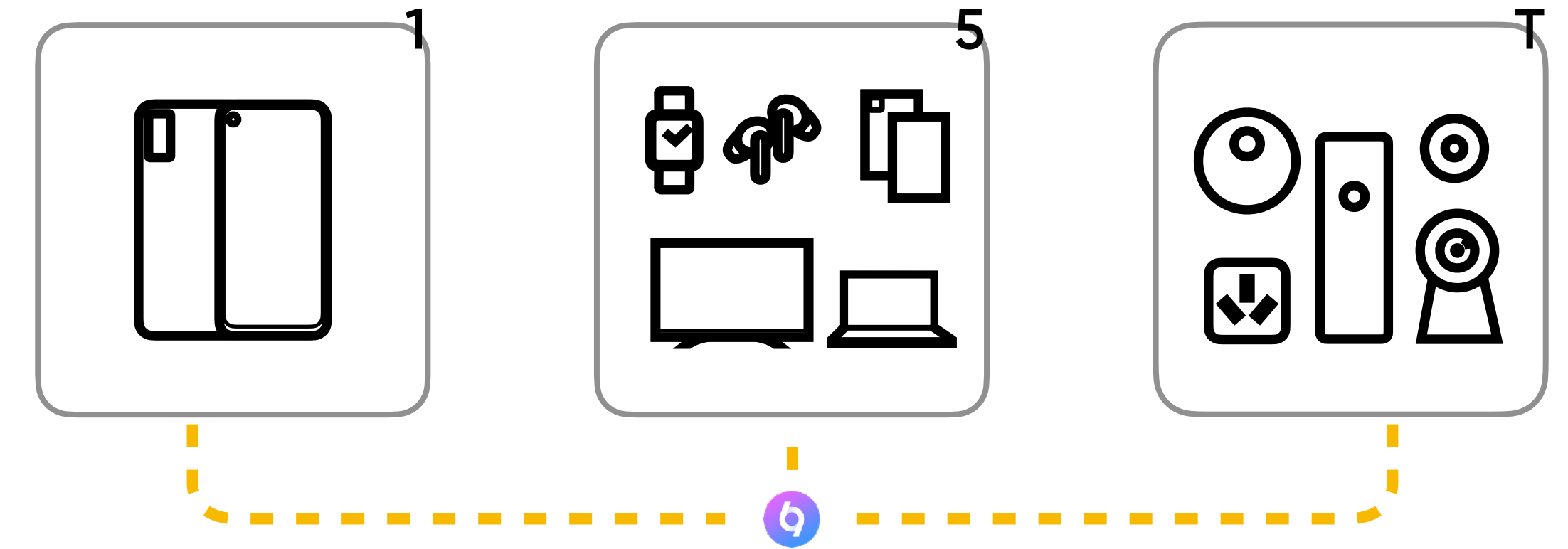
realme

PRODUCTS

Cartera de productos de realme: 1 + 5 + T



Cartera de productos de realme: 1 + 5 + T



1 teléfono inteligente: centro de su ecosistema AIoT

5 categorías clave para los **productos AIoT de realme**, que incluyen True Wireless Stereo (TWS), Wearables, Smart TV, tabletas y portátiles.

T significa **realme TechLife**, la plataforma de socios abierta de realme, cuyo objetivo es apoyar a las nuevas empresas de AIoT innovadoras y dinámicas mediante el intercambio de los propios canales de ventas y cadenas de suministro de realme.

Los productos 1 + 5 + T están conectados por la aplicación **realme Link**

TELÉFONOS MÓVILES



GT series



Number series



narzo series



C series

PORTÁTILES, TABLETA, SMART TV



realme Book Slim

Designed To Empower
realme Book Slim

2K Full Vision Display | 11th Gen Intel® Core™ i5 Processor

The advertisement features a laptop with a vibrant, abstract blue and yellow screen. The text is arranged around the laptop, with 'realme' in a script font and 'Book Slim' in a clean sans-serif font. Below the laptop, there is a small text block highlighting the device's design and processor.



realme Pad

Ultra Slim. Real Fun.

6.9mm Ultra-Slim Design
26.31cm (10.4") WUXGA+ Immersive Display

The advertisement shows two tablets, one in a dark grey color and one in a gold color, both displaying the same abstract blue and yellow screen. The text is positioned to the left and right of the tablets, emphasizing their slim design and large display.

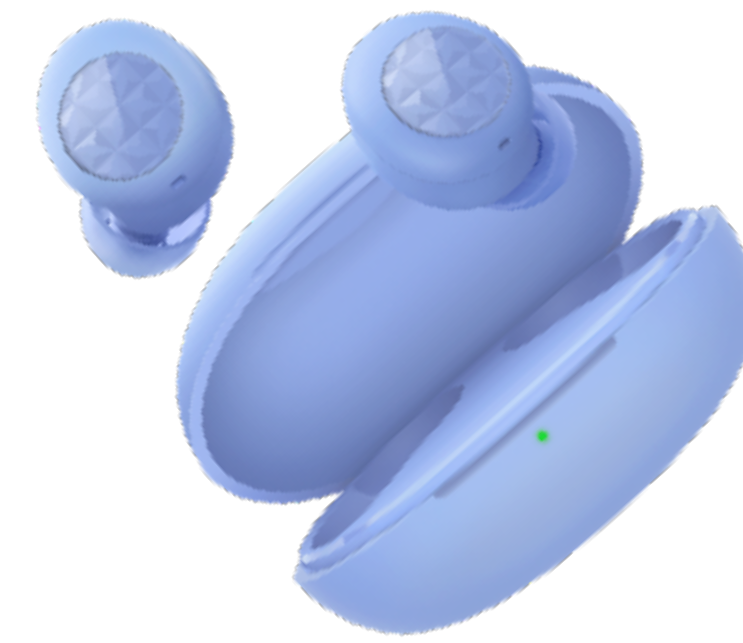
realme smart TV 4K

Home Cinema with Voice Assistant

108cm(43") | 126cm(50")



SMART HEARABLES, WEARABLES



realme TechLife PRODUCTOS



MAGDART CHARGE



MAG FOR FUTURE

REALME MAGNETIC INNOVATION EVENT

DARE TO LEAP



REALME

realme

DESIGN
STUDIO

UN ADN DE DISEÑO FUERTE



X

Naoto Fukasawa

NAOTO FUKASAWA

World-renowned Industrial Designer
Multi-award Winning Designer

Naoto Fukasawa





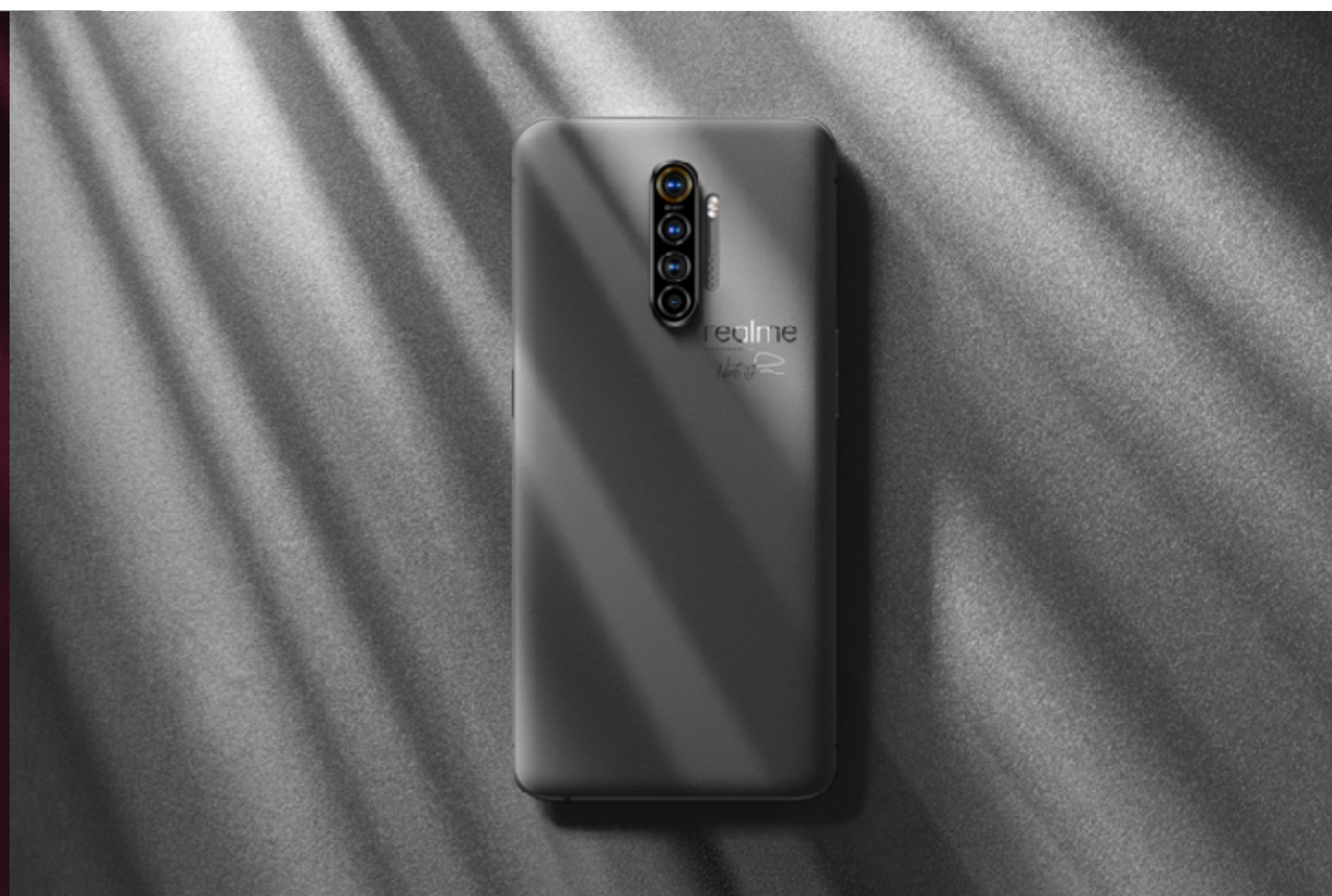
realme

DESIGN
STUDIO

realme GT Master Edition

Diseño de maleta

By Naoto Fukasawa



realme X
Cebolla, Ajo

realme X2 Pro
Ladrillo rojo, Concreto





Cooperated Designer of Hermès /
Art Director of realme Design Studio

Jose Levy

Creation is about constructing, deconstructing,
integrating, and most of all, new ideas.
Creation must not become the enemy of fantasy.



x
Jose Levy

realme DESIGN STUDIO



rm-gt⁰⁰¹
NEO Green



realme DESIGN
STUDIO

Diseño de cuero vegano



Cazador de premios de diseño



GERMAN
DESIGN
AWARD



reddot



GOOD DESIGN
AWARD 2020



GOOD
DESIGN
AUSTRALIA



GOLDEN
PIN
DESIGN
AWARD

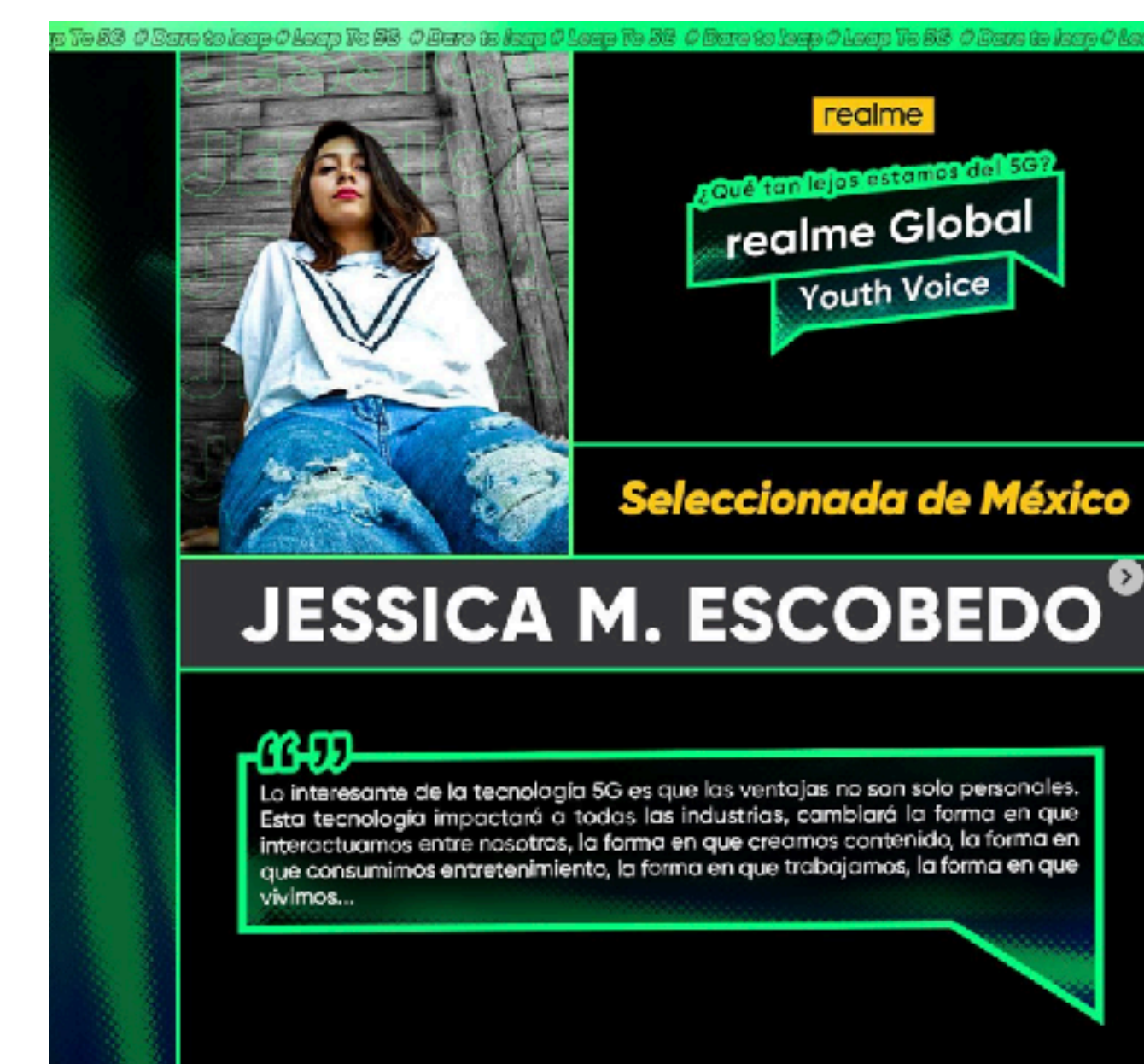
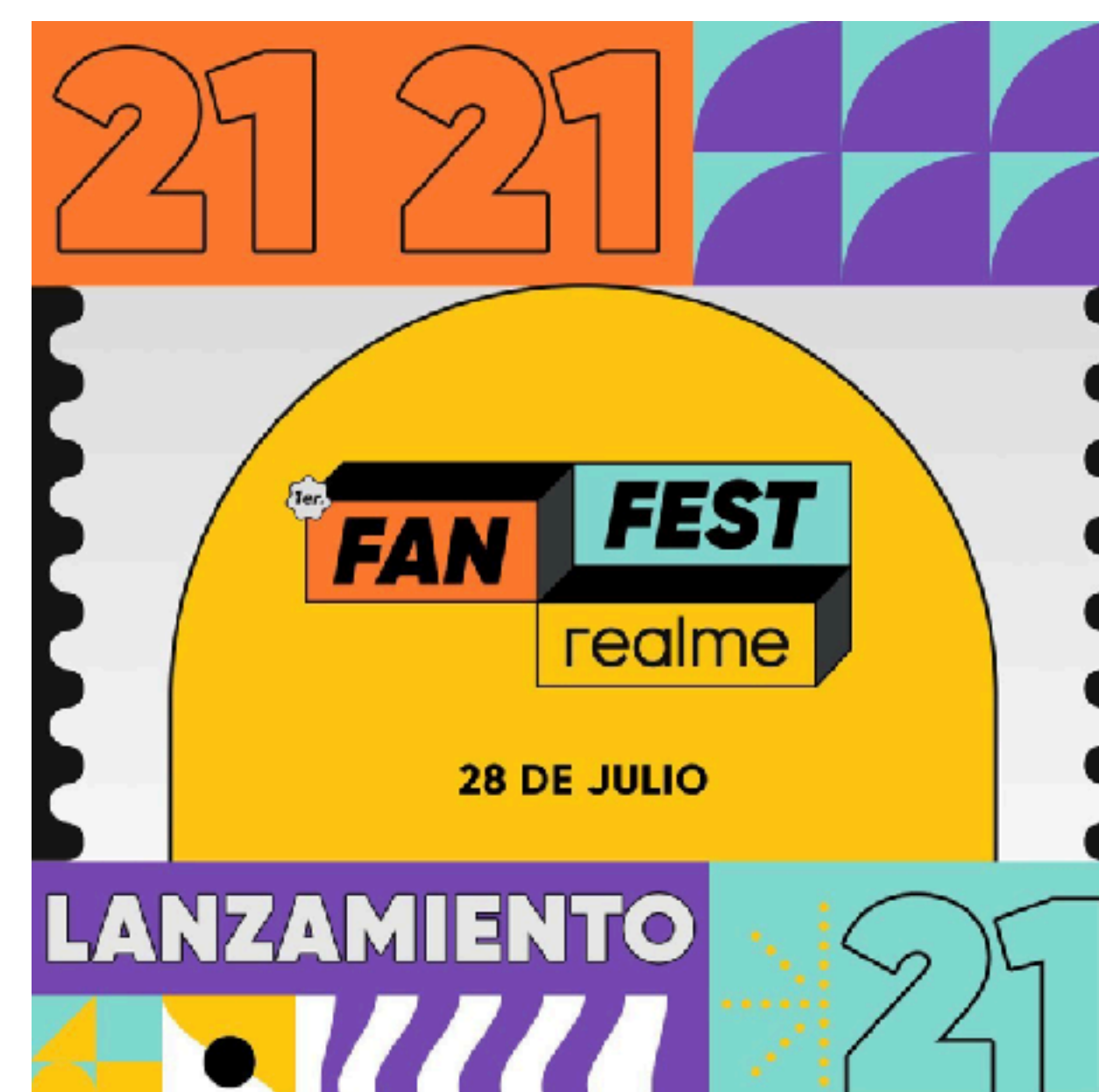
realme

AMIGOS

REALME FANS CULTURA

Los productos y los ventiladores son lo primero en la filosofía de realme. En todos los países y continentes, realme siempre sigue interactuando con sus fanáticos incondicionales, hablando con ellos, escuchándolos y aprendiendo de ellos. La comunidad de realme ha sido uno de los contribuyentes más importantes para el desarrollo y la optimización de los productos de realme que siempre buscan algo nuevo, increíble y siempre se atreven a dar un salto.

NUESTROS FANS SON NUESTROS MEJORES EMBAJADORES DE MARCA.



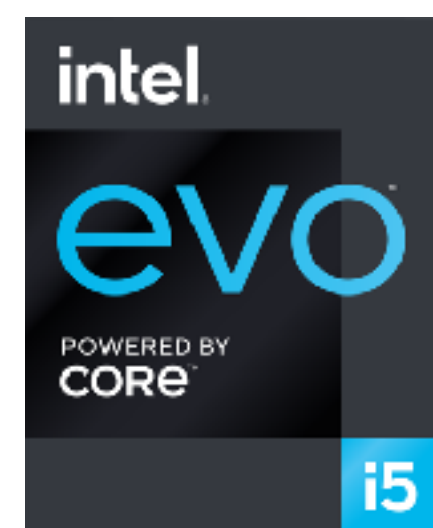
AMIGOS DE LA INDUSTRIA GLOBAL

Qualcomm



harman/kardon[®]
by HARMAN

CORNING
Gorilla[®] Glass



Microsoft[®]

SONY



y muchos más

AMIGOS GLOBALES DEL TRANSPORTISTA Y DEL CANAL



y muchos más

realme

MÁRKETING

TECH YOUTUBERS



Unbox Therapy



SuperSaf



Austin Evans



IsaMarcial



TP Resurrection



Mrwhosetheboss



Jerryrigeverything



The Tech Chap



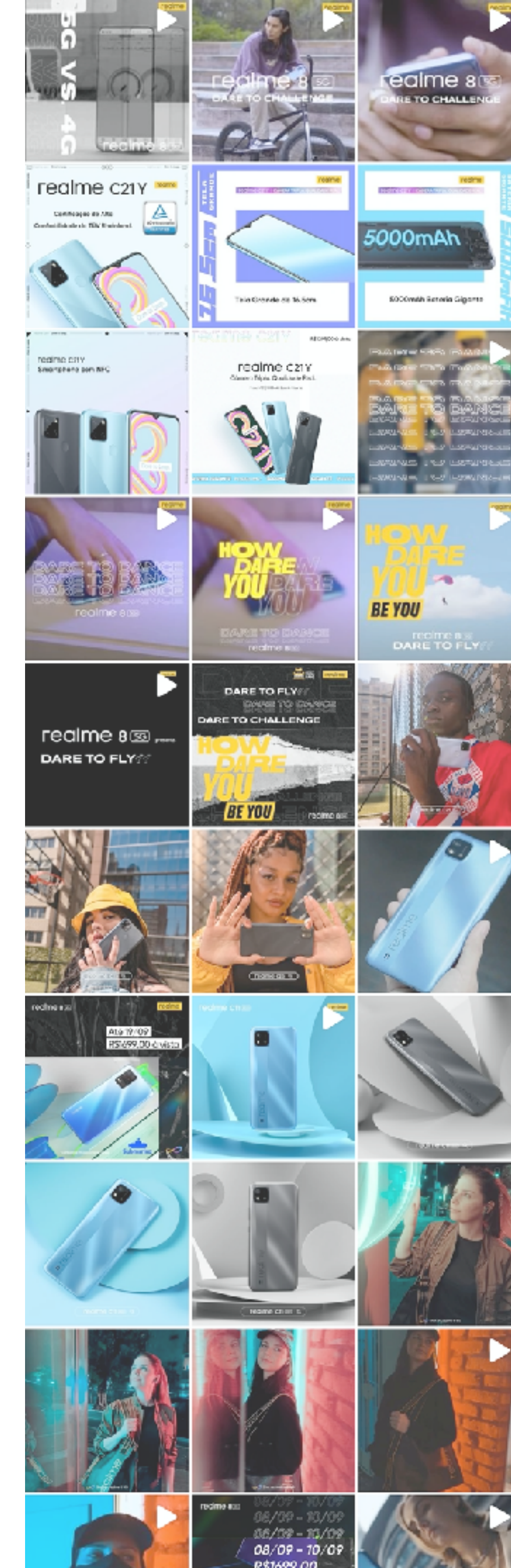
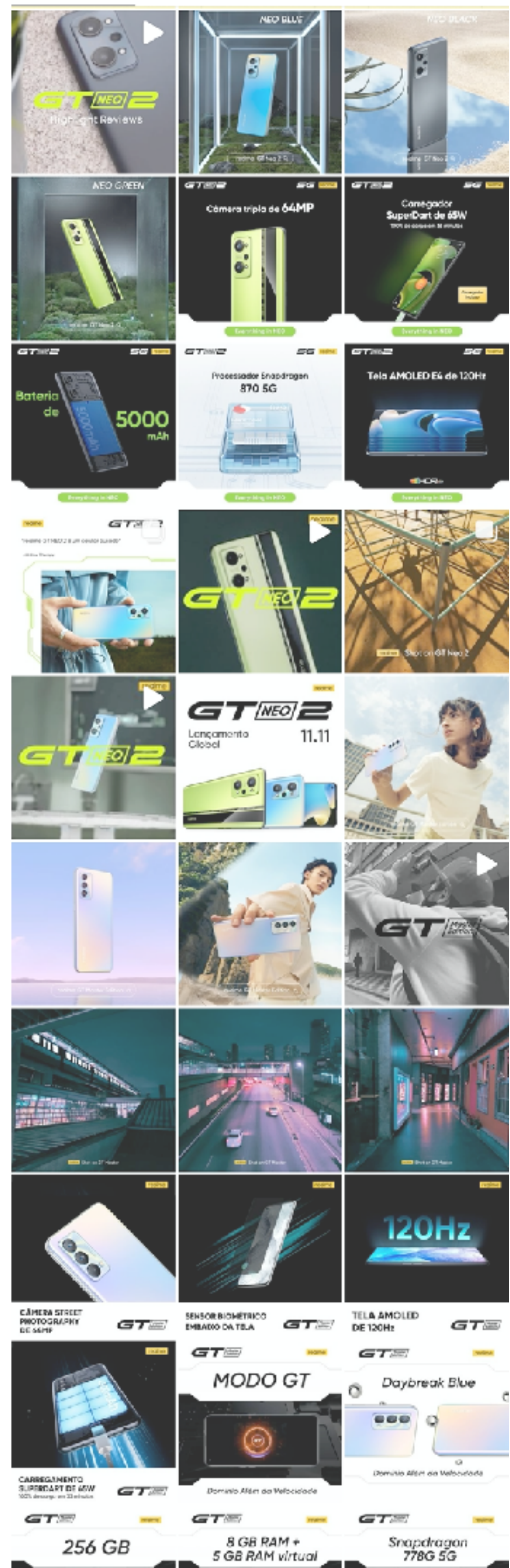
CanalTech



Tecnonauta



MEDIOS SOCIALES ACTIVOS





realme x **FAST & FURIOUS 9**
realme 8 5G
 5G. SPEED TO INFINITY.

Dare to Leap.

realme x **SPIDER-MAN: Far From Home**
 ONLY IN CINEMAS

12:30

realme X2
 64MP Performance Xpert
 Snapdragon 730G | 30W VOOC Flash Charge 4.0

STAR WARS
 THE FORCE AWAKENS

© 2019 & TM LUCASFILM LTD.

Márketing Colaboraciones

realme Buds Air 2

NOISE Off,
 realme On.

Active Noise Cancellation
 25hrs Total Playback

THE CHAINSMOKERS

realme Buds Wireless

Real Bass. Unwired

Alan Walker

EVENTOS PARA LA JOVEN



realme

VALORES



BEN FEN 本分

- Debemos dejar de lado las presiones externas, resistir la tentación de abandonar nuestro valor en busca de una ganancia rápida, mantener una actitud tranquila y madura, volver al origen del problema y captar la dirección razonable.
- Benfen requiere que examinemos nuestras propias acciones en busca de fallas en lugar de buscar fallas.
- Benfen regulariza la actitud hacia el trabajo con los demás: no me beneficiaré a expensas de los demás.
- Benfen es un concepto más amplio y holístico; requiere que hagamos lo que estamos obligados a hacer, incluso si no hemos hecho una promesa.

- Debemos diseñar productos y brindar servicios desde la perspectiva de los usuarios y evitar hacer productos que parezcan favorecidos por los usuarios.
- Debemos realizar una investigación de mercado en profundidad e identificar las necesidades de los usuarios.
- Simplemente deberíamos centrarnos en satisfacer las necesidades básicas de los usuarios objetivo.
- Consideramos el valor del usuario como nuestro objetivo y estándar definitivos.





ORIENTACIÓN A LA PERFECCIÓN

- Nos apasionan los productos, nos esforzamos por fabricar productos sobresalientes y abogamos por un rendimiento extraordinario del producto.
- Debemos adherirnos al espíritu artesanal y mejorar, perfeccionar y optimizar constantemente nuestros productos.
- Debemos llegar al origen mismo de cada problema y lograr la perfección en nuestro trabajo.
- Debemos perseguir una calidad excepcional.

- El valor solo puede reflejarse en el logro de resultados que se producen siguiendo valores comunes.
- Comience con el fin en mente, actúe en función de los resultados y asuma la responsabilidad de los resultados.
- Romper las restricciones de las condiciones objetivas, integrar recursos y trabajar hacia nuestra meta sin poner excusas.
- El valor personal puede quedar bien reflejado en el éxito de nuestro equipo.



**ORIENTACION AL
RESULTADO**

realme

CUMPLIMIENTO & RSE



Environmental Management System Certification

Certificate Code: BMCE0121093L

This is to certify that

Realme Mobile Telecommunications (Shenzhen) Co., Ltd.
Organization Code: 91440300MA5F5QXP2X

Registered Address: Room 201, Building A, No.1 Qianhai First Road, Qianhai Cooperation Zone, Shenzhen, People's Republic of China (Settling into Shenzhen Secretariat Co., Ltd.)

Certification Address: 5/F, 6/F, 7/F, 8/F, 9/F, 10/F, 16/F Excellence Houhai No.1126 Haide 3rd Road, Nanshan District, Shenzhen, Guangdong, China.

This Management System certification is valid to the following Standard:

GB/T 24001—2016 / ISO 14001: 2015

Scope of Certification:

Environmental Management Activities involved in Design, Development, AIoT and Mobile Phones.

Date of issue: 11/15/2021

Date of expiry:

Notes: Within the date of validity, organization must accept the annual confirmation of BENCHMARKS.

1st Periodic Audit:

This certificate information can be querying in CNCA website: www.cnca.gov.cn and BENCHMARKS website: www.benchmarks.com.hk.

2nd Periodic Audit:

3rd Periodic Audit:



Benchmarks Certification & Testing (Zhejiang) Co., Ltd.

Room 607, Building 16, No.1 Keji Road, Puyao Street, Binjiang District, Hangzhou, China (Zhejiang) Pilot Free Trade Zone. TEL: 8671-82812223

DNV-GL

MANAGEMENT SYSTEM CERTIFICATE

Certificate No.: 432337-2021-05-AGC-01V Initial certification date: 08 March, 2021 Valid: 08 March, 2021 - 08 March, 2024

This is to certify that the management system of

Realme Mobile Telecommunications (Shenzhen) Co., Ltd.

Business Address: 8F, Excellence Houhai Financial Center, No.1126 Haide 3rd Road, Nanshan District, Shenzhen, Guangdong, China

has been found to conform to the privacy information management system standard: **ISO/IEC 27701:2019**

This certificate is valid for the following Scope:

BENCHMARKS

Occupational Health & Safety Management System Certification

Certificate Code: BMCS0119002M

This is to certify that

Realme Mobile Telecommunications (Shenzhen) Co., Ltd.
Organization Code: 91440300MA5F5QXP2X

Registered Address: Room 201, Building A, No.1 Qianhai First Road, Qianhai Shenzhen-Hongkong Cooperation Zone, Shenzhen, People's Republic of China (Settling into Shenzhen Qianhai Commerce Secretariat Co., Ltd.) Postcode: 518000

Certification Address: 5/F, 6/F, 7/F, 8/F, 9/F, 10/F, 16/F Excellence Houhai Financial Center, No.1126 Haide 3rd Road, Nanshan District, Shenzhen, Guangdong, China. Postcode: 518000

This Management System certification is valid to the following Standard:

GB/T 45001—2020 / ISO 45001: 2018

Scope of Certification:
Occupational Health and Safety Management Activities involved in Design, Development and Production of AIoT and Mobile Phones.

Date of issue: 11/15/2021 Date of expiry: 11/14/2024

Notes: Within the date of validity, organization must accept the annual confirmation of BENCHMARKS.

This certificate information can be querying in CNCA website: www.cnca.gov.cn and BENCHMARKS website: www.benchmarks.com.hk.

1st Periodical Audit:
2nd Periodical Audit:
3rd Periodical Audit:

Manager

Benchmarks Certification & Testing (Zhejiang) Co., Ltd.
Room 607, Building 16, No.1 Keji Road, Puyao Street, Binjiang District, Hangzhou, China (Zhejiang) Pilot Free Trade Zone. TEL: 8671-82812223

DNV-GL

MANAGEMENT SYSTEM CERTIFICATE

No.: 21-AIS-AGC-01AS Initial certification date: 08 March, 2021 Valid: 08 March, 2021 - 08 March, 2024

This is to certify that the management system of

Realme Mobile Telecommunications (Shenzhen) Co., Ltd.

Business Address: 8F, Excellence Houhai Financial Center, No.1126 Haide 3rd Road, Nanshan District, Shenzhen, Guangdong, China

has been found to conform to the Information Security Management System standard: **22080-2016/ISO/IEC 27001:2013**

This certificate is valid for the following scope:

Information Security Management Covers: Design, Development, Operation and Maintenance Services of realme UI, realme Link, realme Store, realme Community; realme Mobile Phone and IoT Products. Manufacture of Mobile Phones as mentioned in the appendix accompanying this certificate.

This is in accordance with the Statement of Applicability, Version 1.0

Place and date: Shanghai, 09 March, 2021

For the issuing office: DNV GL - Business Assurance

Lack of fulfillment of conditions as set out in the Certification Agreement may render this Certificate invalid.
ACCREDITED UNIT: DNV GL Business Assurance (China) Co., Ltd., SUITE A, BUILDING 9, NO.238, HONGQIAO ROAD, CHANGNING DISTRICT, SHANGHAI 200231, P.R.CHINA. TEL: +86 21 32799900. dnv.com/accuassurance

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As the battle against COVID-19 continues, realme has decided to ramp up its efforts to support Indians in this hour of need. We have donated to Zomato's 'India Needs Oxygen' initiative.

This will provide for the distribution of oxygen concentrators and related supplies to about 350 patients every day.

We urge you all to do as much as possible. Let's defeat COVID-19 together.



CONECTAMOS Y GANAMOS JUNTOS



LA_BD@realme.com



Dare to Leap.