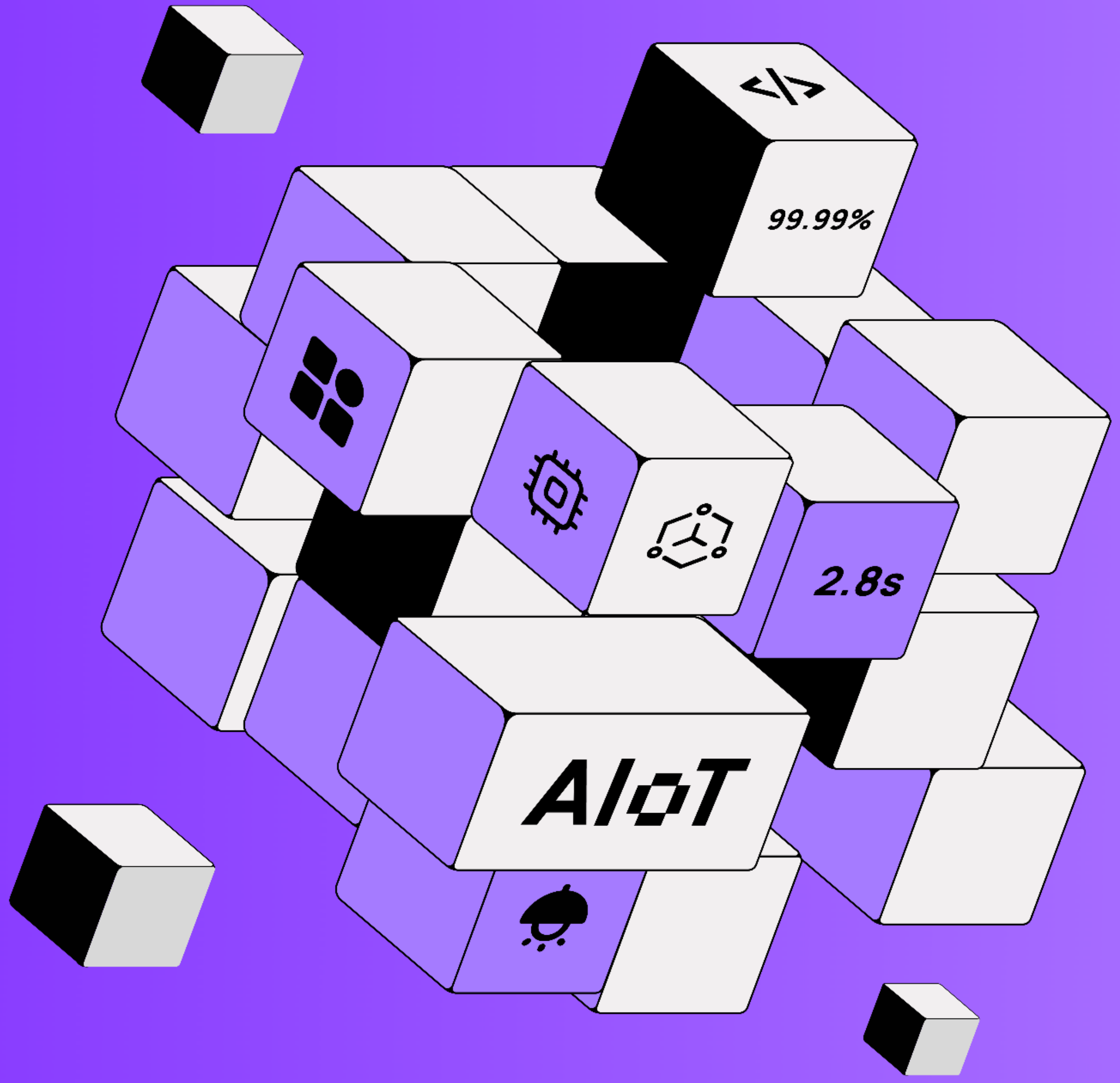
NYSE: TUYA / HKEX: 2391.HK

TUYA SMART

THE GLOBAL LEADING AI CLOUD PLATFORM SERVICE PROVIDER



Second Quarter 2026

Build an AI Developer Ecosystem
Enable Everything to Be Smart

Company Introduction

Tuya at a Glance

BUSINESS

1 Unique AI Smart Cloud Platform Service Provider Providing Turnkey Solutions Worldwide

- Largest 3rd cloud developer platform globally
- Limited/Eliminated competition
- Irreplaceable/Highly sticky/Neutral

2 Globally Diversified Demand Base

- Balanced geographic revenue structure
- International revenue: 80%~90%

3 Growth Driven by A Tech DNA Embracing New Technologies

- Increasing AI penetration across device base
- Strong cloud-based product extensibility
- Pioneering emerging smart scenarios

KEY FINANCIAL METRICS

Period	Q2'26
Revenue Y/Y Growth	$92.9 Mn/+16%
Gross Margin	46%
Non-GAAP[1] Operating Margin	10%
Non-GAAP[1] Net Margin	20%
GAAP Net Profits Margin	20%
Total Net Cash[2,3]	$976 Mn
Strong Balance Sheet[3]	Light-asset, No Debts
Current Market Cap.[4]	~ $1,100 Mn

1. Non-GAAP measures. Please refer to the earning release or financial reports for reconciliations of these non-GAAP measures to their most comparable GAAP equivalents.
2. "Net cash" refers to cash in banks, and time deposits & treasury securities recorded as short-term and long-term investments in the balance sheet (as Tuya has no loans or interest-bearing liabilities).
3. As of June 30, 2026.
4. Based on the recent closing price. (in August)

Note: Numbers are rounded for presentation purposes.

AI-Driven Global Platform with Expanding Developer Ecosystem

2.09+ Million
Global AI Developers
As of June 30, 2026

5,900+
Global Customers
Served in The Year 2025

70%+
In R&D/Product Team

8 Countries/Regions
Localized Service Coverage

200+
Countries & Regions
End-User Coverage

3200+
Categories of Smart Devices

~1Bn
Smart Devices Powered

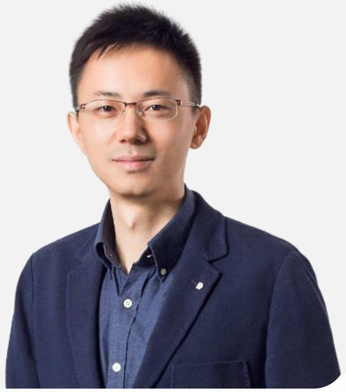
Note: Numbers are rounded for presentation purposes.

Our Esteemed Global Customers

Solid Founding Team
with Three Successful Entrepreneurial Experiences

Jerry Wang
Co-Founder, CEO

Leo Chen
Co-Founder, President



Alex Yang
Co-Founder, CFO & COO

Ruixin Zhou
Co-Founder

Yaona Lin
Co-Founder

phpwind

2003

The biggest open-source
BBS software in China

Alibaba

2008

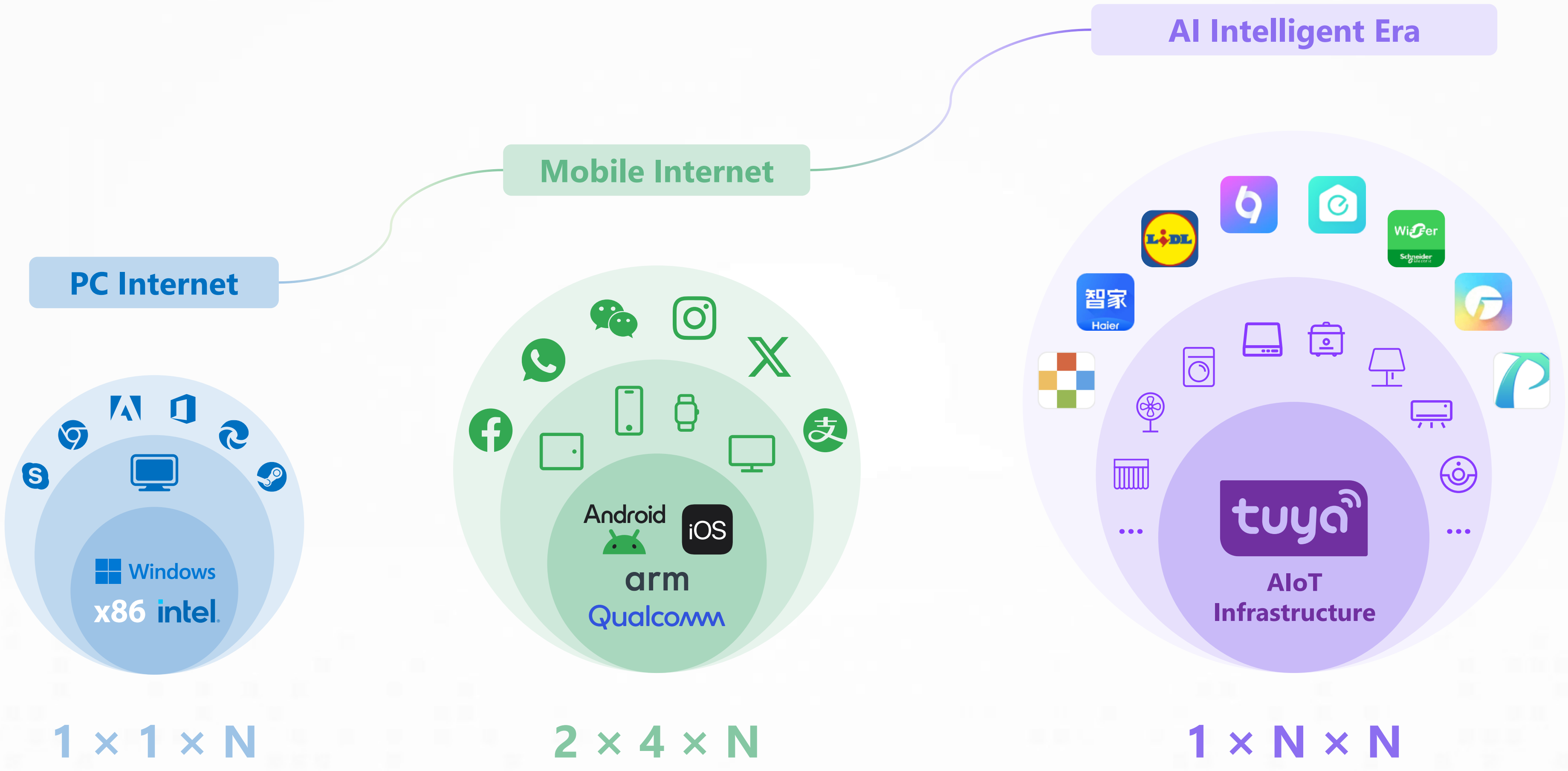
Alibaba Cloud &
QR code mobile payment

tuya

2014

**The largest 3rd-party
AI cloud platform**

We're Ready to Thrive in the Next Era — Bring Intelligence to Physical World



2 Steps, 3 Business Models to bring AI into Physical World

Unified Infrastructure, Open Ecosystem, Scalable AI Applications

PaaS
AIoT Infrastructure for Device Manufacturers

Device Edge
· AIoT chipset & module
· Software developer toolkit
· Connectivity with embedded AI capability

AIoT Cloud
· AIoT Core
· Open API
· Things model
· Data security & compliance
· Data storage & analysis

User Interaction
· User application framework
· Voice control
· AI assistant

Deliverables
AIoT module w/ OS | Cloud service | Mobile Apps

Revenue Model
One-time **Payment per Device** before production

Smart Home & Robot Product
Turnkey AI Device Solutions

PaaS + Hardware Design
· AI home devices
· AI companion products
· Energy management
· Security devices
· Home robots

Deliverables
Smart devices / AI devices / Turnkey product solutions

Purchase Fee per Device

Step 1

Deploy AI-Ready Devices

AI Application & Others
AI Applications and Recurring Services

for Consumers
· Cloud storage
· AI video analytics
· AI companion services
· HEMS energy saving
· AI pattern recognition
· App-based AI services

for Commercial & Industrial
Management system for –
· Smart hotel
· Smart apartment
· Smart community
· Smart building
· Net-zero & energy management

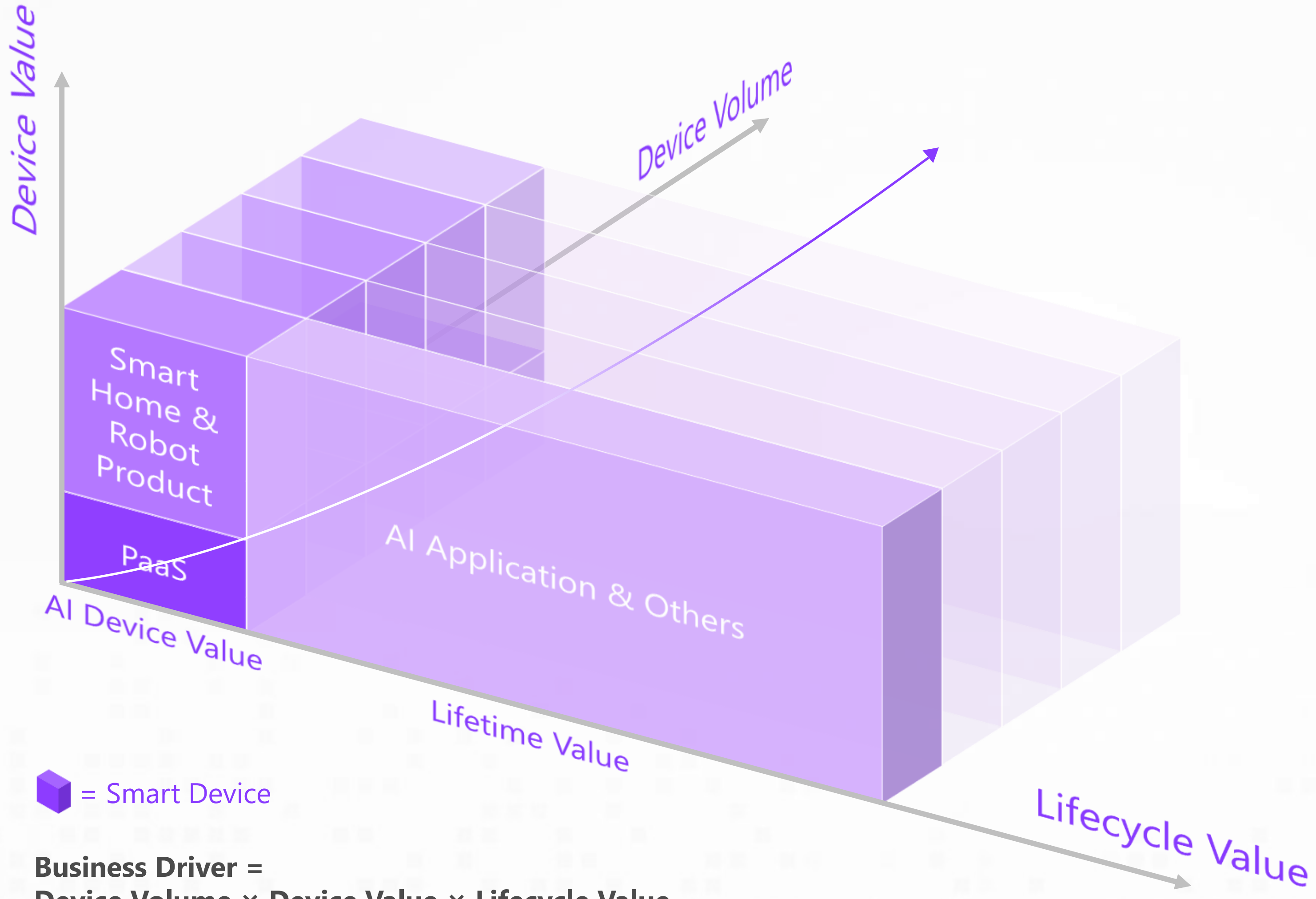
Deliverables
ToC AI applications | ToB SaaS applications

(1) Subscription base – **Recurring Fee**; (2) Project-based fees

Step 2

Run AI Applications & Services

Business Growth Driven by AI Applications and Device Penetration



Business Driver =
Device Volume × Device Value × Lifecycle Value

Our Growth Strategies

- **Value.** Increase revenue per device through higher-value AI hardware solutions and integrated product capabilities.
- **Volume.** Expand device penetration by acquiring new customers and helping existing customers launch more AI-ready product categories.
- **Lifecycle.** Unlock recurring revenue through AI applications, software services and usage-based value across device lifecycles.

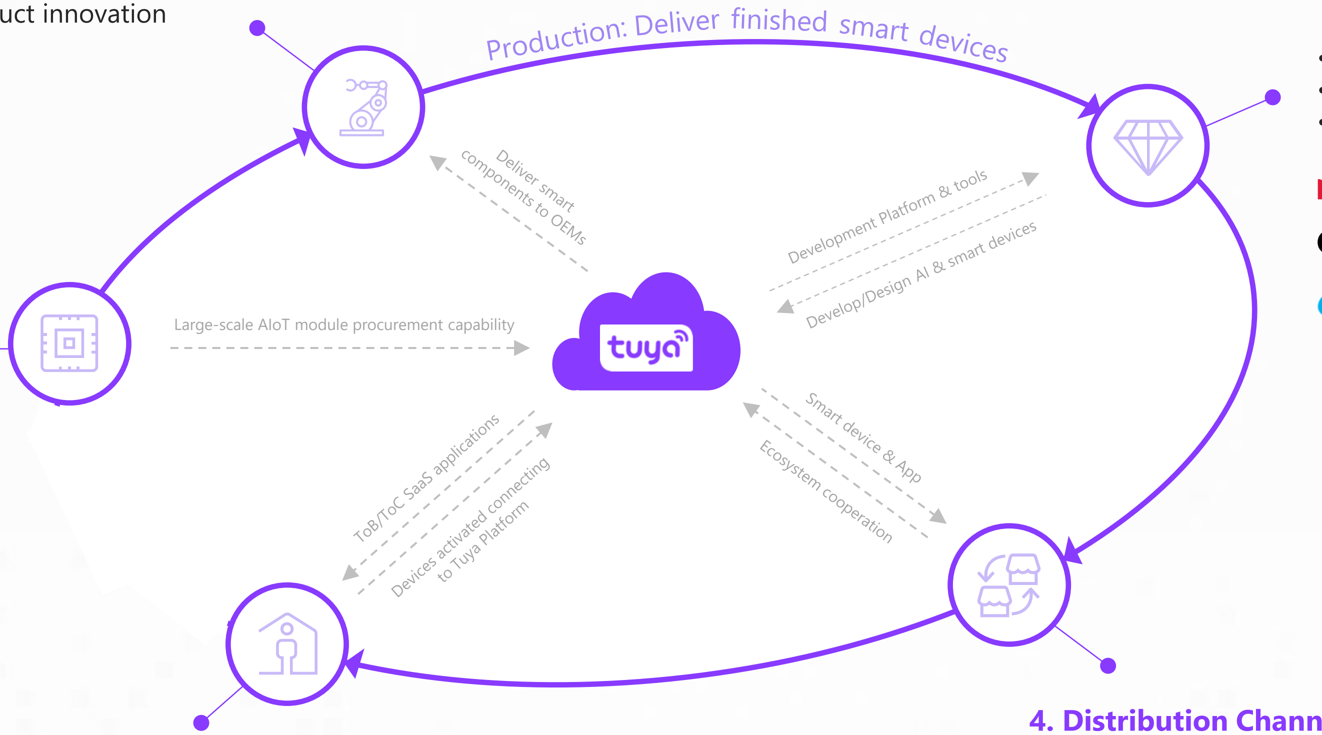
Integrating Technology, Supply Chain and Channels to Deliver AI Value

2. OEM/ODM

- Improve R&D efficiency
- Lower AI hardware development barriers
- Accelerate product innovation

1. Chip | Cloud | LLM

- Rapid Application
- Mature Channels
- New Technology Benchmark



3. Brands/Importers

- Neutral platform independent of single hardware vendors
- Unified user system
- Flexible development capabilities
- Global flexibility

MONSTER
CALEX HOLLAND
PHILIPS
Schneider Electric
CANDY
Haier
SHARP Be Original.

4. Distribution Channel

- Market Insight
- Supplier Survey
- Private-brand fast track

ALDI
LIDL
BEST BUY
THE HOME DEPOT
LEROY MERLIN
Walmart
Telkom Indonesia the world in your hand

5. End User

- Integrated smart living experience
- More accessible AI-powered products

Our Agnostic, Agile, Open Architecture

Agnostic

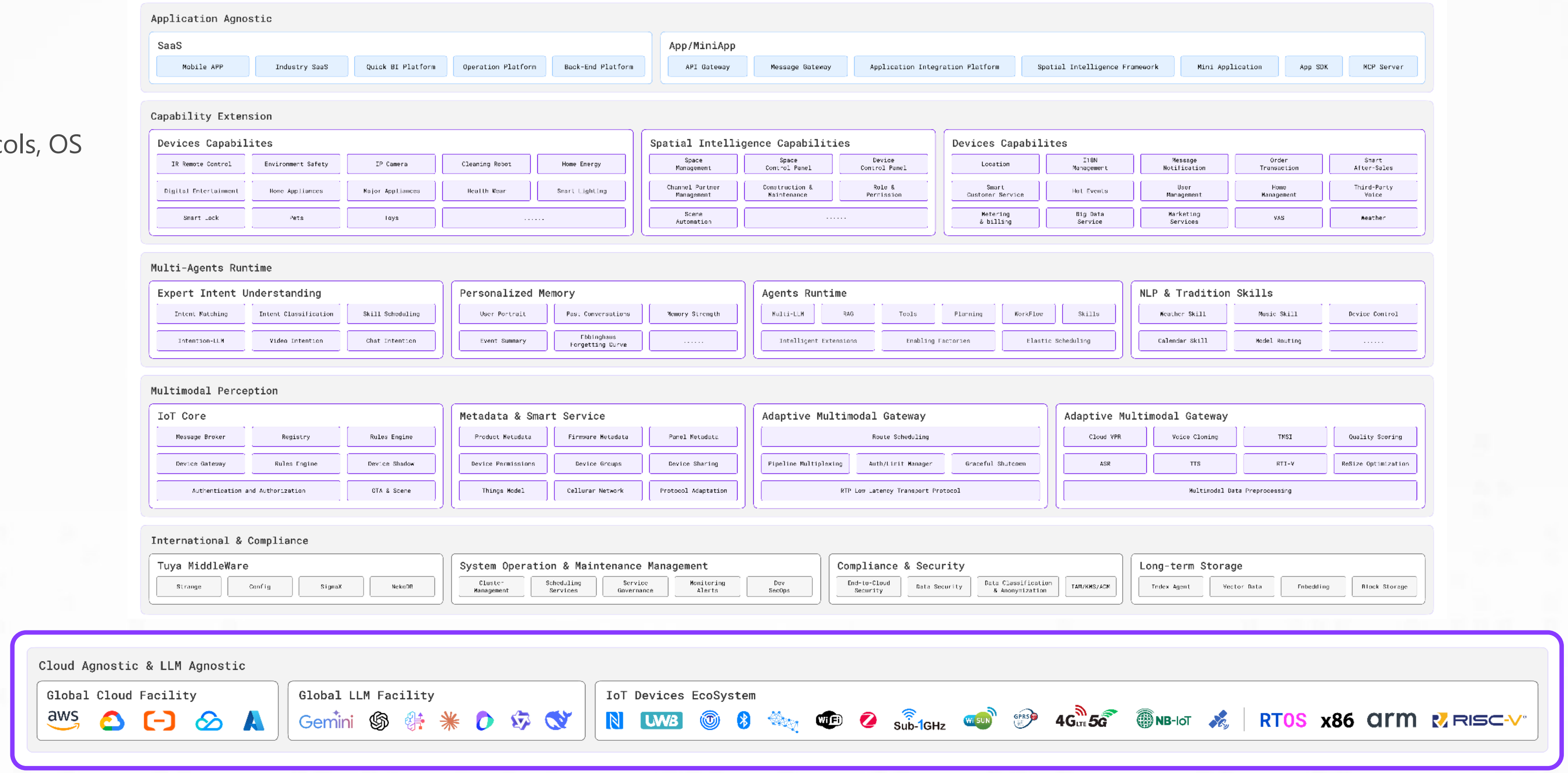
- Cloud
- AI LLMs
- Edge : connectivity protocols, OS

Agile & Flexible

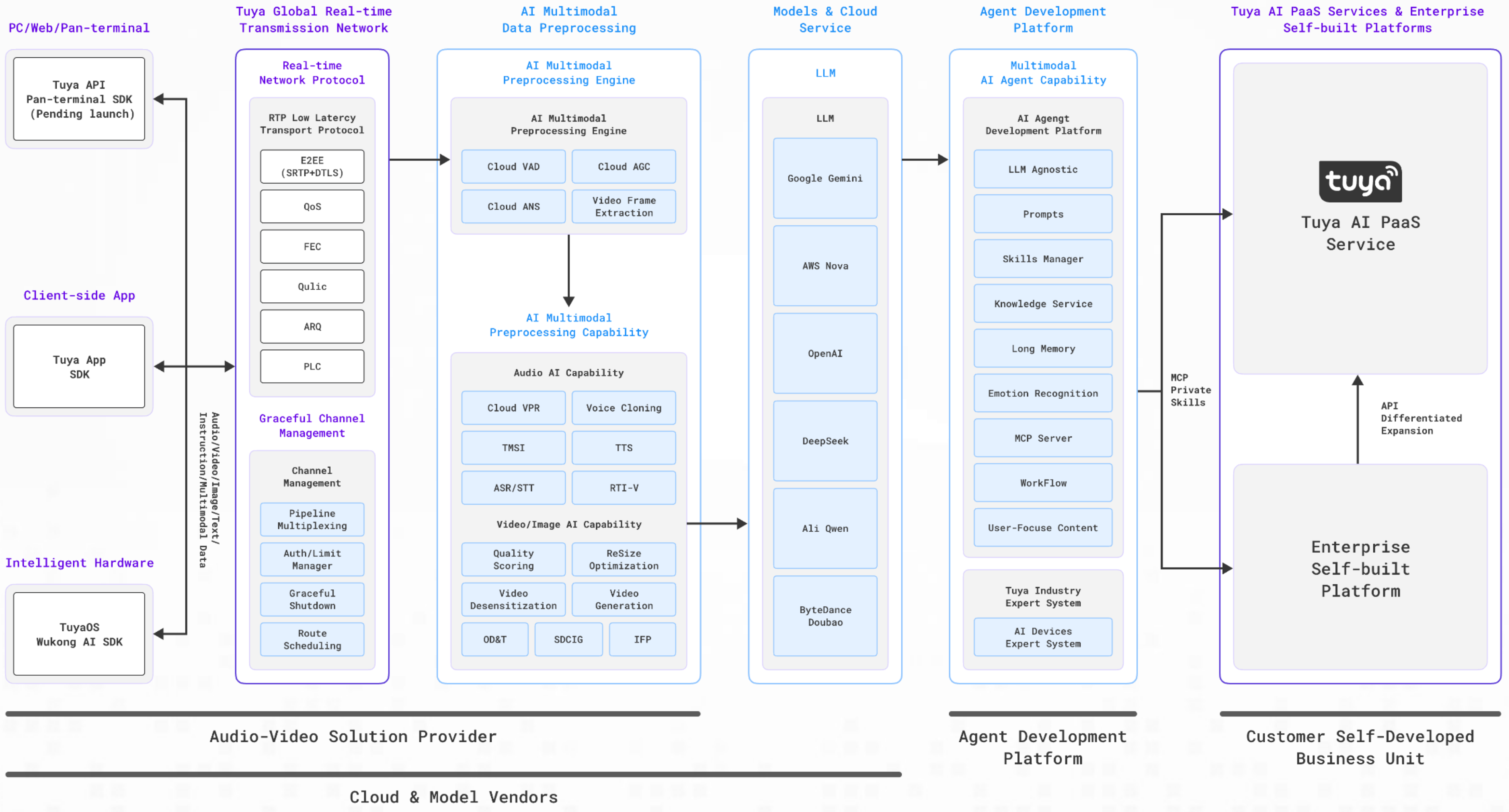
- Turnkey
- SDK/API kit
- Unified framework
- Reference design

Open

- Open APIs
- Open-Source Project



AI Device Architecture



Integrate A Diverse Hardware Ecosystem into A Unified User Portal

Massive Array of Categories Powered by Tuya

Energy Savings
Meter / Electricity

Water Meter, Electric Meter, Gas Meter, Heat Meter, Power Gateway, Circuit Breaker, Generator, DC Charging Pile, Low Voltage Energy Storage, Outdoor Power Station, Energy storage Inverter, AC Shared Charger

Office Travel
Anti-lost Device / Locator / Travel

Item tracker, Locator, Hoverboard, Electric pump, Scooter, Smart electric car, Smart Helmet, PD Adapter

Electrical & Lighting
Plug / Switch / Controller / Light Source / Light

Plug, Power strip, Temperature control socket, Air-conditioning partner, Lighting switch, Dimmer switch, Curtain switch, Scenario switch, Wireless switch, Fan switch, Downlight and spotlight, Breaker, Hidden on-off breaker, Garage door controller, Water valve controller, Bulb lamp, Filament lamp, Light strip, String lights, Sensor lamp, Ceiling lamp, Outdoor lamp

Health & Exercise
Health Equipment / Treadmill / Smart Rope Skipping

Body fat scale, Watch bracelet, Sleep tracker, Blood pressure monitor, Physiotherapy products, Treadmill, Smart jumping rope

Household Appliances
Large Home Appliances / Small Home Appliances / Kitchen Appliances

Air conditioner, Refrigerator, Washing machine, Water heater, Robot vacuum, Fan, Aroma diffuser, Humidifier, Air purifier, Thermostat, Pet feeder, Curtain, Air fryer, Coffee machine, Water purifier, Slow cooker, Garbage disposal, Milk regulator, Heater, Heat radiator thermostatic valve, Food probe

Security Sensors
Camera / Door Lock / Sensor

Camera, Door lock, Body motion sensor, Door sensor, Vibration alarm, Smoke alarm, Gas alarm, Temperature and humidity sensor

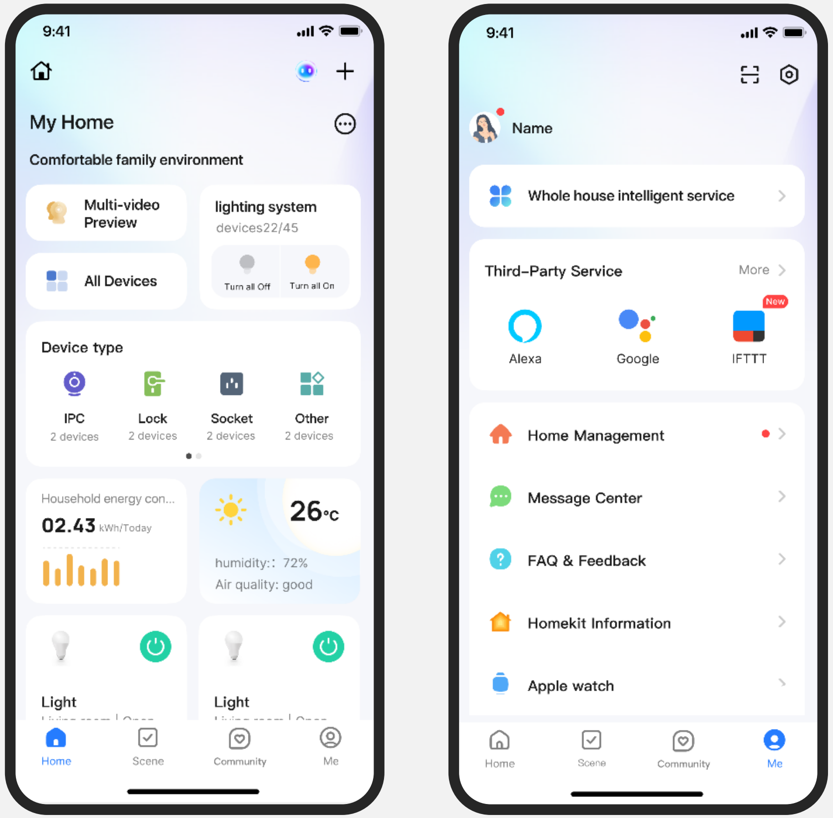
Education & Entertainment
Digital Entertainment / Education

Television, Background music, Magic mirror, Cloud picture frame, Gamepad, Bluetooth earphone, Smart speaker, Story machine, Picture book reader, Projector, Vanity mirror

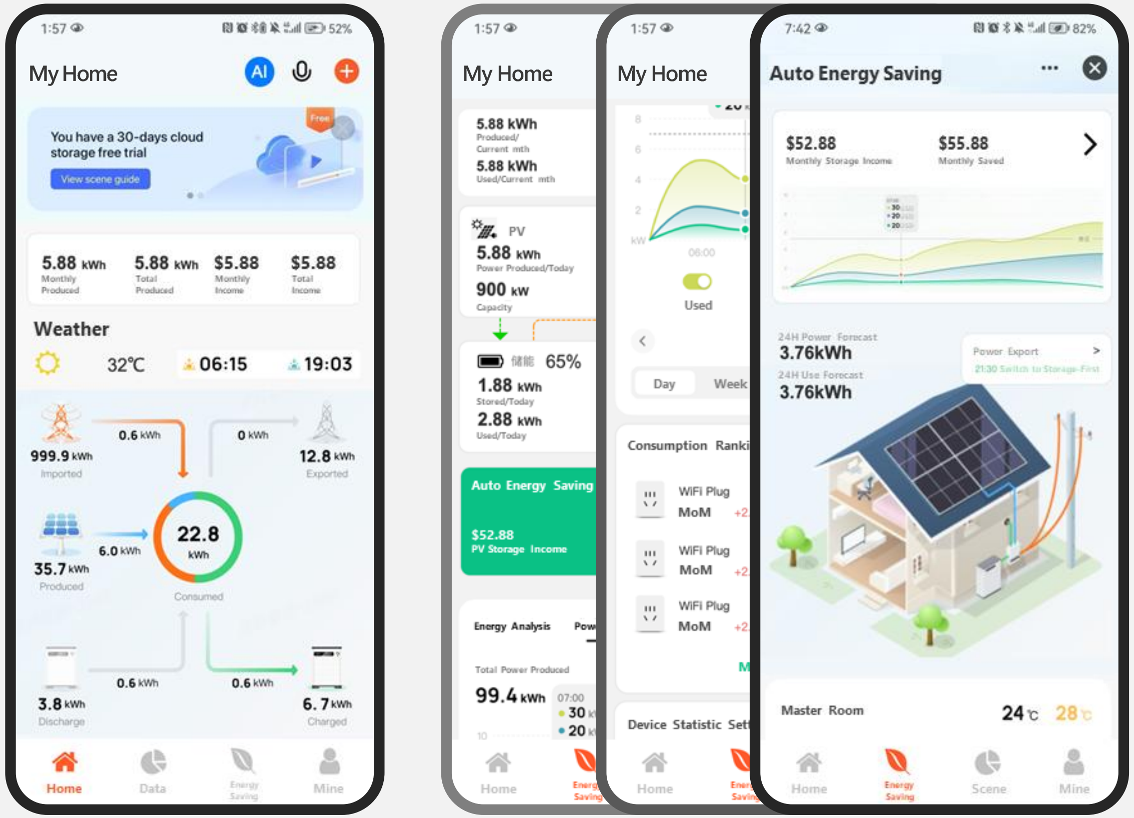
Industry & Agriculture
Industrial & Agricultural Equipment

Irrigator, Water valve controller, Weather station, Water quality detector, Livestock locator, Robotic arm

Note: Categories selected and graphics for illustrative purpose only.

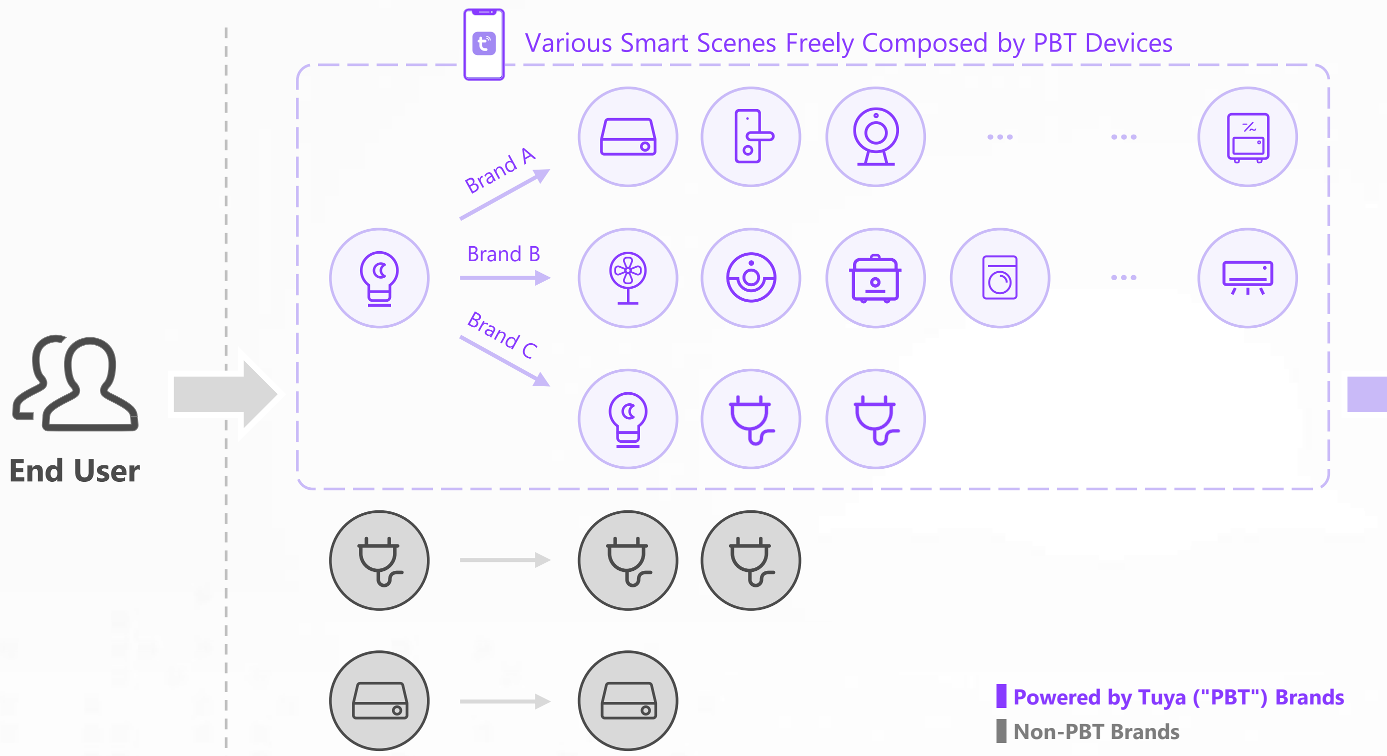


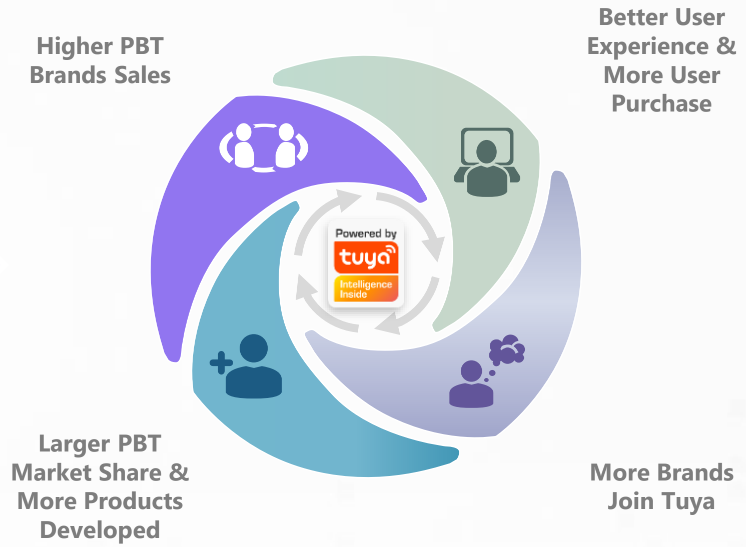
One App
One Smart Home



Smart Energy Saving Application Case
based on Tuya Ecosystem

One App User Experience + Large Customer Base = Network Effects





PBT Devices Users Prefer to Buy More PBT Products

Network Effects

Full Stack AIoT Platform Offering Brings Strategic Depth

Players	Technology: Full-stack AIoT Infrastructure	Technology: Cloud & LLM Agnostic	Technology: Stability at Massive Scale	Technology: Compliance & Security	Technology: Open-source & Developer Tools	Product: Cloud – Thing Model	Product: Device Edge	Product: App / Voice / AI Assistant	Product: AI Applications	Product: Smart Algorithms & Capabilities	Business Model: Neutral Platform	Business Model: Unified User Experience & Ecosystem	Business Model: Scalability & Product Expansion	Business Model: Go-to-Market Efficiency	Business Model: Cost Efficiency
Tuya	Excellent/Full	Excellent/Full	Excellent/Full	Excellent/Full	Excellent/Full	Excellent/Full	Excellent/Full	Excellent/Full	Strong/Major	Strong/Major	Excellent/Full	Excellent/Full	Excellent/Full	Excellent/Full	Strong/Major
Cloud Company A	Moderate/Partial	Absent/No	Excellent/Full	Excellent/Full	Strong/Major	Strong/Major	Absent/No	Absent/No	Weak/Limited	Weak/Limited	Moderate/Partial	Weak/Limited	Moderate/Partial	Weak/Limited	Moderate/Partial
Consumer Electronics Brand Group B	Strong/Major	Strong/Major	Strong/Major	Strong/Major	Excellent/Full	Excellent/Full	Strong/Major	Strong/Major	Strong/Major	Moderate/Partial	Absent/No	Strong/Major	Moderate/Partial	Moderate/Partial	Strong/Major
System Integrators	Moderate/Partial	Excellent/Full	Moderate/Partial	Moderate/Partial	Moderate/Partial	Strong/Major	Moderate/Partial	Strong/Major	Moderate/Partial	Moderate/Partial	Excellent/Full	Moderate/Partial	Moderate/Partial	Strong/Major	Moderate/Partial
Vertical ISVs[1]	Strong/Major	Moderate/Partial	Moderate/Partial	Moderate/Partial	Strong/Major	Strong/Major	Absent/No	Strong/Major	Strong/Major	Strong/Major	Strong/Major	Moderate/Partial	Moderate/Partial	Moderate/Partial	Moderate/Partial
IoT Chip Vendors	Weak/Limited	Excellent/Full	N/A	N/A	N/A	Absent/No	Moderate/Partial	Absent/No	Absent/No	Absent/No	Excellent/Full	N/A	Weak/Limited	Weak/Limited	Weak/Limited

= Excellent/Full Coverage = Strong/Major Coverage = Moderate/Partial Coverage = Weak/Limited Coverage = Absent/No Coverage N/A = Not Applicable for Comparison

1. "ISV" refers to independent software vendor.

Our Global Partnership Footprint

Marketing Events and Direct Partnerships Cover 40+ Major Countries

tuya

Tuya as Best Practice and Industry Leaders in Global AIoT Security Compliance

Global Data Centers

CQC

DNV ISO/IEC 42001 ARTIFICIAL INTELLIGENCE MANAGEMENT SYSTEM

AsiaInfo

psacertified™

ChaitinCybersecurity Red Team/ Blue Team Exercise Report

DEKRA

EU GDPR

CCPA

AICPA SOC

CSPEC

TRUSTe Certified Privacy Powered by TrustArc

bsi ISO/IEC 27701 Privacy Information Management CERTIFIED

bsi CSA STAR Cloud Security CERTIFIED

bsi ISO/IEC 27001 Information Security Management CERTIFIED

bsi ISO/IEC 27017 Cloud Security Management CERTIFIED

wizlynx group

RAPID7

UNDER DEFENSE

paloalto NETWORKS

UNIT 42 BY PALO ALTO NETWORKS

ScienceSoft Professional Software Development

EY Building a better working world

ioXt internet of secure things

CE

FC

IC

TÜV SÜD Product Service

BRONZE 2021 ecovadis Sustainability Rating

PERSONAL INFORMATION PROTECTION AND ELECTRONIC DOCUMENTS

Financial Updates

Strong Growth and Continued Profitability in Q2’26

The Second Quarter, 2026

$92.9Mn
Q2’25 : $80.1Mn
Total Revenue

+16%
Total Revenue YoY Growth

$9.6Mn, 10%
Q2’25 : $8.6Mn, 11%
Non-GAAP[1] Operating Profit / Margin

$9.3Mn, 10%
Q2’25:$1.1Mn, 1%
GAAP Operating Profit / Margin

$19Mn
Q2’25 : $13Mn
GAAP Net Profit

20%
Q2’25 : 16%
GAAP Net Margin

1. Non-GAAP measures. Please refer to the earning release or financial reports for reconciliations of these non-GAAP measures to their most comparable GAAP equivalents.
Note: Numbers are rounded for presentation purposes.

Positive Operating Leverage Realized

Half-Year 1 2026

$174Mn
25H1: $155Mn
Total Revenue

+12%
Total Revenue YoY Growth

+$3Mn
$18Mn, 10%
25H1: $15Mn, 10%
Non-GAAP[1] Operating Profit / Margin

+$17.4Mn
$17Mn, 10%
25H1: -$0.4, -0.2%
GAAP Operating Profit / Margin

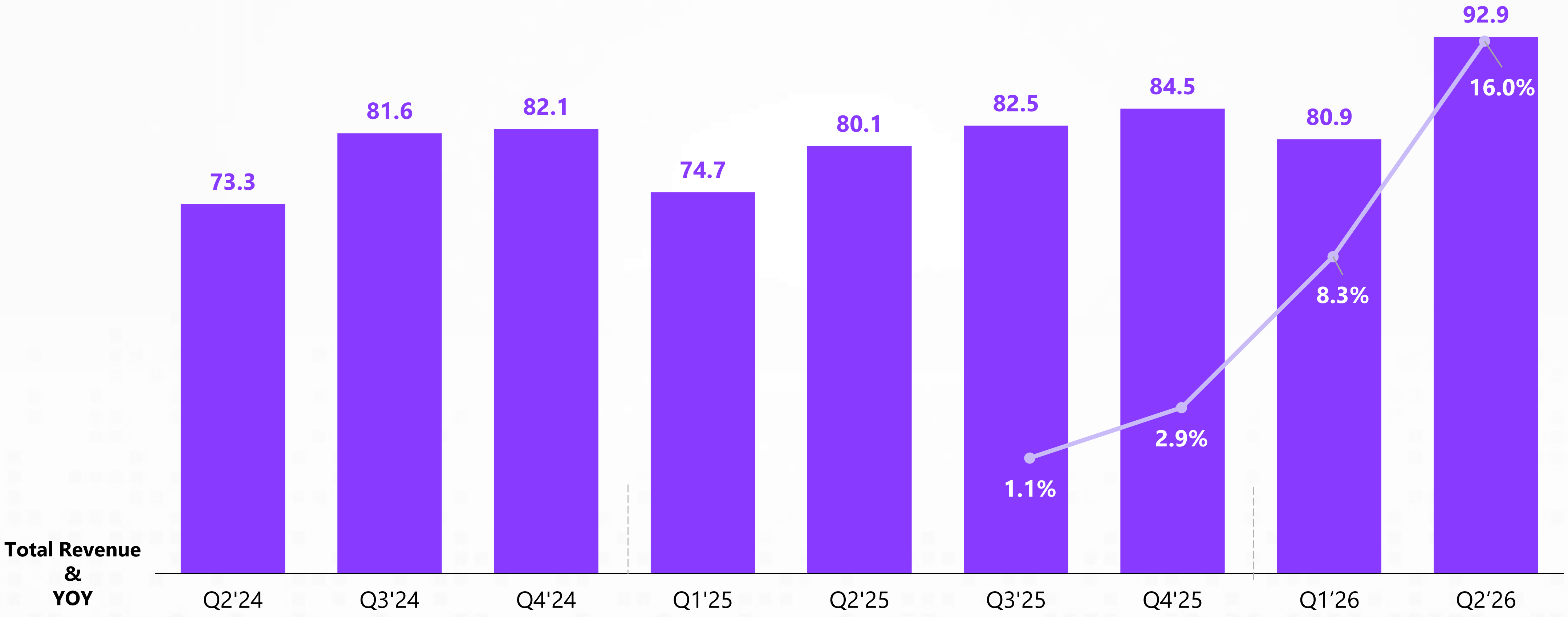
+$10Mn
$34Mn
25H1: $24Mn
GAAP Net Profit

+5%
20%
25H1: 15%
GAAP Net Margin

1. Non-GAAP measures. Please refer to the earning release or financial reports for reconciliations of these non-GAAP measures to their most comparable GAAP equivalents.
Note: Numbers are rounded for presentation purposes.

Sustained YoY Revenue Growth with Improving Momentum in Q2’26

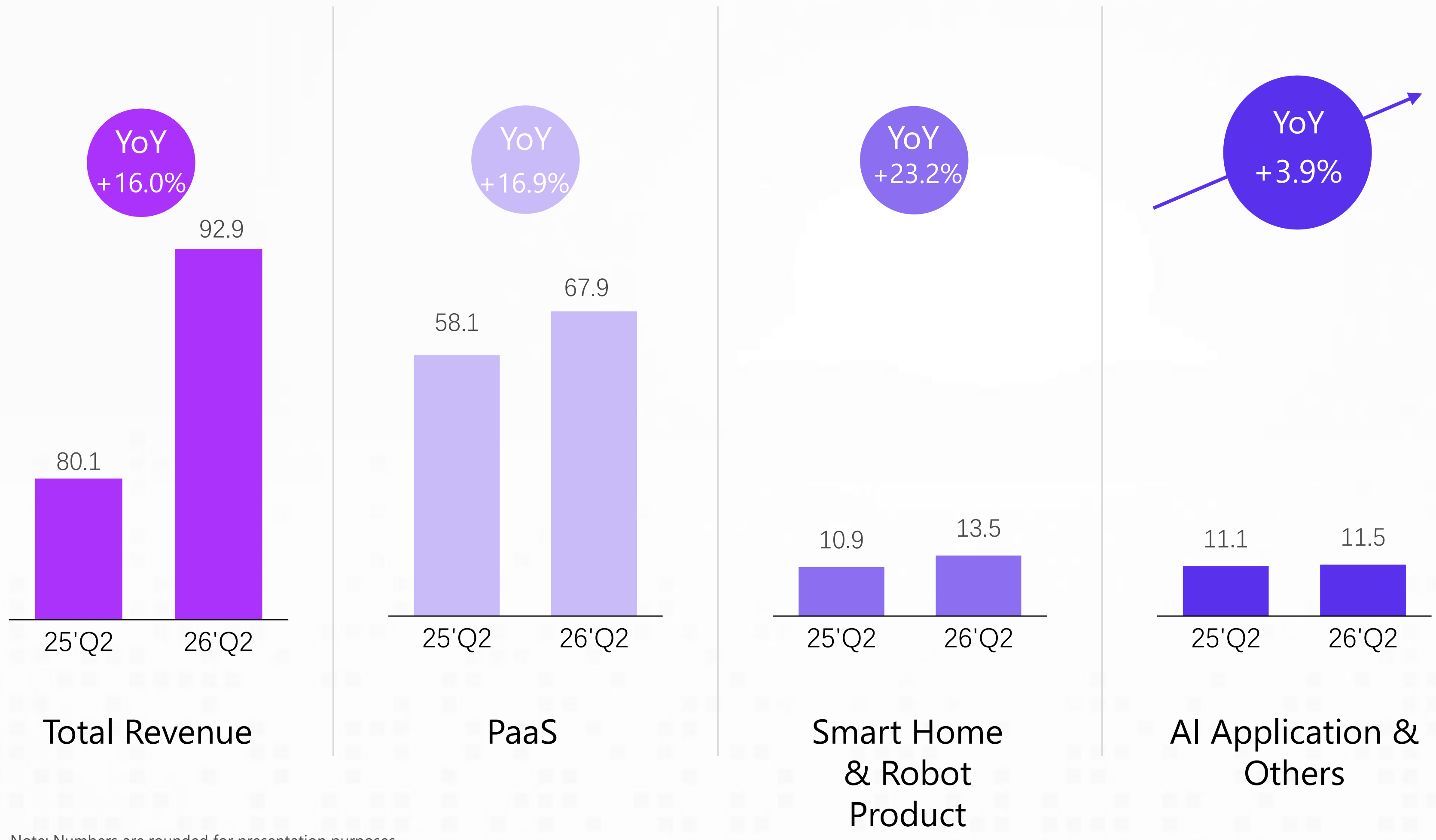
Quarterly Revenue & YoY
(USD'M)



Note: Numbers are rounded for presentation purposes.

AI-Enabled Value-Added Services Drive Lifecycle Monetization

Revenue Breakdown, 26’Q2
(USD'M)



C-end Service Recurring Revenue Growth

22.2%+

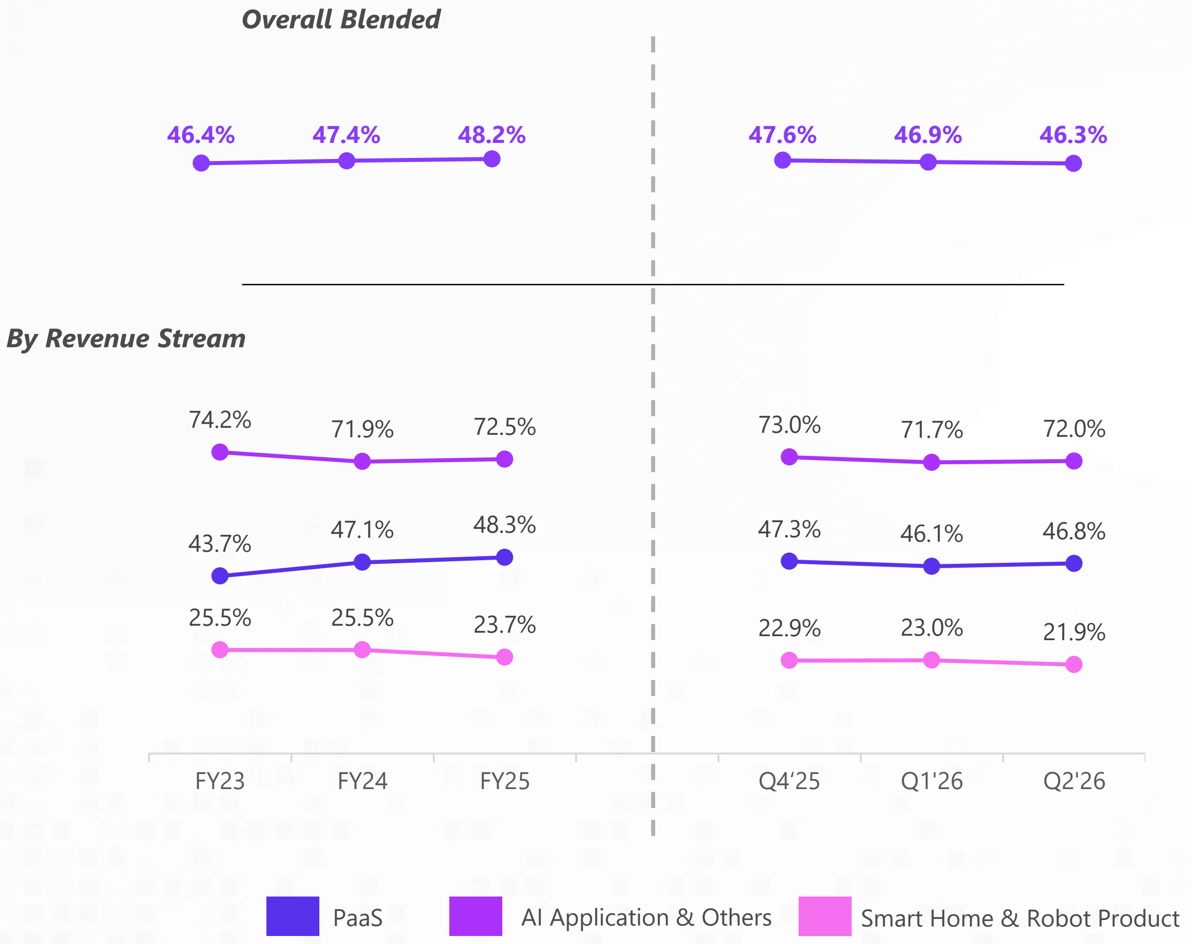
26 ‘Q2 YOY

- Device lifecycle monetization
- AI-enabled value-added services
- Higher service attachment opportunities

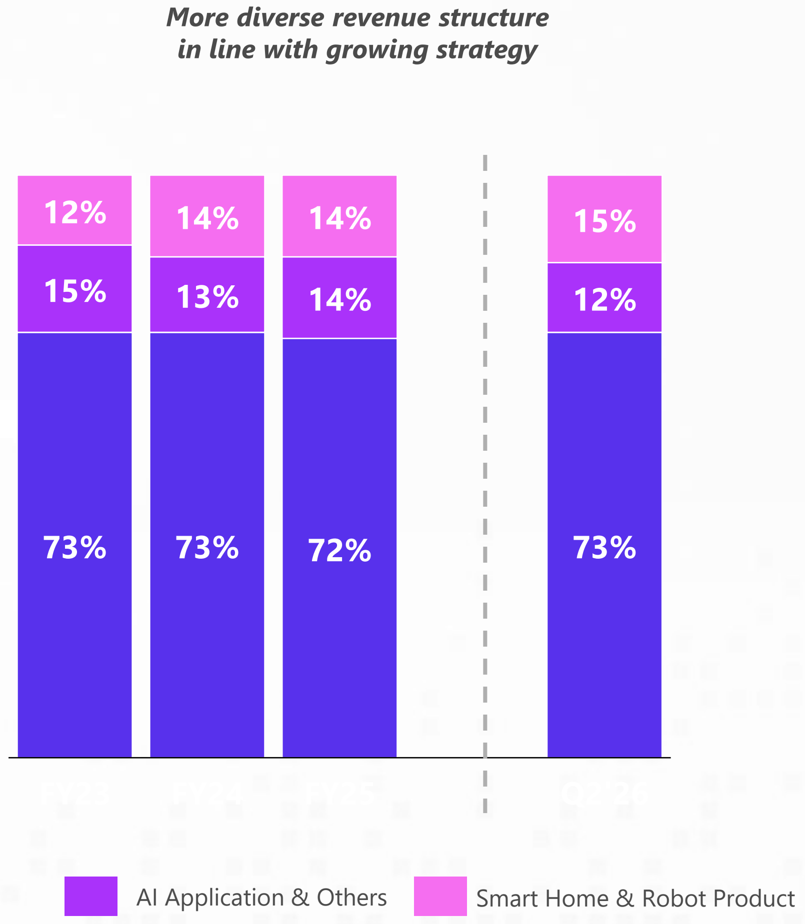
Note: Numbers are rounded for presentation purposes.

Healthy Gross Margin Supports Sustainable Profitability

Gross Margin



Revenue Contribution

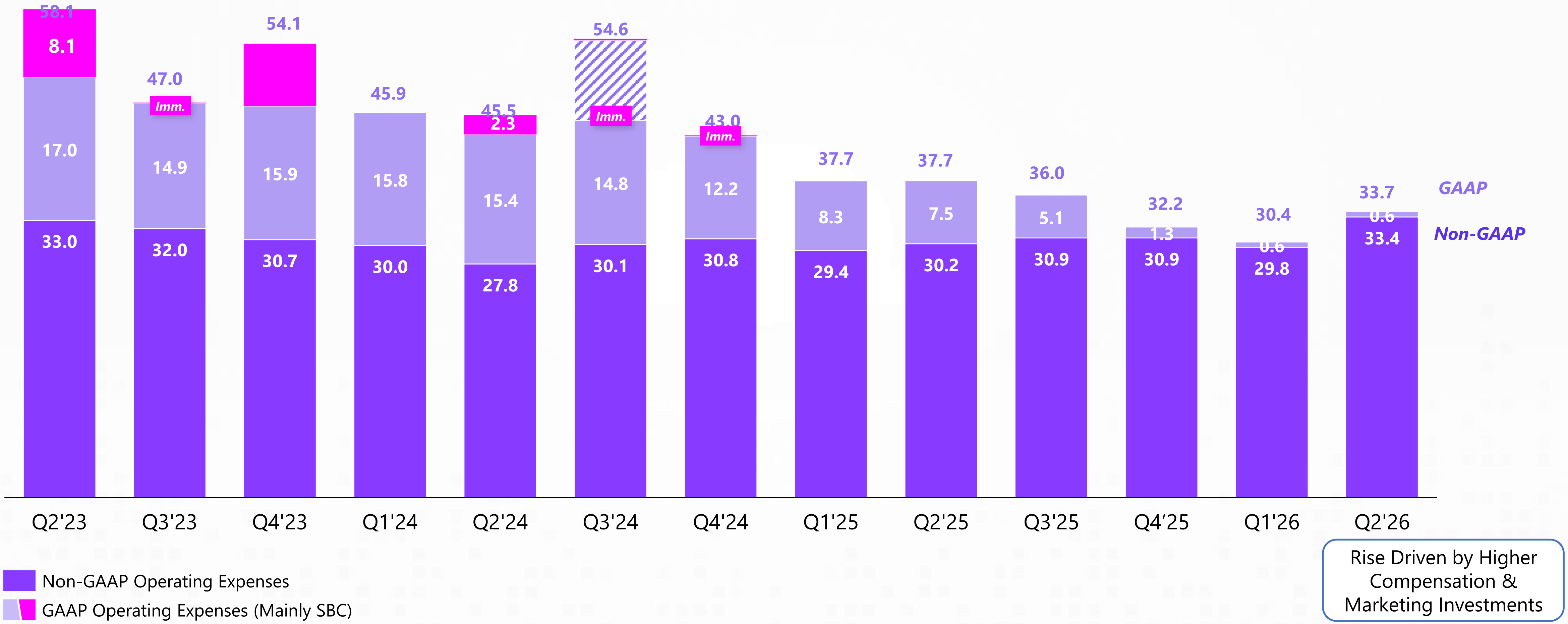


Note: Numbers are rounded for presentation purposes.

Continued Expense Discipline Supports Operating Leverage

Operating Expenses, GAAP and Non-GAAP[1]

(USD'M)

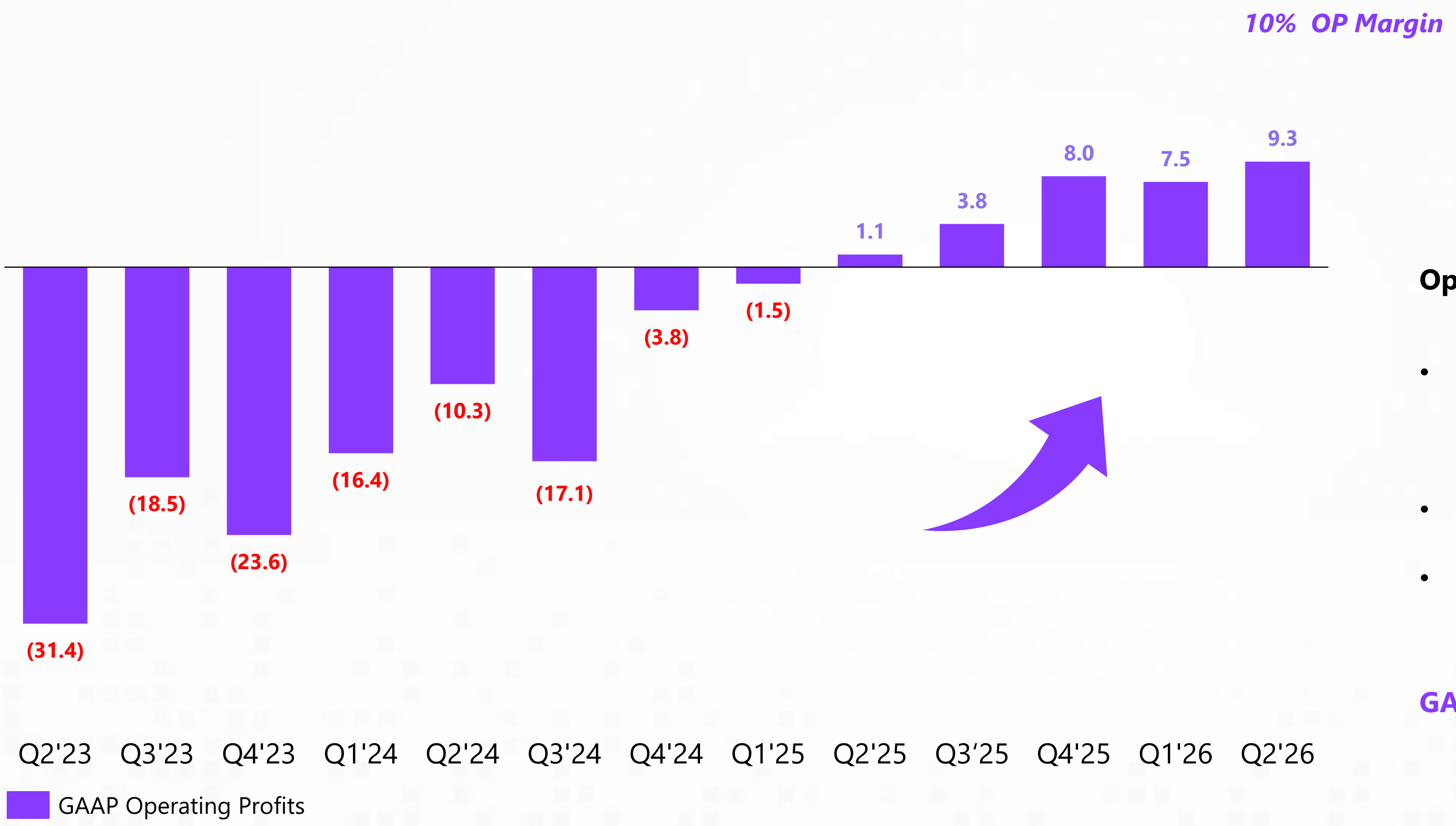


1. Non-GAAP measures. Please refer to the earnings release or financial reports for reconciliations of these non-GAAP measures to their most comparable GAAP equivalents.

Note: Numbers are rounded for presentation purposes. "Imm." refers to "the amounts of non-GAAP reconciled items other than SBC are Immaterial".

Operating Leverage Continued to Improve in Q2’26

Operating Profits (USD'M)



Operating profit remained positive in Q2’26

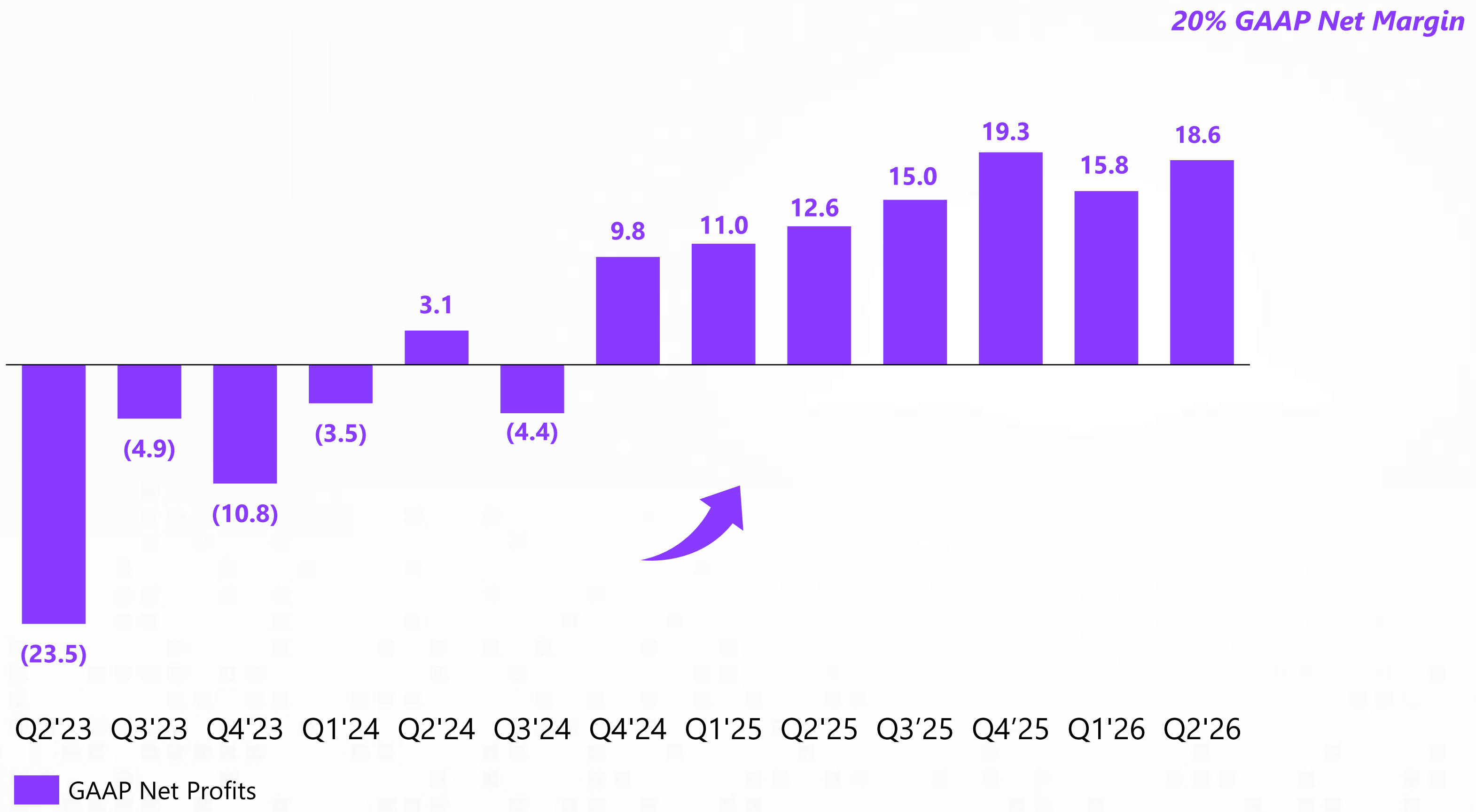
- Revenue growth and disciplined expense management
- Operating leverage continued to improve
- GAAP operating margin reached 10%

GAAP operating profit improved to US$9.3 million

Note: Numbers are rounded for presentation purposes. "OP" refers to "operating".

Healthy Net Profitability Maintained in Q2’26

Net Profits (USD'M)



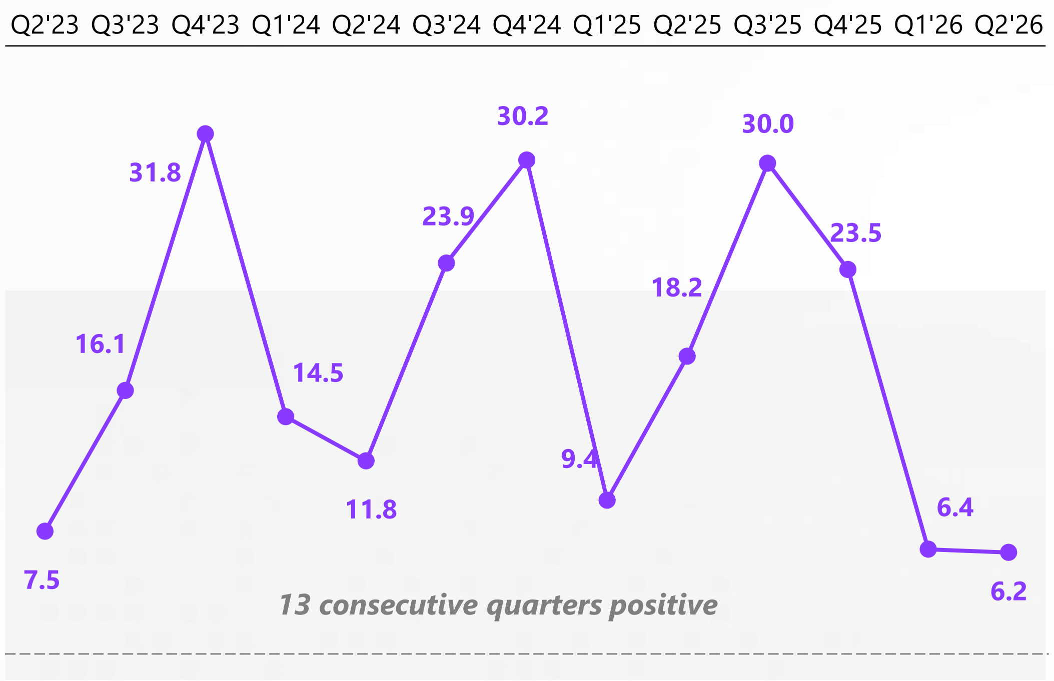
Healthy net profitability maintained in Q2’26

- GAAP net profit improved year over year
- GAAP net margins remained 20%
- Supported by operating efficiency and disciplined treasury management

Note: Numbers are rounded for presentation purposes.

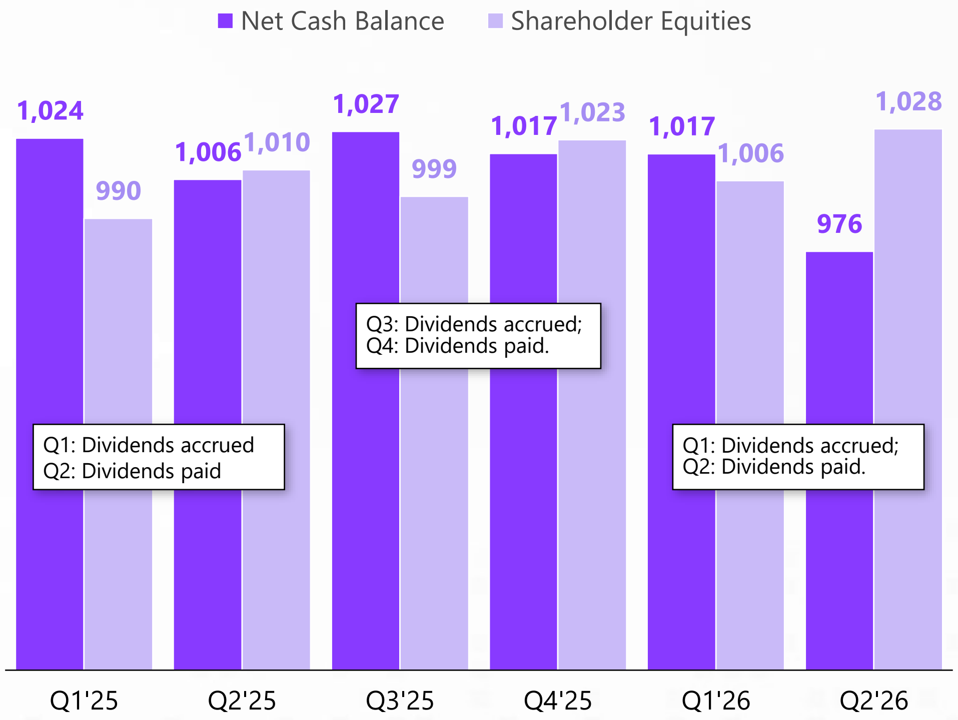
Strong Cash Position and Continued Positive Operating Cash Flow

Net Operating Cash Flows
(USD'M)



Operating cash flow kept positive
despite seasonal working capital fluctuations

Net Cash[1] and Shareholder Equities
(USD'M)

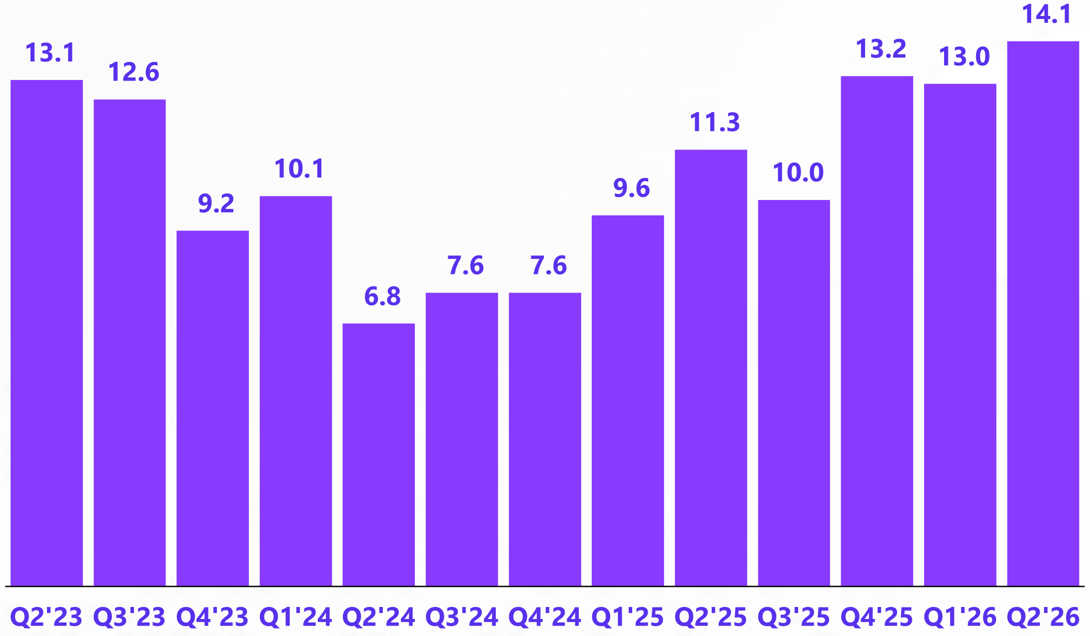


Net cash kept at approximately US$1.0Bn

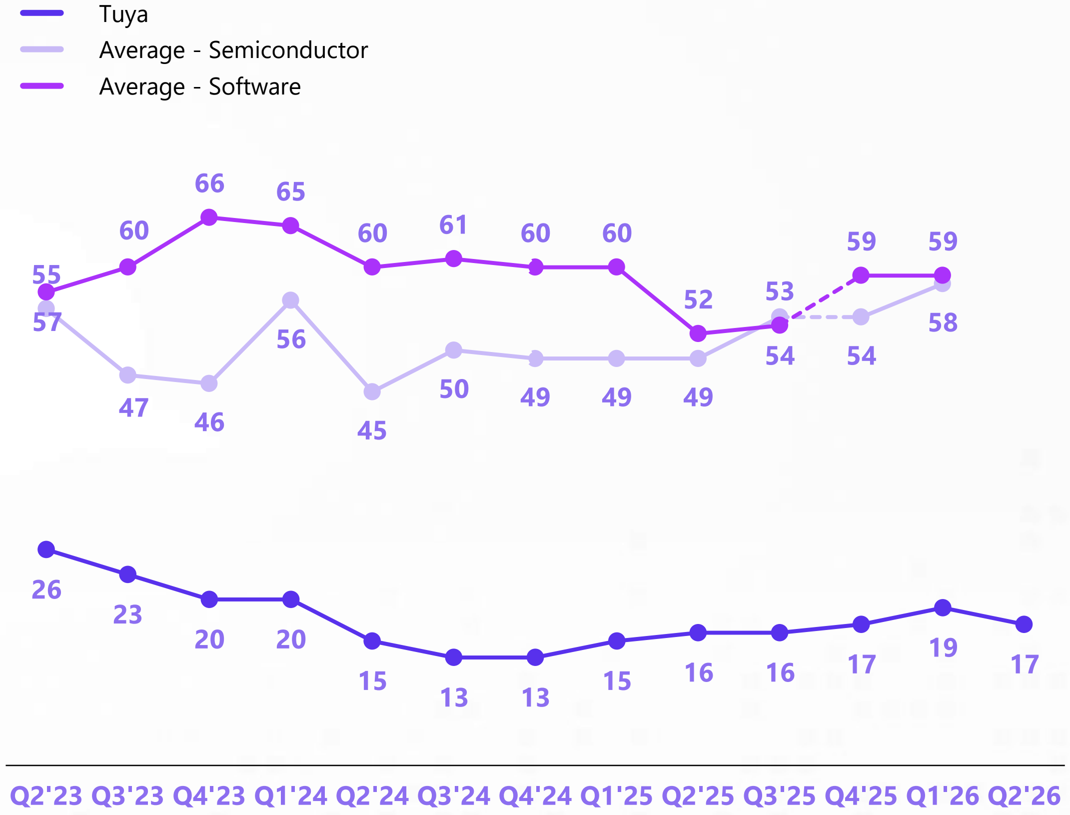
1. "Net cash" refers to cash in banks and time deposits/treasury securities recorded as short-term and long-term investments in the balance sheet (as Tuya has no loans or interest-bearing liabilities).
Note: Numbers are rounded for presentation purposes.

Well-Controlled Receivables and Turnover Days

Receivables at Period End
(USD'M)



Account Receivable Turnover Days[1]
(Days)



1. According to disclosure materials from several selected companies. Q2 AR turnover days not calculated as disclosures of peers are incomplete yet.

Note: Numbers are rounded for presentation purposes.

Recent Updates

Q2 Business Growth Highlights

Smart Door Lock

- Shipment **+46%**
- Revenue **+72%**
- Driver: Video + low-power Wi-Fi solutions

Smart Home Appliance

- Shipment **+50%**
- Revenue **+54%**
- Driver: Broader appliance adoption

AI Companion Product Solutions

- Rapid shipment expansion **~6 times**
- Driver: AI companion products and consumer hardware demand

Energy PaaS

- Strong revenue growth **+65%**
- Driver: EV charging, metering and home energy management

Note: Category-level data based on internal management data and rounded for presentation purposes.

AI Energy：Three Growth Directions

EV Charging

EV charger solutions delivered rapid growth.

HVAC & Temperature Control

Thermostat and HVAC solutions continued to expand, especially in North America.

AI HEMS

AI home energy management supports monitoring, alerts and user-authorized automation across mobile and web

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