

Tuya Global AI Cloud Platform Service Provider



Build an AIoT Developer Ecosystem
Enable Everything to Be Smart

U.S. | Germany | Japan | India | Colombia | Singapore | Australia | China



About Tuya Smart

Tuya Smart (NYSE: TUYA; HKEX: 2391) is a leading global AI cloud platform service provider dedicated to bringing AI into everyday life. Through its TuyaOpen open-source development framework and universal AI Agent engines, including the AI Agent development platform, Tuya integrates multimodal AI capabilities to lower barriers for AI development, efficiently advancing the realization of AI-driven lifestyles and accelerating AI integration with the physical world.

Tuya offers innovative physical AI solutions for smart devices, commercial applications, and industry developers through its cloud computing and spatial intelligence capabilities. It also provides a complete, open, and neutral global AIoT ecosystem.

This approach fosters a vibrant global developer community comprising brands, OEMs, AI agents, system integrators, and independent software vendors who collaborate to create smart solution ecosystems embodying the principles of sustainability, security, efficiency, agility, and openness.

As of March 31, 2026, the Tuya AI Developer Platform had over 1,970,000 registered AI developers from more than 200 countries and regions.

Positioning

Global AI Cloud Platform Service Provider

Mission

Build an AIoT Developer Ecosystem Enable Everything to Be Smart

Vision

Smart Life, Smart Living

Exploring Cutting-edge Applications, AI Home, AI Robot, and AI Energy, Bringing AI Out of the Screen and into Everyday Life

Global AIoT Gene

Open and Neutral
Platform Ecosystem

Leveraging Product Capabilities to
Promote Green, Low-Carbon, Open,
Secure and Efficient Development

ESG and Sustainable
Development

Committed to Integrating
AI into Real Life

2014-2017

Startup Phase

IoT PaaS

June 2014
Tuya established



2017-2019

Global Market Expansion

IoT PaaS

2019-2021

Business Acceleration

SaaS

2021-2023

Global Market Leader

Cube Cloud PaaS2.0



2023-2024

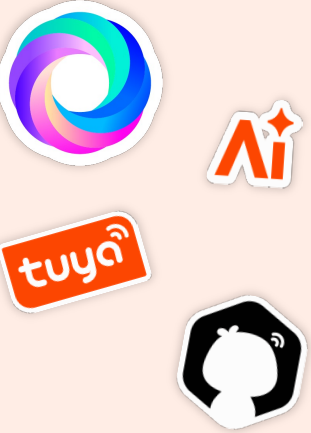
Global AI Cloud Platform
Service Provider

- Smart Energy
- Smart Commercial
- Smart Real Estate
- Smart Travel

2024-Today

AI Cloud Platform

- Hey Tuya
- TuyaOpen
- AI Agent Development Platform



Global Layout, Local Operation

8 Global Headquarters

China (Hangzhou & Shenzhen) | United States | Japan | Germany
India | Colombia | Singapore | Australia

7 Data Centers

Chinese mainland | Frankfurt | Eemshaven | Oregon
Virginia | Singapore | Mumbai

More than 70%

of employees are engaged in R&D globally



Global Layout,
Local Operation

1billion+

Cumulative device shipments for
Works with Tuya

*As of March 31,2026

1,970,000+

We have 1,970,000+
registered developers

*As of March 31,2026

155,000,000
times per day

AI interactions globally provided by the Tuya AI
Agent services 155 million times per day

*As of December 31, 2025

200+

Covering 200+
countries and regions

120,000+

We have 120,000+ global online
and offline channels



15,930+

Over 15,930 AI Agents were developed
based on the Tuya AI Developer Platform

*As of December 31, 2025

Serving More Than 7,000 Brand Clients Worldwide

Empowering 8 major essential product categories,
covering more than 3,000 types of products

*Energy Saving / Electrical Solutions/ Home Appliances /
Digital Entertainment / Office & Travel / Health & Sports /
Security & Sensing / Industry & Agriculture*



METRO



Lenovo



Schneider
Electric

SIEMENS

RadioShack

PHILIPS



Honeywell

Panasonic

ABB

新希望服务
NEWHOPE SERVICE

Haier

vanke

SHARP
Be Original.

Office DEPOT
OfficeMax

Henkel

More Brands



Empower Fortune Global 500 Enterprises to Accelerate AI+IoT Innovation

Works with

tuya

Global Clients Distribution

Chinese brands



European and American brands



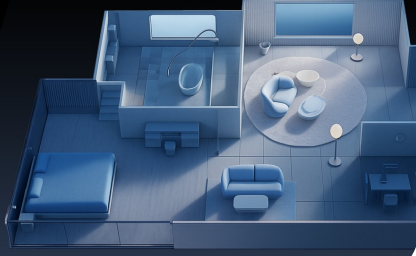
Other overseas brands



More innovative AI hardware brands globally



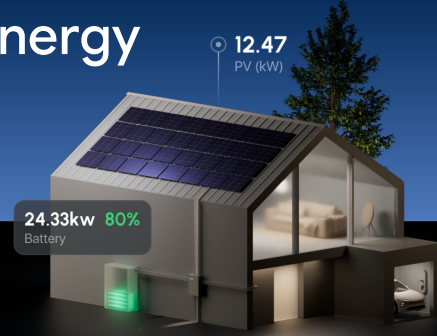
AI Home



AI Robot



AI Energy

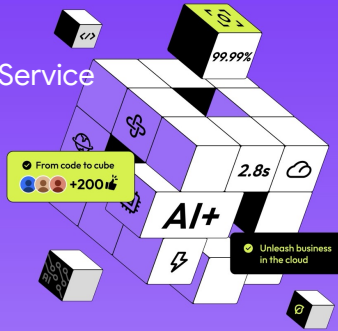


AI Solution

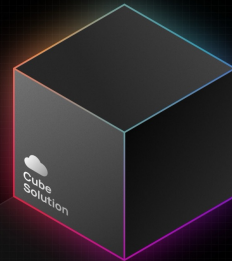


PaaS

Platform as a Service

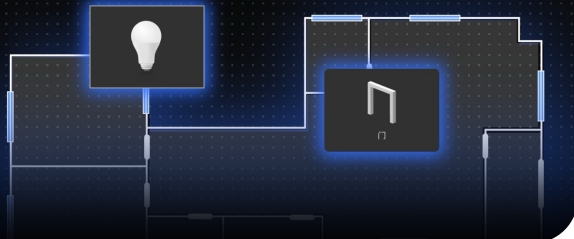


Cube

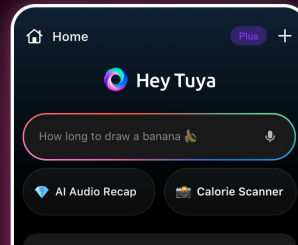


An Integrated Software and Hardware AI+IoT Ecosystem

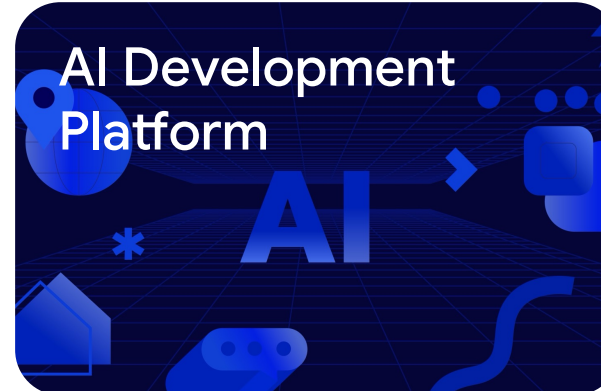
Spatial AI



Hey Tuya



AI Development Platform



TuyaOpen Open-Source Framework



Tuya Smart

Morgan Stanley
MSCI ESG Rating of A

It is a member of numerous high-profile global sustainable development and safety organizations and has participated in various global sustainable development conferences.

AI for Good

Member of the United Nations Global Compact



涂鸦智能正式加入
联合国全球契约组织
(UNGC)



ioXt Alliance member



Member of the Board of Directors of the Connectivity Standards Alliance (CSA)



Nominated by UNGC as one of the "20 Case Examples for 20 Years" Private Sector's Sustainable Development in China



涂鸦智能
家庭能源管理系统 (HEMS)
收录至联合国全球契约组织
“二十年二十佳”在华企业
可持续发展案例



Delivered a keynote speech at the China Pavilion of COP29



Attended multiple Blue Zone events during COP30

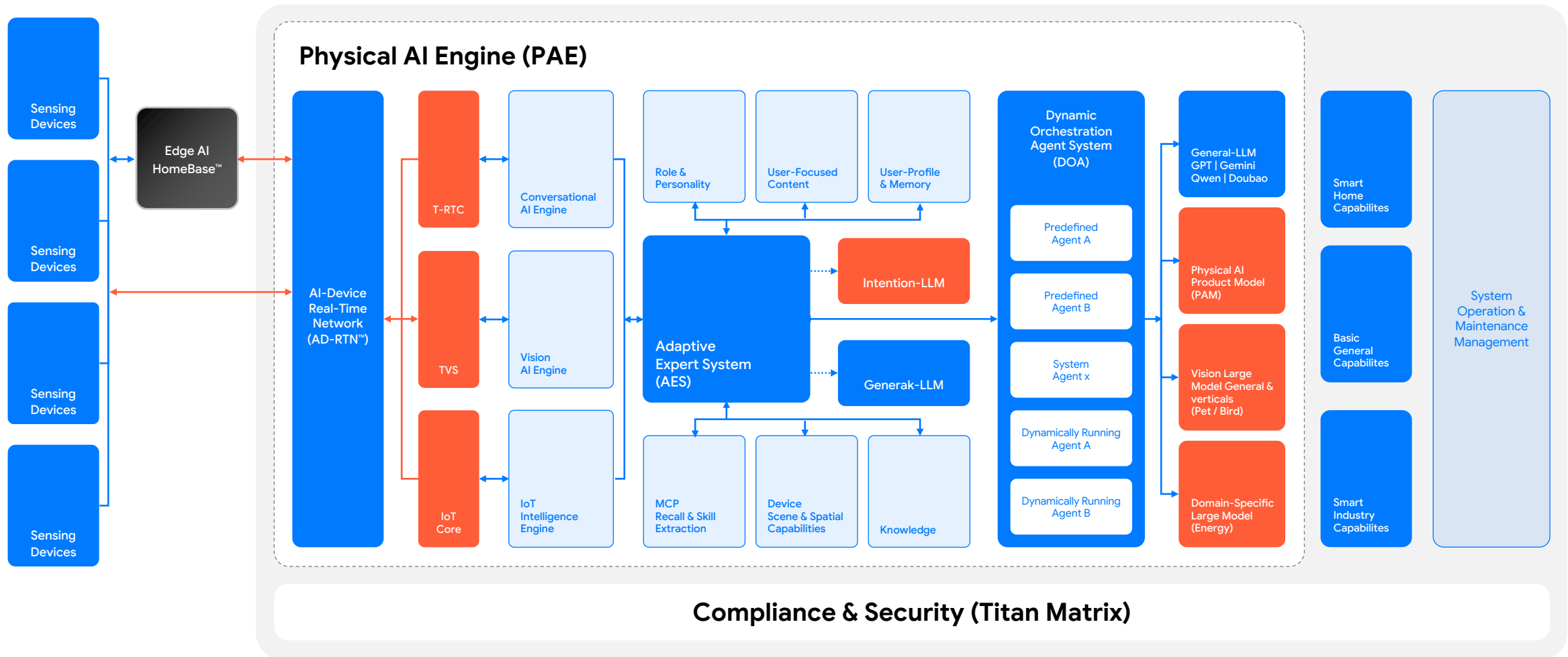


Core Advantages

01

Self-Developed Physical AI Engine (PAE)

Significantly lowers the threshold for AI hardware development



Comprehensive Support for AI Developers

Supporting customer success across all dimensions: Technology, market, capital, and ecosystem

Powerful Smart Product Development Platform

- 700+ no-code solutions
- 2400+ low-code, 5-step solutions
- Full device lifecycle tools — ship in 7 days

Open Cloud Development Services

- 3 billion+ daily API calls across device categories
- 80+ cloud service modules: device management, industry apps, localized capabilities
- Developer tools, unified thing models and standard instruction sets simplify device heterogeneity
- Open-source SaaS framework – 15-day delivery

TuyaOS Cross-Platform OS

- Cross-platform: multi-chip, multi-protocol support
- Highly tailorable: Layered, pluggable, on-demand
- Multi-scenario: Full AIoT coverage
- Interconnection: Unified soft bus and thing models
- Innovation: FFC, Galaxy Link, IHU, U-RTC

Modular App and Mini-program Development

- Zero- and low-code App differentiation
- 30+ SDKs for smart home and industry scenarios
- Ready-to-use templates, panels, and UI components
- Mini-programs: flexible, personalized AIoT services

ENABLE ENTERPRISES TO FOCUS MORE ON PRODUCT INNOVATION

Product Co-creation Accelerator

Co-creation & Win-win

Co-creation of products, protection of solutions



Capital & Incubation

VC coaching, government incubation



Technical & Production

Technical guidance, product packaging



Community & Ecosystem

Community interaction, technical salons



Market & Brand

Brand promotion, summit roadshow



Global and Full-Scenario Channel Capabilities

Works with



Helping clients sell globally

Online / Offline
Retailers

amazon

LOWE'S

adeo

BEST BUY

LIDL

Walmart

SODIMAC

Carrefour

THE HOME DEPOT

Real Estate /
Hospitality /
Communities

vanke 万科

中海地产

NEW HOPE
新希望服务 SERVICE

SUNMEI
尚美数智

H 华住
WORLD

Telecom
Operators

SB C&S

Telkom
Indonesia

orange

Claro

SFR

VNPT

vivo

AIS

CONVERGE
ICT SOLUTIONS INC.

true

TM

إتصالات الجزائر
ALCANTARA TELECOM

viettel

Authorized Service
Providers

川电智能

心杰智能
XINJIE ZHINENG

至简物联

coonca
控家智能

TIGIDIGITAL
Focus On Smart LED Driver

DUOMEI

DELA 德徠

高模 连赢

Geeklink
极联智能

WECONTROL
Intellectual Life Exceed Life

BOGIN 柏晶



AI+IoT Security and Compliance

Tuya strictly complies with domestic and international information security standards and industry requirements and is included in cloud development platform and product design to implement relevant requirements and standards.

Meanwhile, Tuya also collaborates with independent third-party security services, consulting, and auditing agencies to verify and ensure the compliance and security of the Tuya cloud development platform.

Tuya has been certified by several global authorities.



AICPA SOC2 Type II Audit



ioXt IoT Security Certification



EU GDPR



CE Certification



RoHS Certification



REACH Certification



CCPA



FCC Certification



Level 3 Assessment of Information Security
Classified Protection by the Ministry of Public
Security



PIPEDA Québec Bill64



ISO9001



ISO/IEC 42001



SRRC Certification



EcoVadis Certification



ETSI 302645



NISTIR 8259



Rapid7 Safety
Assessment Report



UnderDefense
Safety Assessment Report

Learn more

https://www.tuya.com/trust-center/global_compliance



TITAN MATRIX

AI Security
Ecosystem

AI+IoT Security and Compliance

Tuya Titan Matrix Provides Security Assurance

Comprehensively Promote a Security Protection Matrix that is
Systematic, Transparent, Verifiable, and Auditable

R&D Security

- Security Testing Tools (SAST/DAST/IAST)
- Process and Security Operations
- Security Compliance Whitepaper

Security Center

- Secure Development Components and Services
- Business Security & Risk Management
- Data Security & Endpoint Security

Protection System

- Network Security Protection Capabilities (NGFW, WAF, RASP)
- Cloud-Native Application Protection Capabilities (CNAPP, CSPM, Runtime Security, Container Security)
- Security Operations (SOC, SIEM, SOAR)
- IT Security (NGFW, SASE, XDR)

AI Security

- Large Model Security & Content Security
- AI Agent & MCP Server Security Management and Control
- AI Security Operations

Privacy & Compliance

- Security Certifications (ISO, SOC, GDPR)
- Compliance Operations

Core Business

02

AI Home

Enabling intelligent coordination and proactive services across the whole home

Energy Savings

Meter / Electricity

- 水表 Water meter
- 电表 Electric meter
- 气表 Gas meter
- 热表 Heat meter
- 发电机 Generator
- 户外电源 Outdoor power station
- 直流充电桩 Charging pile
- 电力网关 Power gateway
- 断路器 Circuit breaker
- 阳台储能一体机 Balcony energy storage system
- 充电桩 Charging station
- Powersync Powersync
- 储能逆变器 Energy storage inverter
- 低压储能设备 Low-voltage energy storage

Health & Exercise

Health Equipment / Treadmill / Smart Rope Skipping

- 体脂秤 Body fat scale
- 手表手环 Watch bracelet
- 睡眠带 Sleep tracker
- 理疗产品 Physiotherapy products
- 跑步机 Treadmill
- 智能跳绳 Smart jumping rope

Office Travel

Anti-lost Device / Locator / Travel

- 防丢器 Item tracker
- 定位器 Locator
- 平衡车 Hoverboard
- 滑板车 Scooter
- 智能电动车 Smart electric car
- 快充适配器 PD Adapter

Innovative Hardware

Toy / Digital Entertainment / Education

- AI玩具 AI toys
- AI眼镜 AI glasses
- AI相框 AI photo frames
- 背景音乐 Background music
- 智能音响 Smart speaker
- AI耳机 AI headphones
- AI拍字机 AI learning cameras
- 电子吧唧 AI Digital Badge
- 故事机 Story machine
- 魔镜 Magic mirror

Household Appliances

Large Home Appliances / Small Home Appliances / Kitchen Appliances

- 空调 Air conditioner
- 冰箱 Refrigerator
- 洗衣机 Washing machine
- 热水器 Water heater
- 扫地机器人 Robot vacuum
- 风扇 Fan
- 香薰机 Aroma diffuser
- 加湿器 Humidifier
- 空气净化器 Air purifier
- 温控器 Thermostat
- 宠物喂食器 Pet feeder
- 窗帘 Curtain
- 空气炸锅 Air fryer
- 咖啡机 Coffee machine
- 净水器 Water purifier
- 慢煮机 Slow cooker
- 垃圾处理器 Garbage disposal
- 调奶器 Milk regulator
- 取暖器 Heater
- 散热器恒温阀 Heat radiator thermostatic valve
- 食物探针 Food probe
- 宠物厕所 Pet toilet

Security Sensors

Camera / Door Lock / Sensor

- 摄像头 Camera
- 门锁 Door lock
- 人体运动传感器 Body motion sensor
- 门磁 Door sensor
- SOS SOS
- 震动报警器 Vibration alarm
- 烟雾报警器 Smoke alarm
- 燃气报警器 Gas alarm
- 温湿度传感器 Temperature and humidity sensor
- 温湿度时钟 Temperature and humidity clock

Electrical & Lighting

Plug / Switch / Controller / Light Source / Light

- 插座 Plug
- 排插 Power strip
- 温控插座 Temperature control socket
- 空调伴侣 Air-conditioning partner
- 灯控开关 Lighting switch
- 调光开关 Dimmer switch
- 窗帘开关 Curtain switch
- 场景开关 Scenario switch
- 无线开关 Wireless switch
- 风扇开关 Fan switch
- 筒射灯 Downlight and spotlight
- 通断器 Breaker
- 暗盒通断器 Hidden on-off breaker
- 车库门控制器 Garage door controller
- 水阀控制器 Water valve controller
- 球泡灯 Bulb lamp
- 灯丝灯 Filament lamp
- 灯带 Light strip
- 灯串 String lights
- 感应灯 Sensor lamp
- 吸顶灯 Ceiling lamp
- 户外灯 Outdoor lamp

Global Cases

AI Home

true

Thailand's top-tier telecommunications operator

Project Highlights

A benchmark case of AI Home covering the Southeast Asian market

Project Achievements

Relying on the Tuya AI+IoT development platform, True has achieved the overall implementation of AI IPC + private cloud platform, and expanded a full range of consumer electronics and smart home appliances such as AI speakers, home sensing devices, intelligent switches, positioning trackers, and robotic vacuum cleaners.

Tuya-powered AI devices have enabled 40% of True's broadband users to subscribe to AI hardware services, significantly improving the broadband renewal rate of users.

Other Cooperating Communication Operators



viettel



40%

of broadband users have subscribed
to AI hardware services



AI Robot

Dedicated to companionship, cleaning, mobility, guardianship, and embodied robots, improving user experience and expanding use scenarios

Companion Robots

e.g. Fuzozo, Walulu



Cleaning Robots

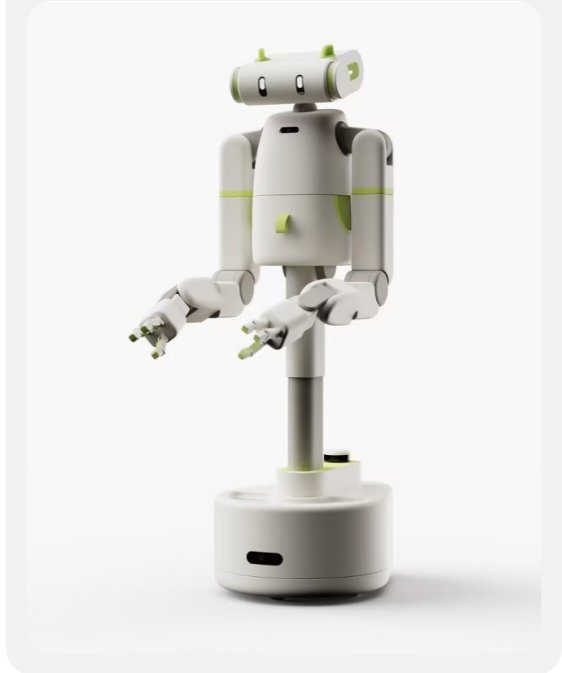


Guardian Robots

e.g. Aura, the Pet Companion Robot



Embodied Robots



Robopoet

Robopoet

Project Highlights

Created the world's first cellular version of Fuzozo, enabling AI companion products to move from indoor use to all-scenario applications.

Project Achievements

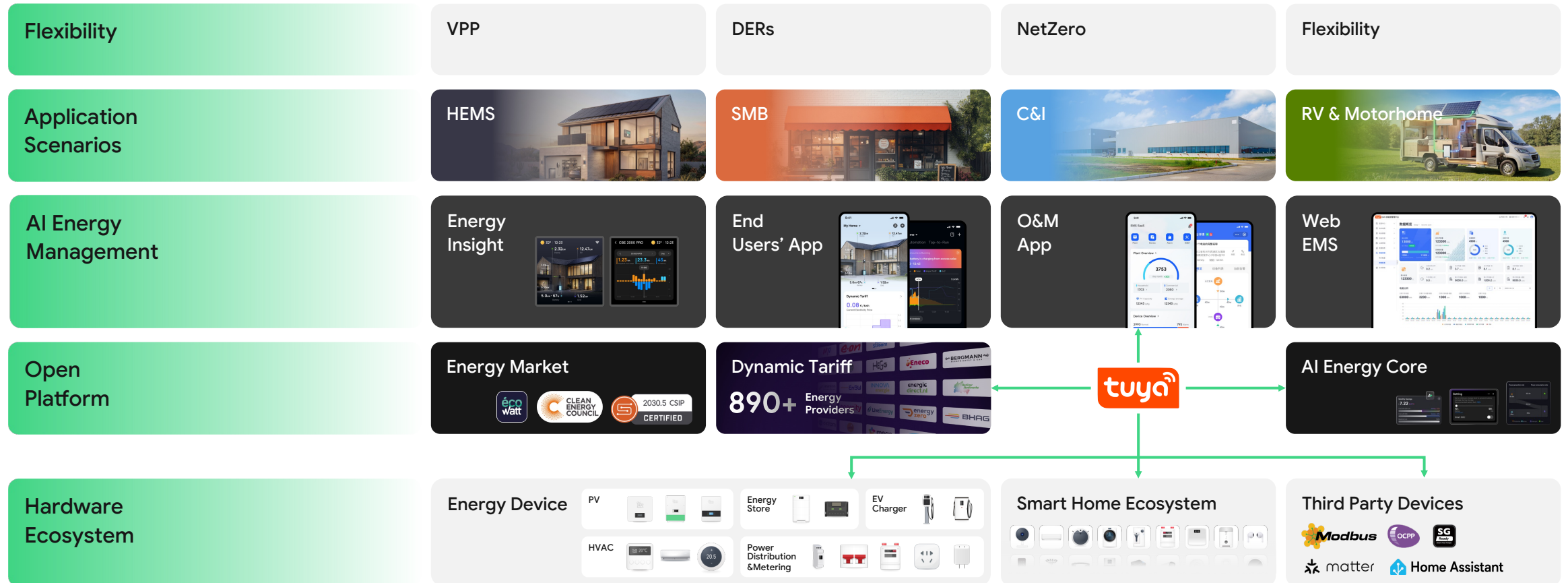
Product Innovation: The Tuya AI Developer Platform standardizes and modularizes complex global device connectivity, data communication, and operation and maintenance management, freeing the Robopoet team from arduous infrastructure construction work. This allows the team to focus resources on core AI capabilities and emotional content iteration, accelerating the innovation cycle from products to "companion entity".

Global Expansion Support: Tuya's globally covered cloud service capabilities ensure products are available worldwide, enabling Robopoet to efficiently bring high-quality "original emotional services" to the global market.



AI Energy

Building an AI-driven energy management system for precise energy consumption monitoring, efficient utilization, and intelligent optimization





HOUSING & DEVELOPMENT BOARD

Digital Energy Practice of the HDB of Singapore

Core Values

- AI Energy Analysis: Households can view household circuit-level energy consumption data through the App.
- Cloud upgrade: Access to the cloud through Super Gateway to achieve remote real-time viewing.
- AI Power Insights: Identify appliance usage through NILM algorithms to help households understand "which types of devices are consuming power, when they consume electricity, and how to save energy."
- Ecosystem expansion: Interconnect smart home devices to form an integrated platform of "energy management + smart home".

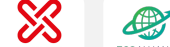
Tuya's AI Energy Solution helps Singapore's HDB achieve its Green Towns Programme goals, using digital means to reduce energy consumption in existing towns by 15%.



HEMS Clients



Equipment Manufacturers



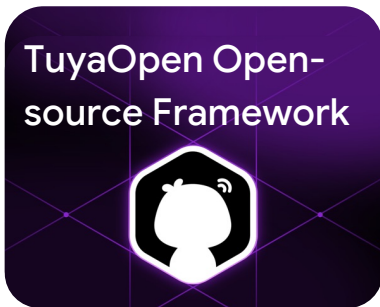
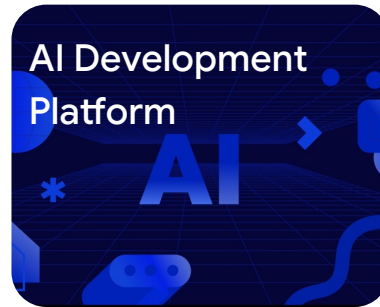
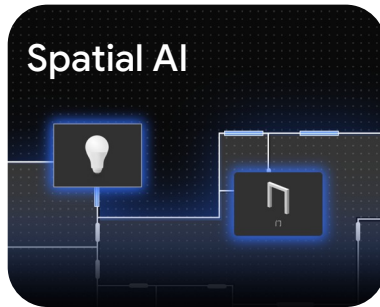
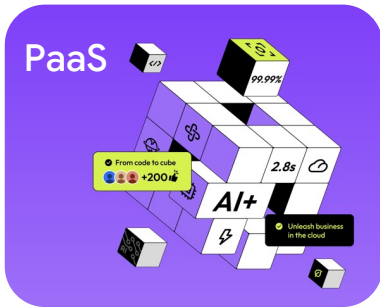
Integrators



A B2B2C Business Model

To accelerate the growth of the global AI+IoT ecosystem, serving both businesses and end users.

ToB

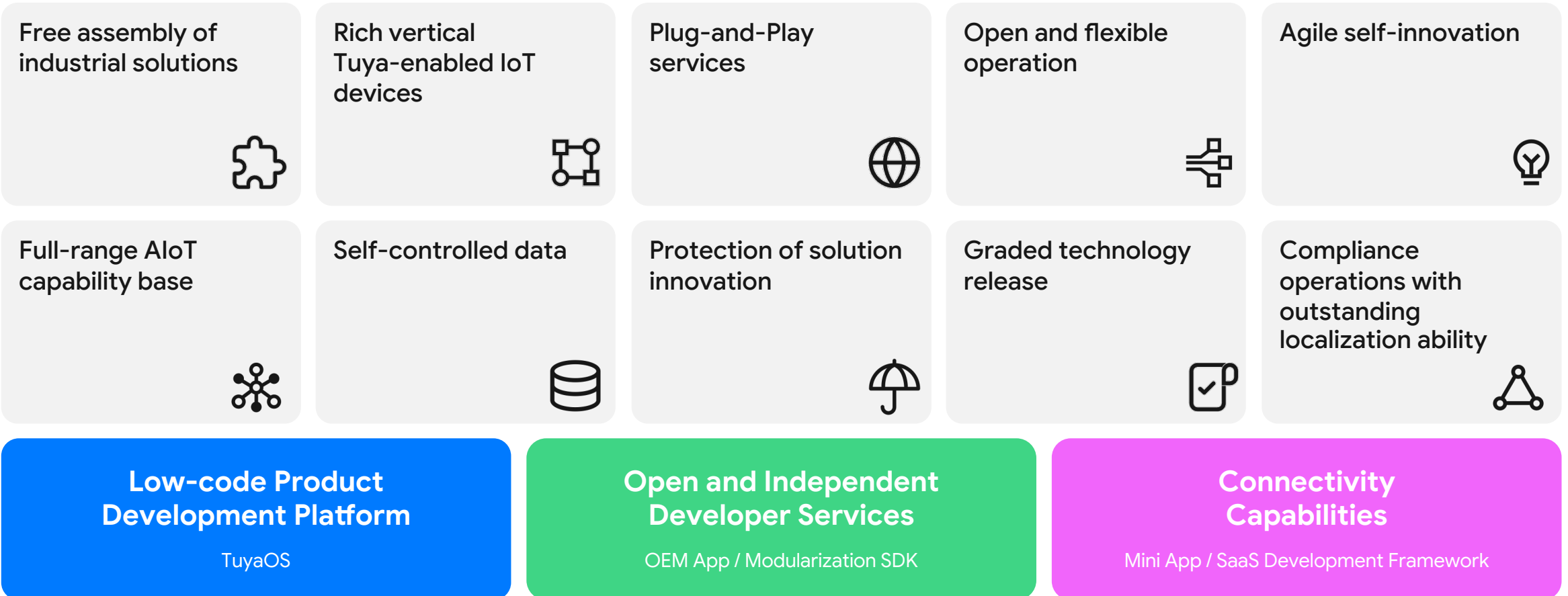


ToC



PaaS2.0

Addressing global clients' demand
for “differentiation and autonomous control”



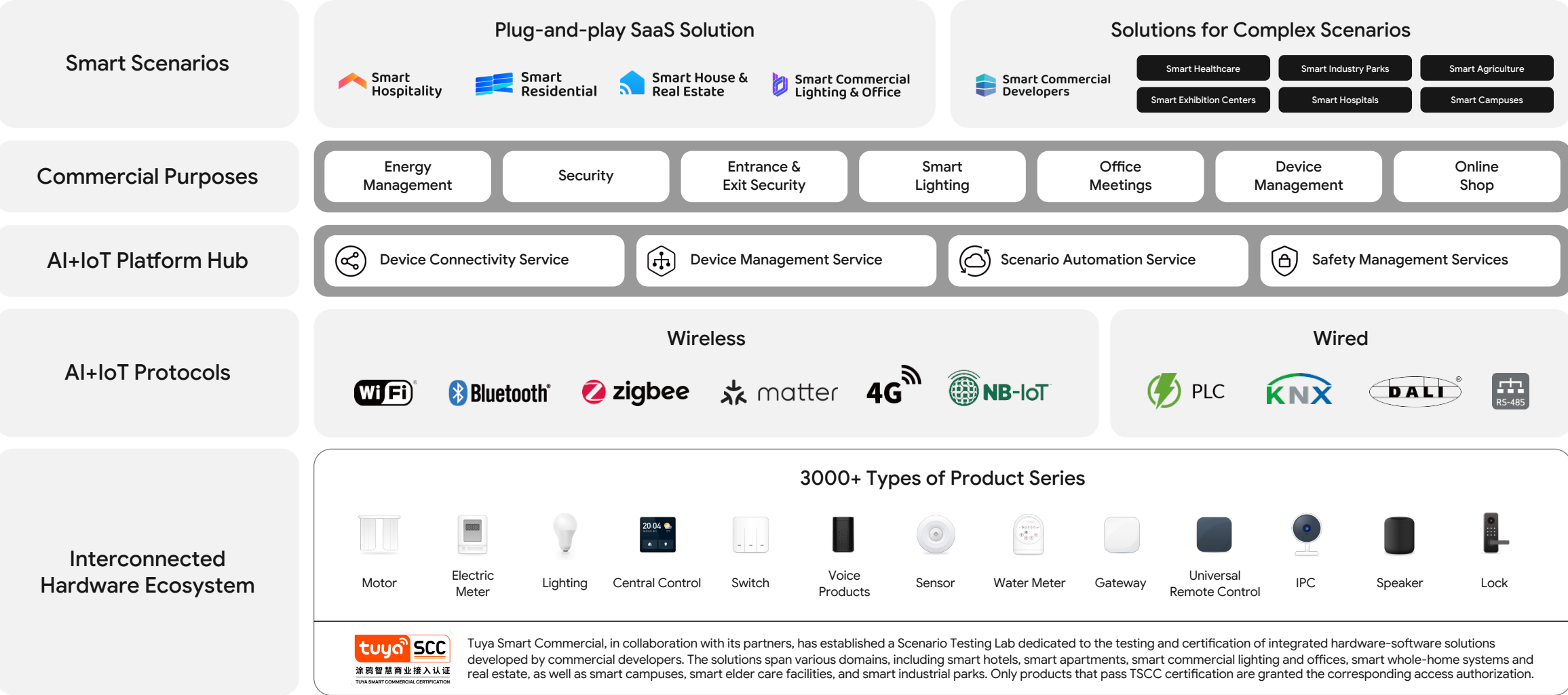
Spatial AI:

Zero-code architecture empowering clients to create personalized intelligent spaces

With innovative hardware, software, and AI services, Spatial AI efficiently realizes the digitization, contextualization, and intelligent transformation of various physical spaces.

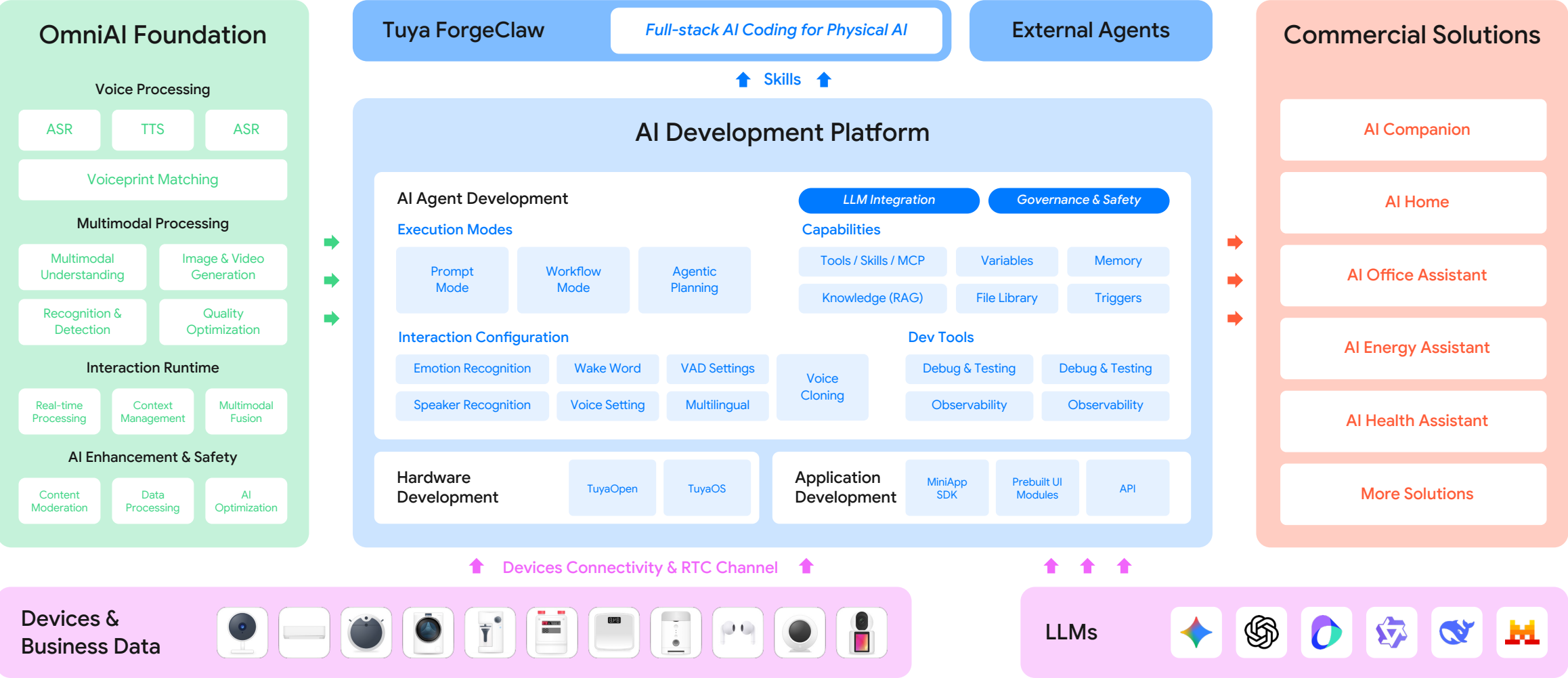


AI Commercial Solutions



AI Development Platform:

Install the "AI Brain" on Hardware in 10 Minutes



TuyaOpen Open-Source Framework:

Unleashing the unlimited potential of AI hardware and building a prosperous ecosystem

Lower the development threshold and accelerate the implementation of AI hardware from prototype to mass production.

Device-Cloud Collaboration

Seamless integration of AI capabilities for efficient and intelligent interaction.

Wide Compatibility

Supports mainstream chips and large models, breaking down technical barriers.

Component-based Development

Quickly build prototypes and significantly shorten development cycles.

Open Source and Openness

Build a win-win AI+IoT ecosystem. Community open-source hardware and software projects and tutorials.

Community Engagement

Fully open-source, encouraging code contributions and creative sharing. Through online and offline hackathons, product technology sharing sessions and workshops.



TuyaOpen

Build Next-Gen AI-Agent Hardware

TuyaOpen C/C++ SDK Hardware Development



Tuya T-series MCU



Raspberry Pi 4/5



ESP32 (C/J/53)



Rockchip & other Linux SoCs



Linux/Ubuntu

More

Easily Build Various Wi-Fi Smart Hardware

Convenient Device Cloud AI APIs

Multi-chip Platform Support: MCU / SoC / PC full coverage

RTOS-like Framework Design

Modular Functional Components

Rich Peripheral and Driver Support

Supports Win / MacOS / Linux multi-OS Development Environments

Built for General AI+IoT and AI Agent Applications



Text



Voice



Camera / Image



Raw Sensor Data

AI Agents & AI+IoT Devices: Jointly Build an Open Intelligent Ecosystem

Tuya Cloud Developer Platform Cloud AI Multimodal Infrastructure

Low-latency Voice / Visual AI Interaction

No-Code Multimodal Fusion

Drag-and-Drop AI Agent Workflow

Long-Term Memory (Data)

Customizable MCP Server

Emotion-Driven TTS / STT Engine

AI Control of Tuya Smart Hardware Ecosystem

Customizable MiniApp Application Panel

AI Models










Custom Application Panel

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Hey Tuya:

Your AI assistant for life

Memory System

User portraits + long-term memory



Fuzzy Intent Understanding

Feel free to speak, and it can understand what you mean



Follow-up & Feedback

Multiple rounds of dialogue confirm the need



Super AI Life Assistant: Full-Scenario Collaboration

Emotion Recognition

Perceive changes in user sentiment



Complex Task Planning

Multi-agent collaboration to deliver results



Environmental Perception

Understand space and equipment status



Home Security Guardian

24/7 protection with real-time alerts



Home Energy-Saving Expert

Smart energy consumption analysis & proactive saving strategies

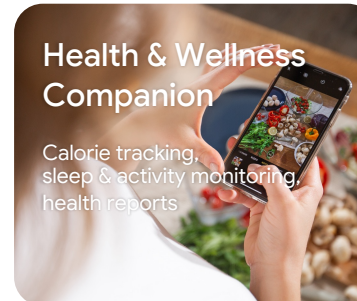


Core AI Capabilities

Driven by Physcial AI Engine (PAE) the more you use it, the better it understands you

Health & Wellness Companion

Calorie tracking, sleep & activity monitoring, health reports



Efficient Office Assistant

Auto meeting minutes, real-time multilingual translation, summaries & mind maps



Personal Life Secretary

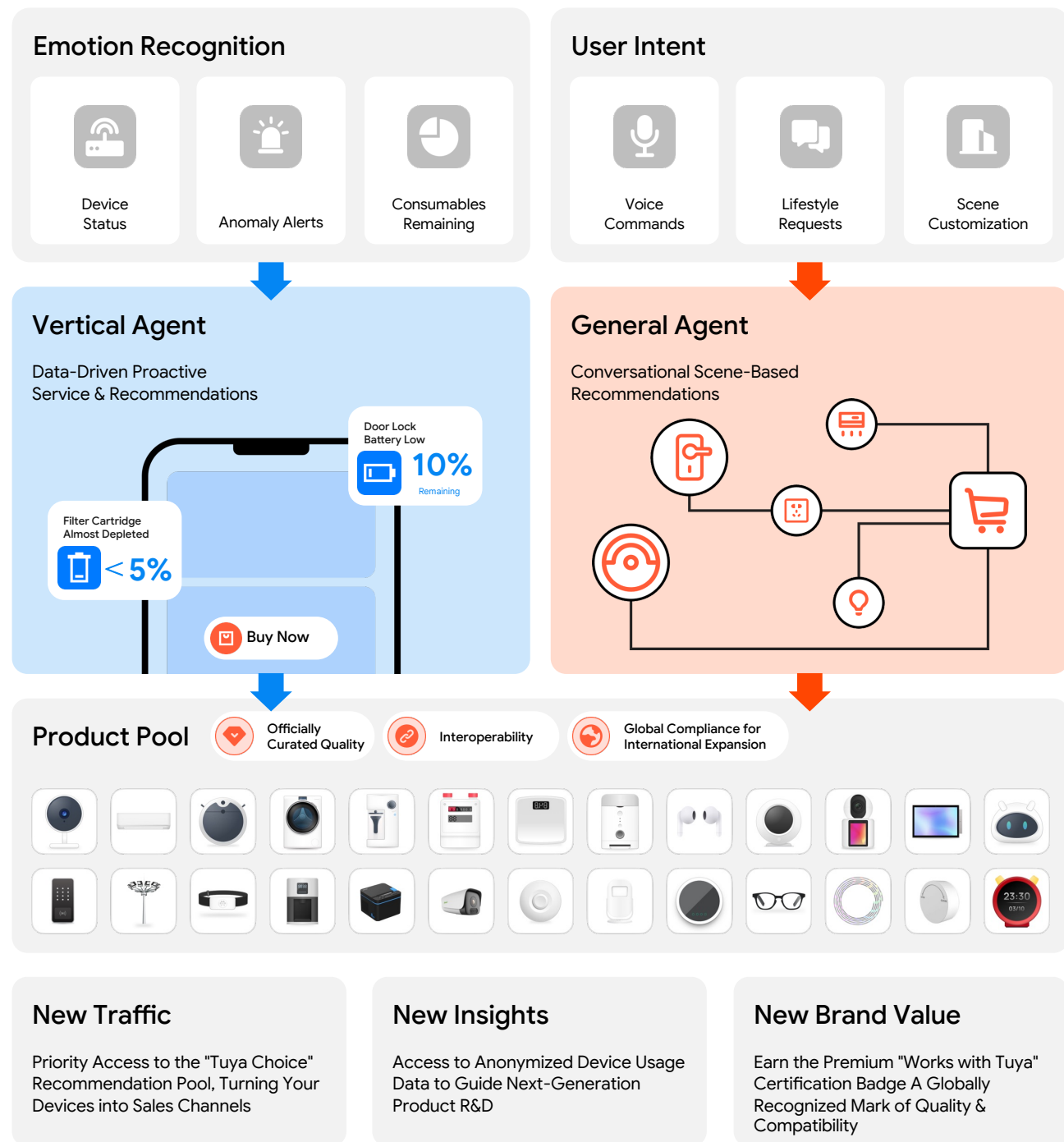
Family memos, holiday reminders, pet feeding, plant care & family health monitoring





Tuya Choice A Curated E-Commerce Platform for The Tuya Hardware Ecosystem

Empowering AI Agents to Become the
“Ultimate Sales Engine” for Your Products



Tuya Ecosystem

03

Tuya Smart Ecosystem Partners

Technology Alliance

Co-Developing Industry Standards for AIoT Connectivity Technologies



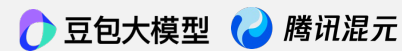
Cloud Capabilities

Global Cloud Vendor Compatibility & Robust Cloud Ecosystem



LLM Capabilities

Compatibility with Leading Global LLMs & Powerful Model Capabilities



Connectivity Capabilities

Matter Support & Seamless Zero-Touch Provisioning, Designed to Elevate the User Experience

Semi-conductor



Voice Capabilities

Seamless Global Language Support, Across 17 Languages

Ecosystem Partner



Tuya Global Ecosystem Strategy

We collaborate with global partners to build an inclusive and open smart ecosystem.

Strategic Consultations

Company growth
Customized consultations
Full life-cycle customer service



Joint Marketing

Joint advertising
Resource sharing



Win-win

Jointly create business opportunities
Channel enabling



Technology Enabling

Fast certification
Product innovation



[illegible]

星云计划
Nebula Project

- 克星因计划
Project Kstar
- 忒修斯计划
Project Theseus
- 燎原计划
Project Spark
- 明星志愿计划
Project Thoth
- 大航海计划
Project Great Voyage
- 鲸鱼计划
Project Catfish
- 海豹计划
Project Seal
- DNA计划
Project DNA
- 头号玩家计划
Project Mr. Big
- 大象跳舞计划
Project Seth
- 超级工厂计划
Project Super Factory
- 云海计划
Project Magnificently



Thanks



Scan QR Code for Instant Access