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MINISO March Quarter 2021 Results

May 2021

Disclaimer



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This presentation speaks as of March 31, 2021. Neither the delivery of this document nor any further discussions of the Company with any of the recipients shall, under any circumstances, create any implication that there has been no change in the affairs of the Company since that date.

Business Highlights



Revenue



- ✓ Net revenue **+37%** YoY
- ✓ Domestic revenue **+75%** YoY
- ✓ eCommerce Revenue **+86%** YoY

Profitability



- ✓ Gross margin **28.1%**, the highest in recent 4 quarters
- ✓ Adj. operating margin¹ **8.7%**, the highest in recent 5 quarters
- ✓ Adj. net margin **6.7%**, the highest in recent 4 quarters

Stores



- ✓ **4,587** stores², **2,812** in China and **1,775** in overseas, **+364** YoY, **+73** QoQ
- ✓ China: **+277** YoY, **+44** QoQ, **70%**⁴ of new stores in tier 3 and below cities
- ✓ Overseas: **+87** YoY, **+29** QoQ

TOP TOY



- ✓ Omni channel: **25** stores³ in 15 cities + Tmall Flagship Store + **300k** fans in Wechat Mini program
- ✓ Product: sculptures as the **8th** category
- ✓ **~2500** SKUs, increased from 1500 in previous quarter

Note:

1) Adj operating margin. Is defined as operating profit excluding equity-settled share-based payment expenses.

2) As of March 31, 2021.

3) As of May 16, 2021

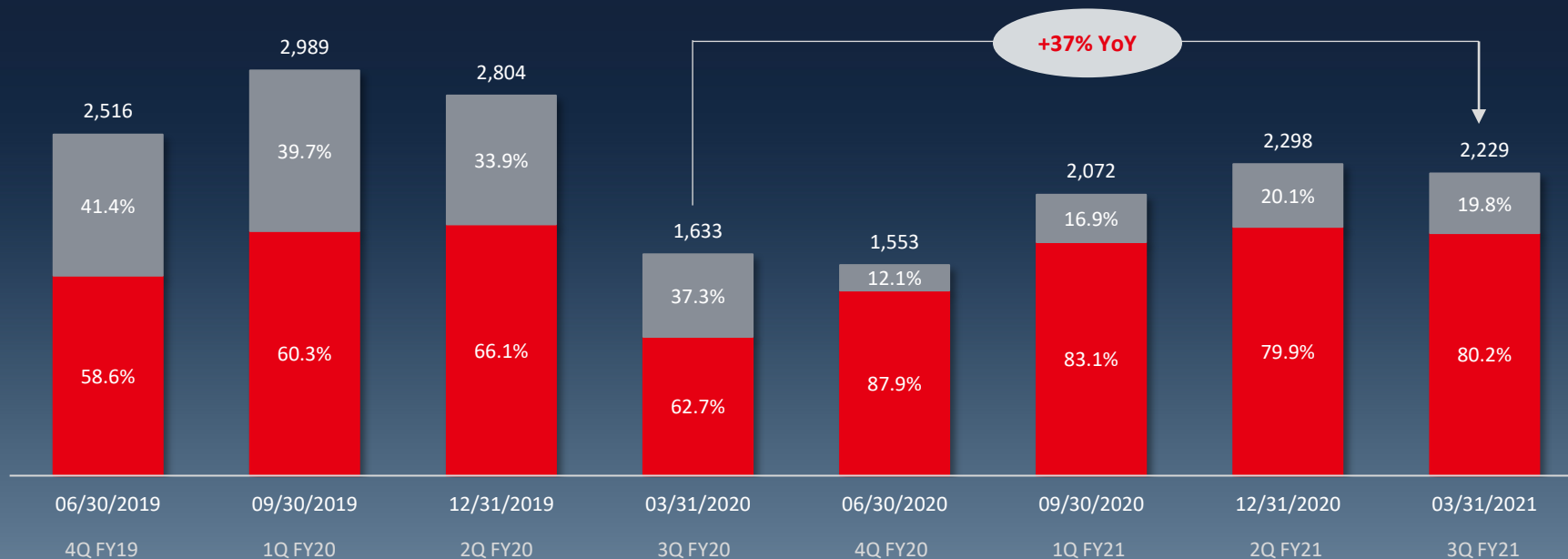
4) In the 12 months ended March 31, 2021

Revenue by Quarters



(RMB mm)

■ The PRC ■ Overseas



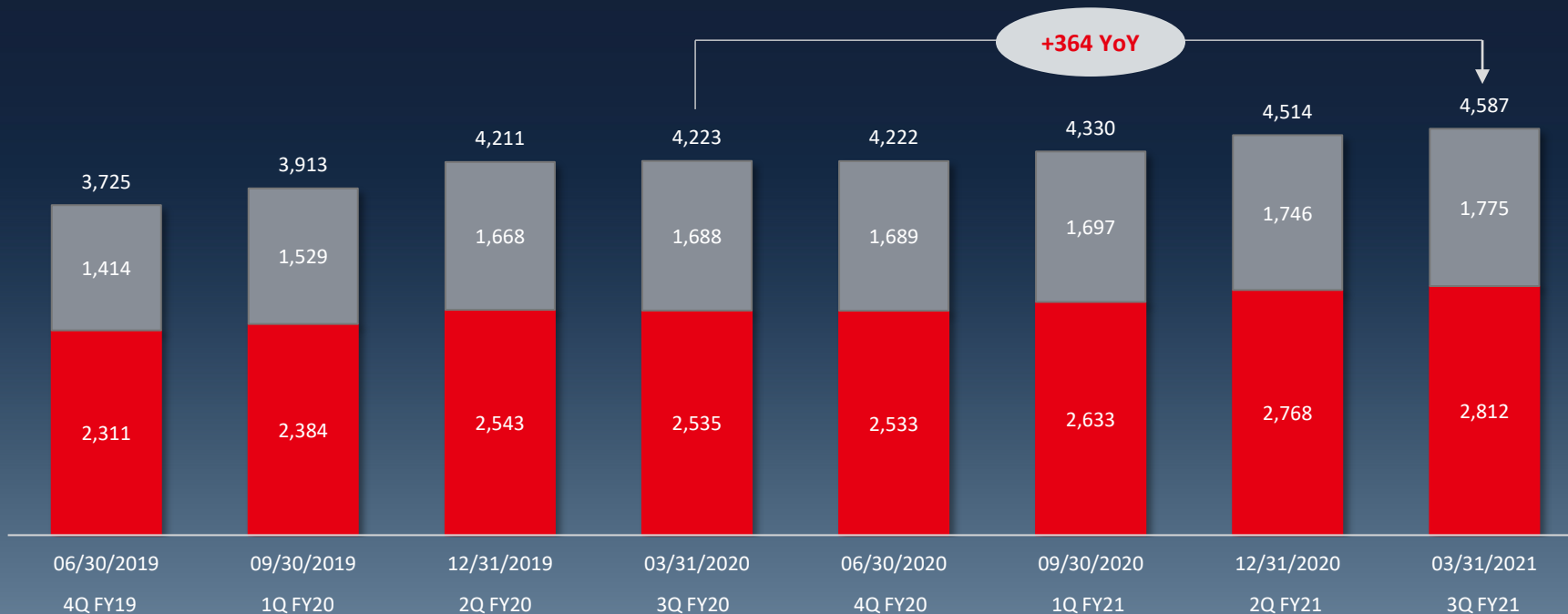
Note: Quarterly revenue numbers are from unaudited quarterly consolidated financial statements.

Number of MINISO Stores



As % of Net Revenues

■ The PRC ■ Overseas

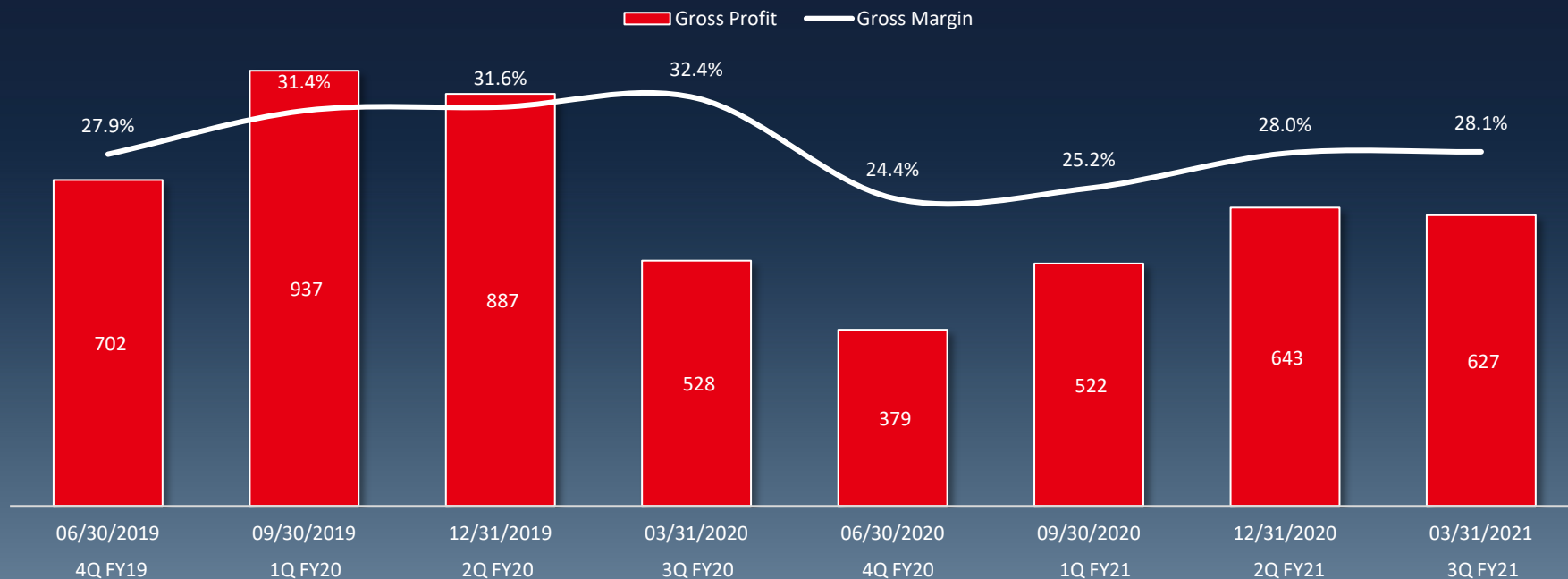


Note: Overseas stores exclude a small number of stores under certain overseas businesses that the Company had disposed of as of June 30, 2020. The Company completed such business disposal during the period from December 2019 to April 2020.

Steady Gross Margin Recovery



(RMB mm)



Note: Quarterly revenue numbers are from unaudited quarterly consolidated financial statements.

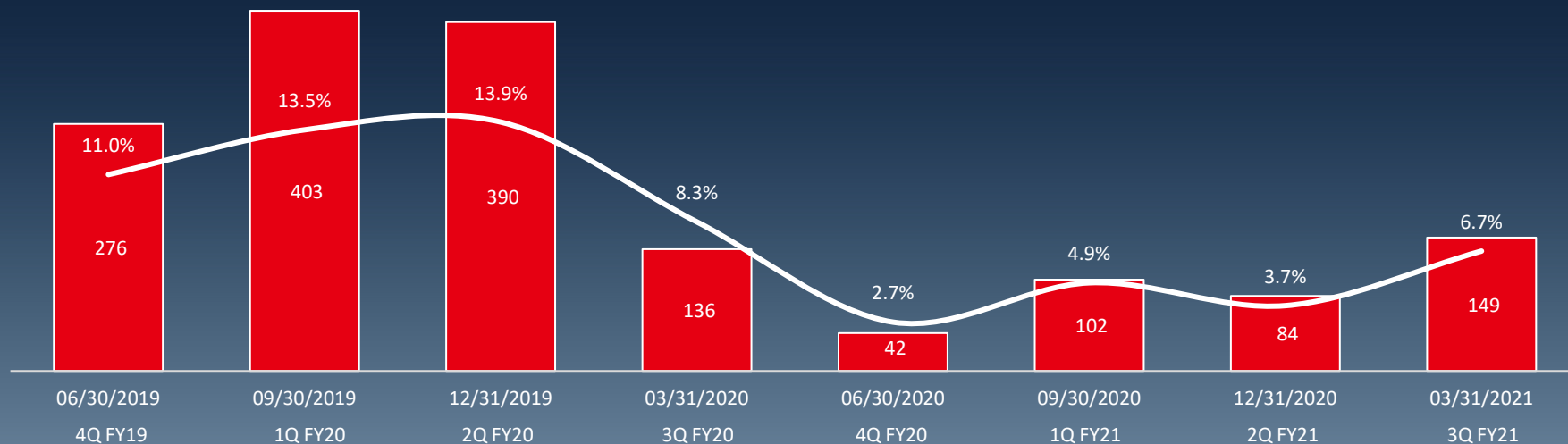
Steady Net Profit Recovery

Non-IFRS Profit



Adj. Net Profit Adj. Net Margin

(RMB mm)



Note: Quarterly revenue numbers are from unaudited quarterly consolidated financial statements.

THANK YOU

