



# MINISO June Quarter 2021 Results

August 2021

# Disclaimer



The following presentation has been prepared by MINISO Group Holding Limited (the “Company”) solely for informational purposes and should not be construed to be, directly or indirectly, in whole or in part, an offer to buy or sell and/or an invitation and/or a recommendation and/or a solicitation of an offer to buy or sell any security or instrument or to participate in any investment or trading strategy, nor shall any part of it form the basis of, or be relied on in connection with, any contract or investment decision in relation to any securities or otherwise.

This presentation does not contain all relevant information relating to the Company or its securities, particularly with respect to the risks and special considerations involved with an investment in the securities of the Company. Nothing contained in this document shall be relied upon as a promise or representation as to the past or future performance of the Company. Past performance does not guarantee or predict future performance.

You acknowledge that any assessment of the Company that may be made by you will be independent of this document and that you will be solely responsible for your own assessment of the market and the market position of the Company and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the business of the Company.

This presentation contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by words or phrases such as “may,” “will,” “expect,” “anticipate,” “aim,” “estimate,” “intend,” “plan,” “believe,” “is/are likely to,” “potential,” “continue” or other similar expressions. Among other things, the guidance for the fiscal year 2022’s first quarter ended September 30, 2021 and quotations from management in this announcement, as well as MINISO’s strategic and operational plans, contain forward-looking statements. MINISO may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission (the “SEC”), in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about MINISO’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: MINISO’s mission, goals and strategies; future business development, financial conditions and results of operations; the expected growth of the retail market and the market of branded variety retail of lifestyle products in China and globally; expectations regarding demand for and market acceptance of MINISO’s products; expectations regarding MINISO’s relationships with consumers, suppliers, MINISO Retail Partners, local distributors, and other business partners; competition in the industry; proposed use of proceeds; and relevant government policies and regulations relating to MINISO’s business and the industry. Further information regarding these and other risks is included in MINISO’s filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and MINISO undertakes no obligation to update any forward-looking statement, except as required under applicable law.

This presentation also contains non-IFRS financial measures, the presentation of which is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with IFRS. In addition, the Company’s calculation of these non-IFRS financial measures may be different from the calculation used by other companies, and therefore comparability may be limited. The reconciliation of those measures to the most comparable IFRS measures is contained within this presentation or the earnings press release.

This presentation speaks as of June 30, 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 **+59%** YoY
- ✓ Domestic revenue **+43%** YoY
- ✓ International revenue **+179%** YoY
- ✓ eCommerce Revenue **+136%** YoY
- ✓ Online revenue contribution: **12%** of total revenue

## Profitability



- ✓ Gross margin **25.8%**
- ✓ Adj. operating margin<sup>1</sup> **8.8%**, the highest in recent 6 quarters
- ✓ Adj. net margin **5.9%**

## Stores



- ✓ **4,749** MINISO stores<sup>2</sup>, **2,939** in China and **1,810** in overseas, **+527** YoY, **+162** QoQ
- ✓ China: **+406** YoY, **+127** QoQ, **60%+**<sup>4</sup> of new stores in tier 3 and below cities
- ✓ Overseas: **+121** YoY, **+35** QoQ

## TOP TOY



- ✓ Omni channel: **33** stores<sup>3</sup>
- ✓ **570K** fans in Wechat Mini program
- ✓ Sales of proprietary IPs such as Twinkle and Tammy stabilized within TOP SKUs

Note:

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

2) As of June 30, 2021.

3) As of June 30, 2021

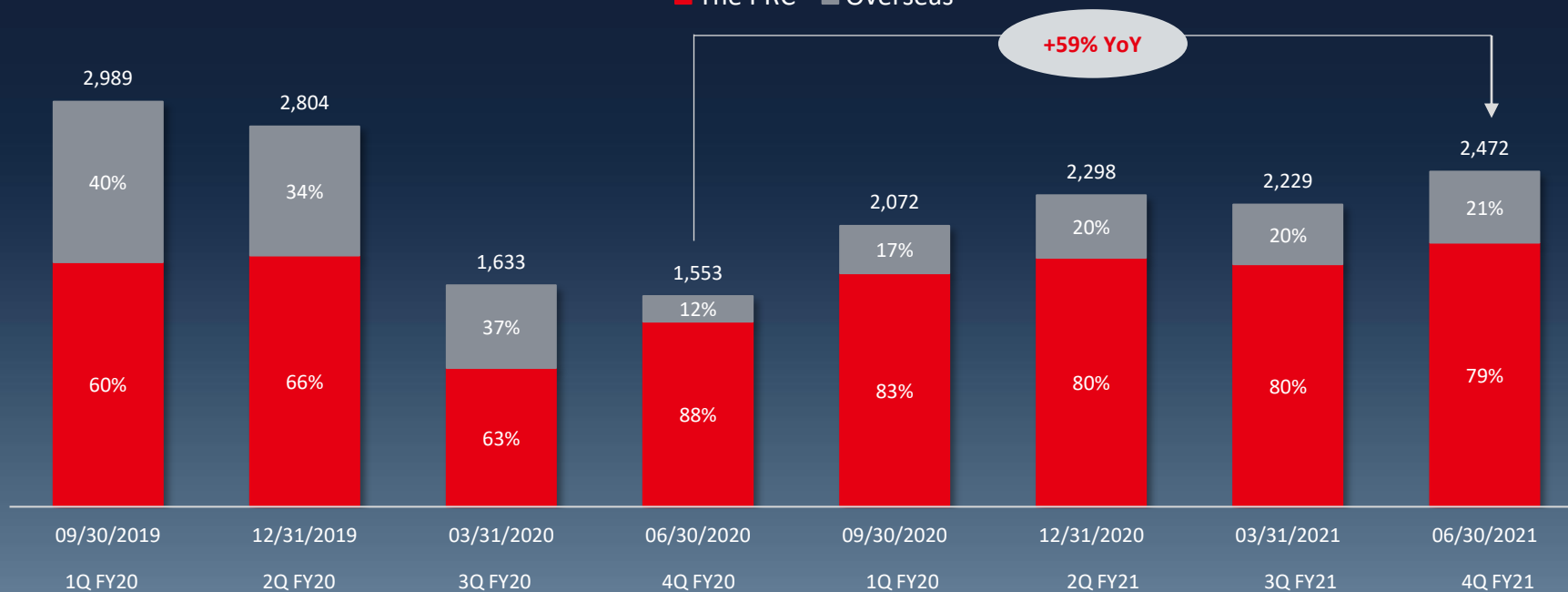
4) In the 12 months ended June 30, 2021

# Revenue by Quarters



(RMB mm)

■ The PRC ■ Overseas



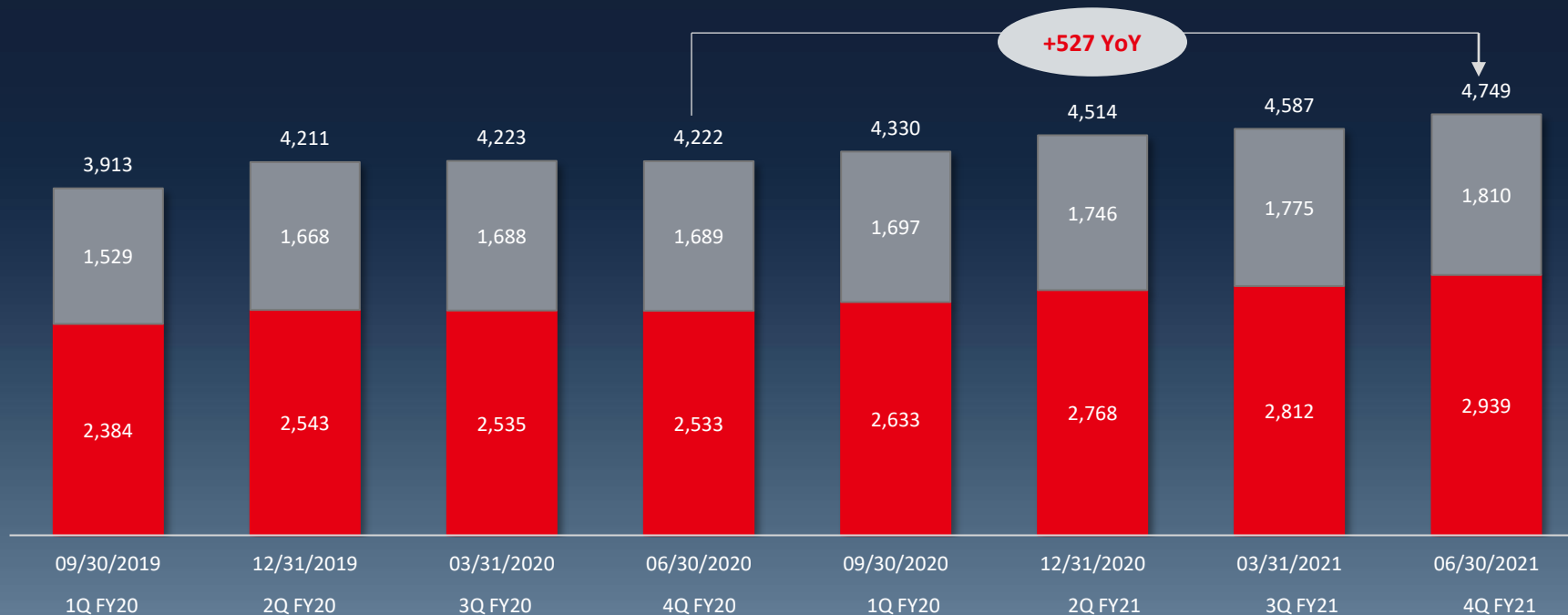
+59% YoY

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

# Number of MINISO Stores



■ The PRC ■ Overseas

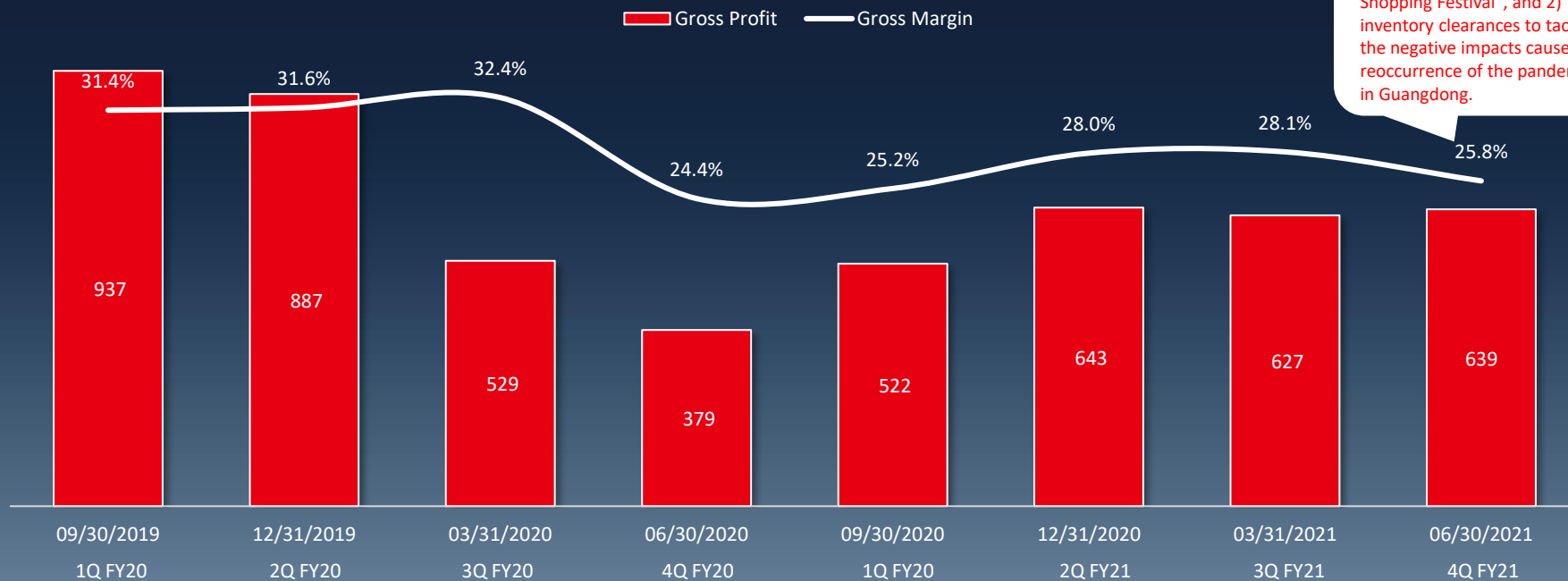


Note: Overseas stores exclude a small number of stores under certain overseas businesses that the Company had disposed of as of June 30, 2020. The Company completed such business disposal during the period from December 2019 to April 2020.

# Steady Gross Margin Recovery



(RMB mm)



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

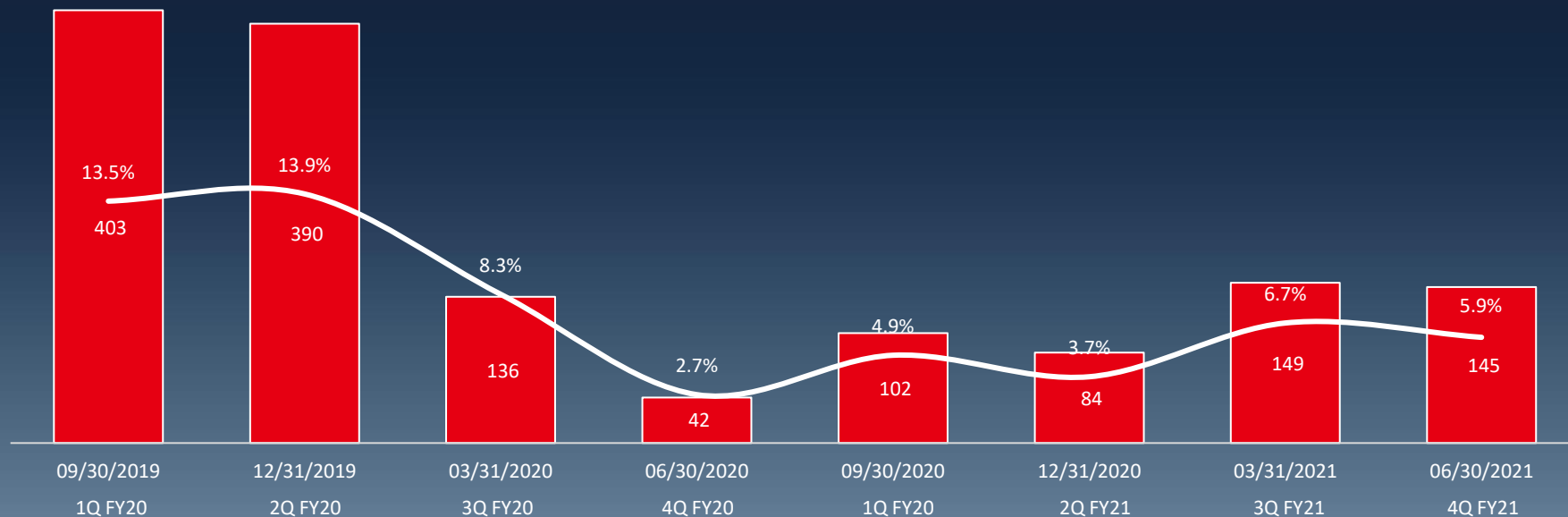
# Steady Net Profit Recovery

## Non-IFRS Profit



Adj. Net Profit    Adj. Net Margin

(RMB mm)



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

# THANK YOU

