



MINISO September Quarter 2021 Results

November 2021

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This presentation speaks as of September 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



- ✓ Revenue **+28%** YoY
- ✓ Domestic revenue **+18%** YoY
- ✓ International revenue **+78%** YoY
- ✓ eCommerce Revenue **+58%** YoY
- ✓ Online revenue contribution: **10%** of total revenue

Profitability



- ✓ Gross margin **27.4%**
- ✓ Adj. operating margin¹ **9.2%**, the highest in recent 7 quarters
- ✓ Adj. net margin **6.9%**, the highest in recent 6 quarters

Stores



- ✓ **4,871** MINISO stores², **3,035** in China and **1,836** in overseas, **+541** YoY, **+122** QoQ
- ✓ China: **+402** YoY, **+96** QoQ, **~ 80%+**⁴ of new stores in tier 3 and below cities
- ✓ Overseas: **+139** YoY, **+26** QoQ

TOP TOY



- ✓ Omni channel: **72** stores³, including **9** Dreamwork stores, and **63** collection stores
- ✓ TOP TOY held the first “Toy Brick Festival” in September

Note:

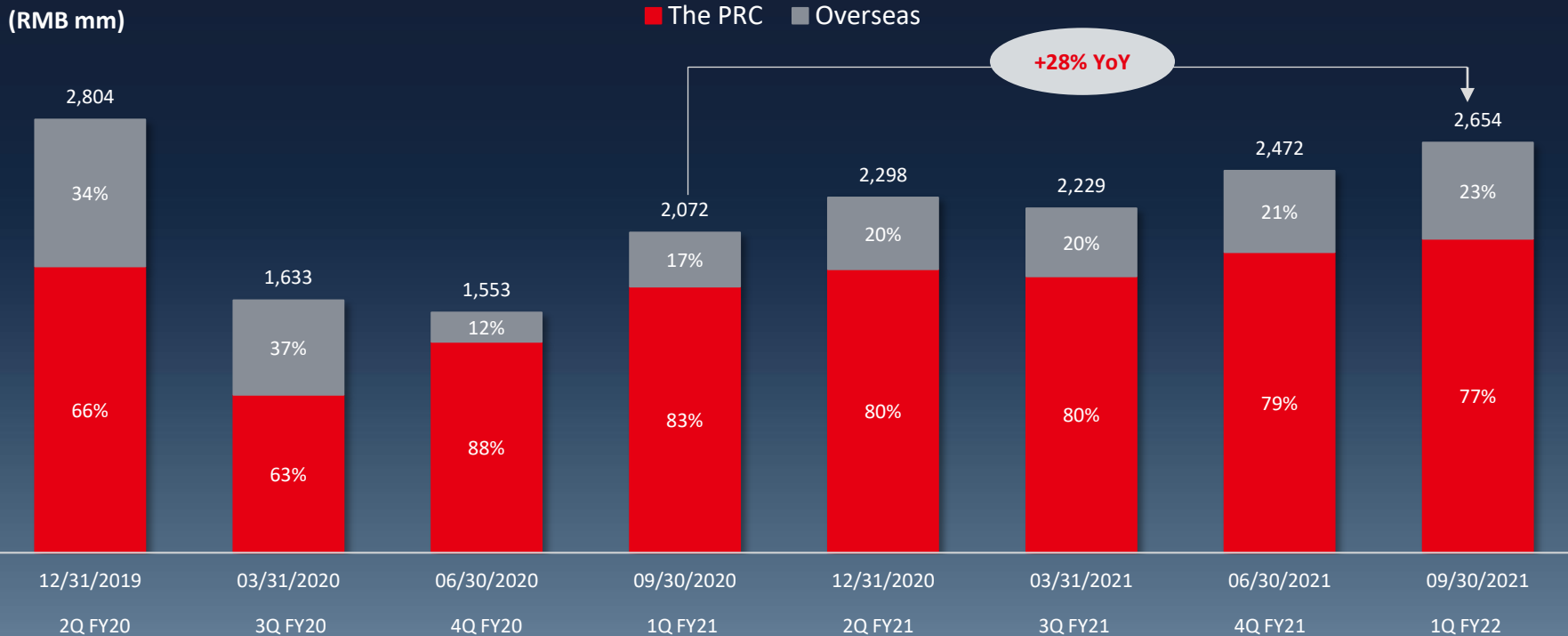
1) Adj operating margin. is defined as operating profit excluding equity-settled share-based payment expenses and certain non-recurring items.

2) As of September 30, 2021.

3) As of September 30, 2021

4) In the 3 months ended September 30, 2021

Revenue by Quarters

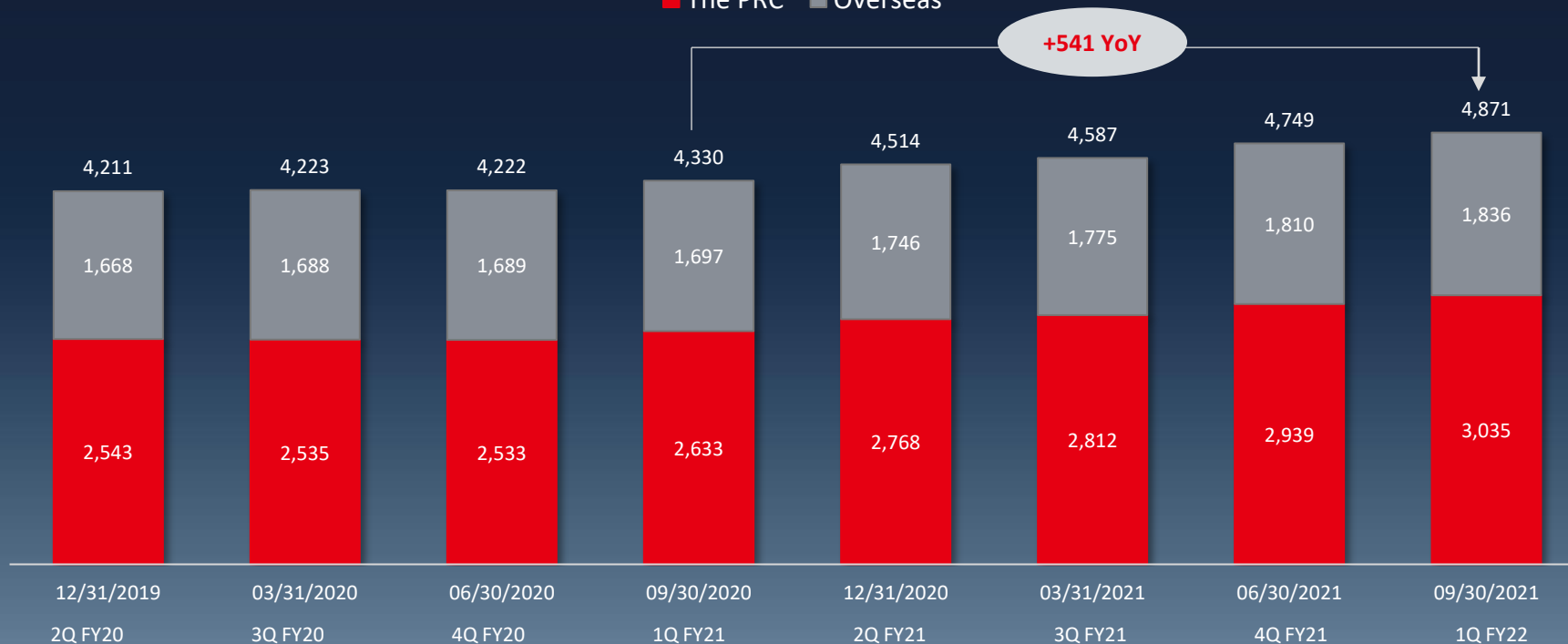


Note: Quarterly revenue numbers are from unaudited quarterly consolidated financial statements.

Number of MINISO Stores



■ The PRC ■ Overseas

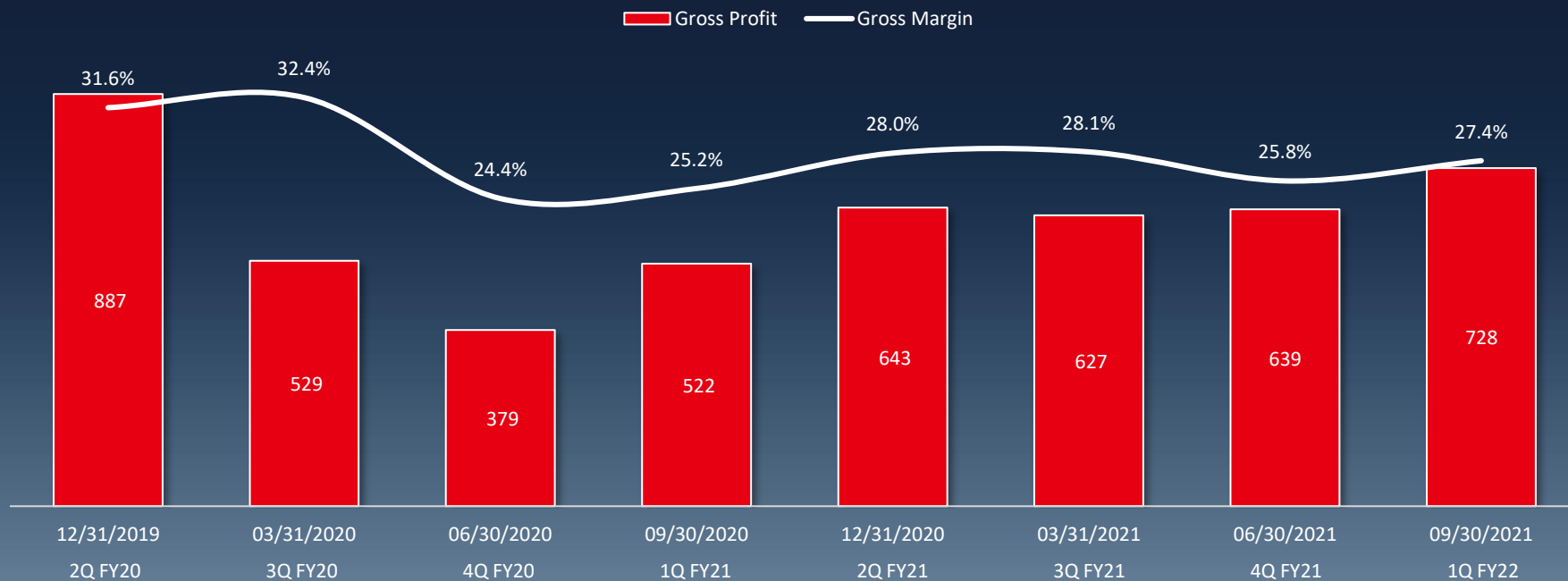


Note: Overseas stores exclude a small number of stores under certain overseas businesses that the Company had disposed of as of June 30, 2020. The Company completed such business disposal during the period from December 2019 to April 2020.

Steady Gross Margin Recovery



(RMB mm)



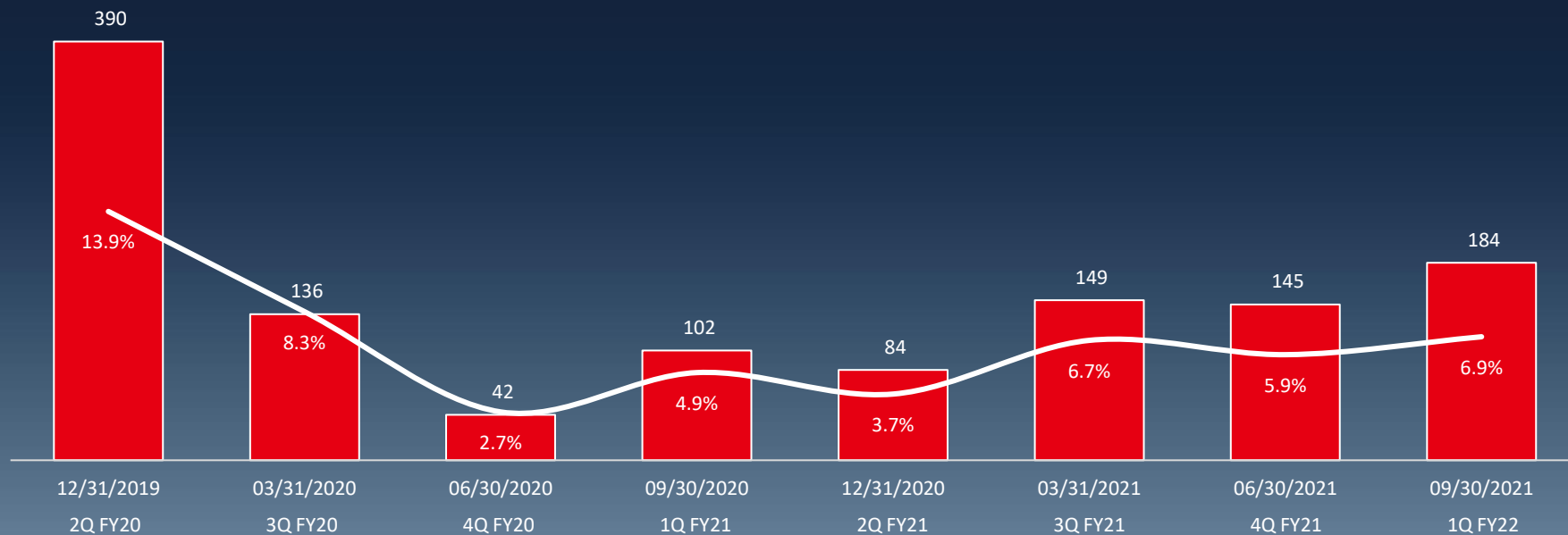
Steady Net Profit Recovery

Non-IFRS Profit



Adj. Net Profit Adj. Net Margin

(RMB mm)



Additional Information



MINISO GROUP HOLDING LIMITED
UNAUDITED ADDITIONAL INFORMATION
(Expressed in millions, except percentages)

	Three months ended			
	September 30, 2020	September 30, 2021	September 30, 2021	YoY
	RMB	RMB	US\$	
Revenue				
Domestic Operations	1,722	2,031	315	18%
-MINISO Brand	1,660	1,874	291	13%
-TOP TOY Brand	-	109	17	N/A
-Others	62	48	7	(22%)
International Operations	350	623	97	78%
	2,072	2,654	412	28%

THANK YOU

