



# MINISO December Quarter 2021 Results

March 2022

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This presentation speaks as of December 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



- ✓ Revenue **+21%** YoY
- ✓ Domestic revenue **+12%** YoY
- ✓ International revenue **+55%** YoY
- ✓ O2O revenue **+130%** YoY
- ✓ Online contribution: **11%** of total revenue

## Profitability



- ✓ Gross margin **31.1%**
- ✓ Adj. net margin **7.7%**, the highest in recent 7 quarters

## Stores



- ✓ **5,045** MINISO stores<sup>1</sup>, **3,168** in China and **1,877** in overseas, **+531** YoY, **+174** QoQ
- ✓ China: **+400** YoY, **+133** QoQ, **~ 63%+<sup>2</sup>** of new stores in tier 3 and below cities
- ✓ Overseas: **+131**YoY, **+41**QoQ

## TOP TOY



- ✓ Omni channel: **89** stores<sup>2</sup>, including **13** Dreamwork stores, and **76** collection stores

Note:

1) As of December 31, 2021.

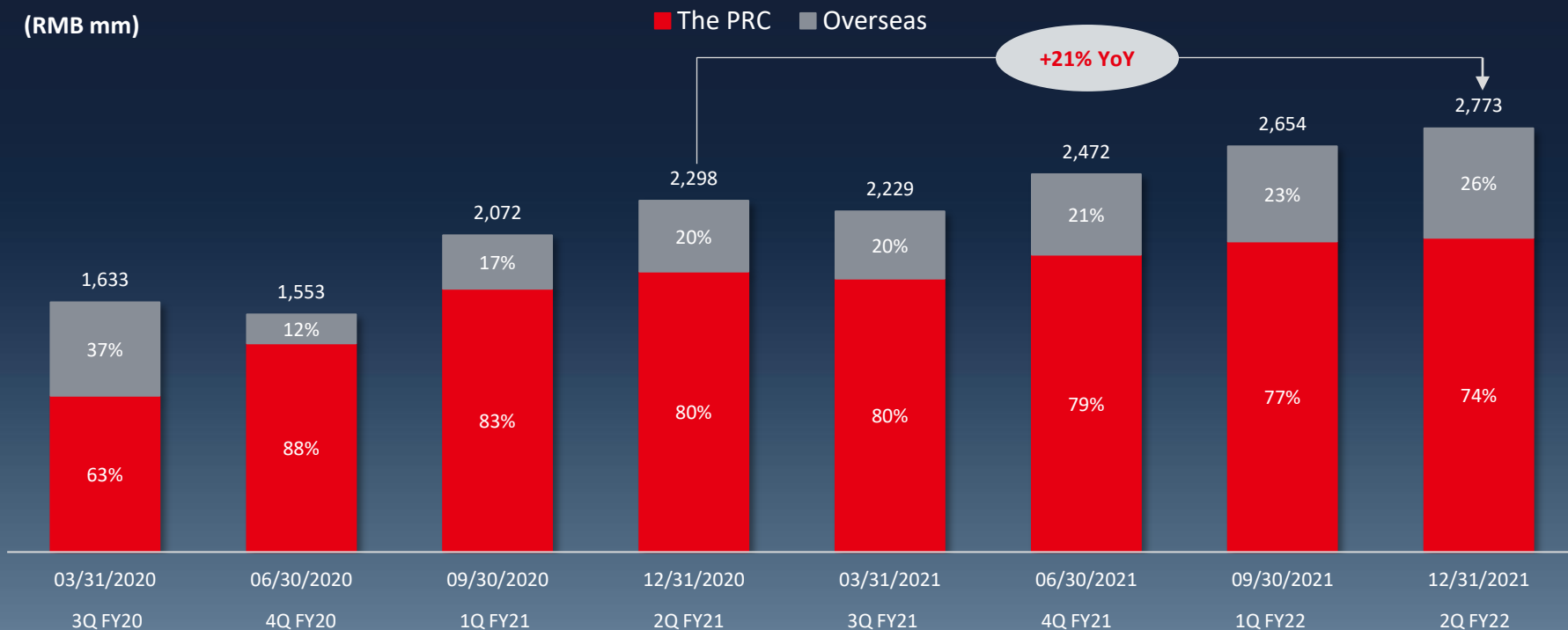
2) As of December 31, 2021

3) In the 3 months ended December 31, 2021

# Revenue by Quarters



(RMB mm)

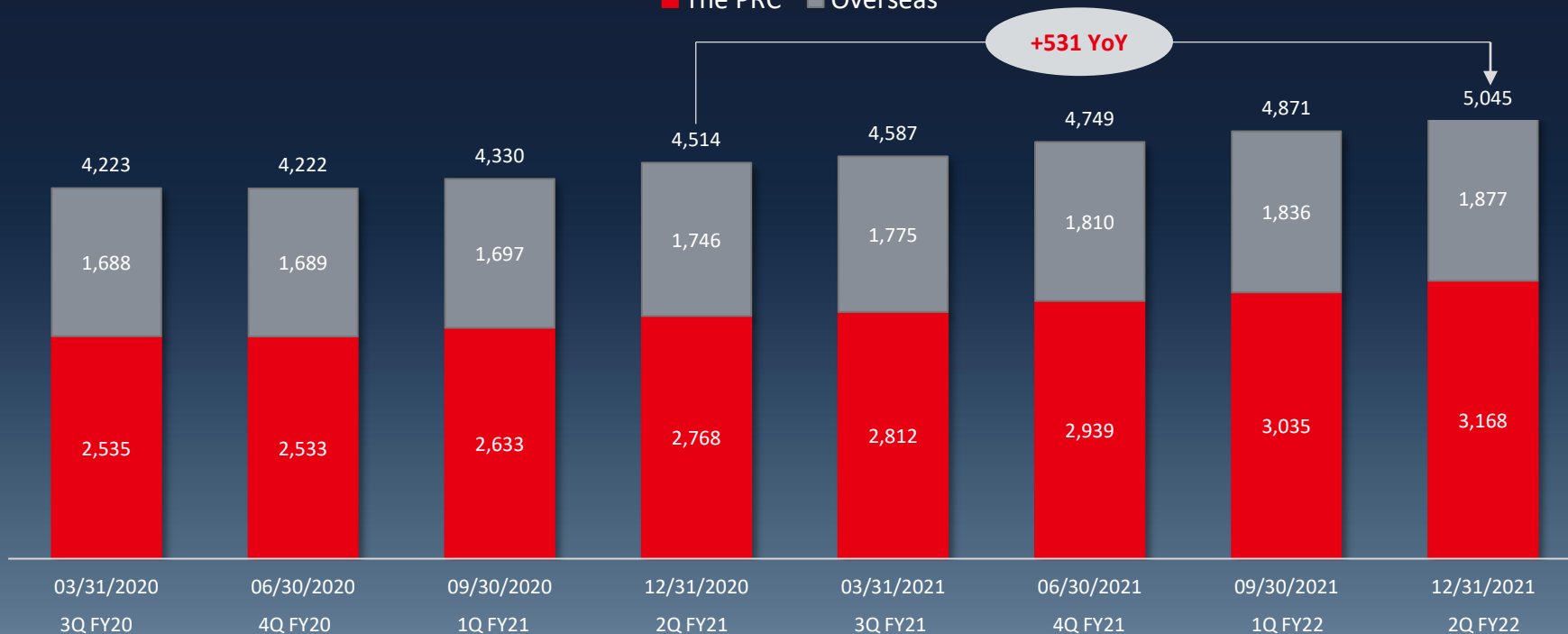


Note: Quarterly revenue numbers are from unaudited quarterly consolidated financial statements.

# Number of MINISO Stores



■ The PRC ■ Overseas

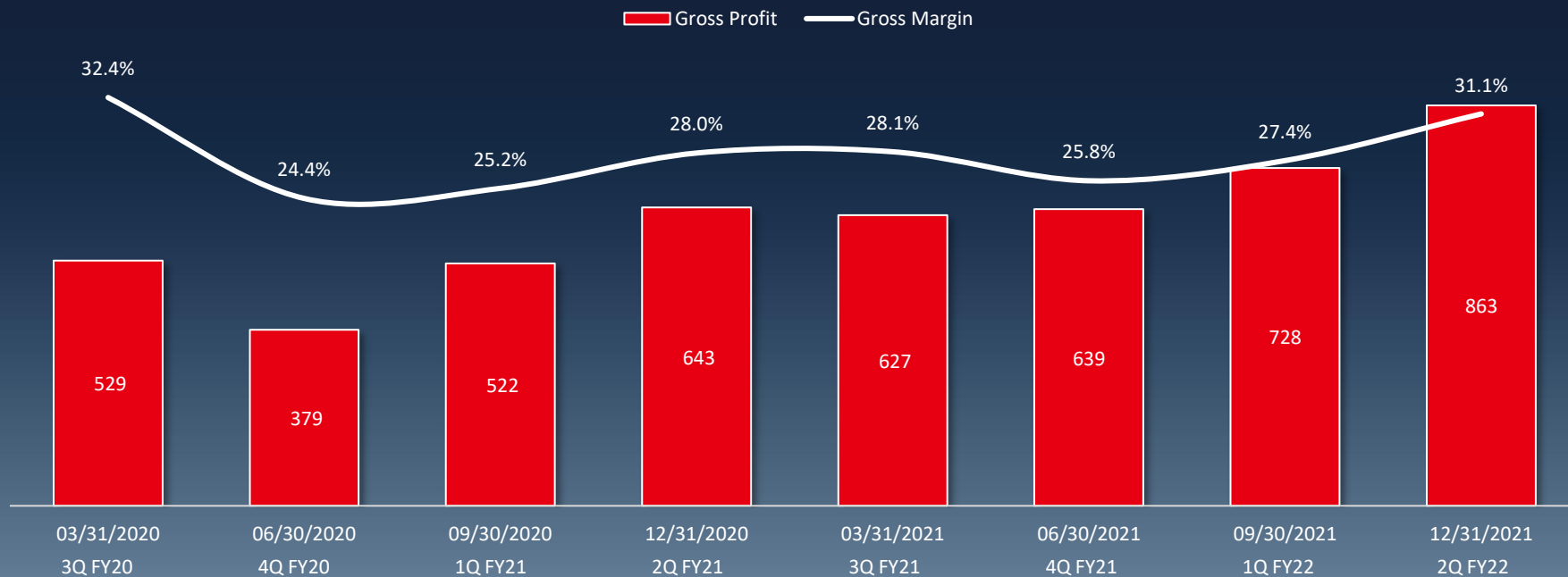


Note: Overseas stores exclude a small number of stores under certain overseas businesses that the Company had disposed of as of June 30, 2020. The Company completed such business disposal during the period from December 2019 to April 2020.

# Steady Gross Margin Recovery



(RMB mm)



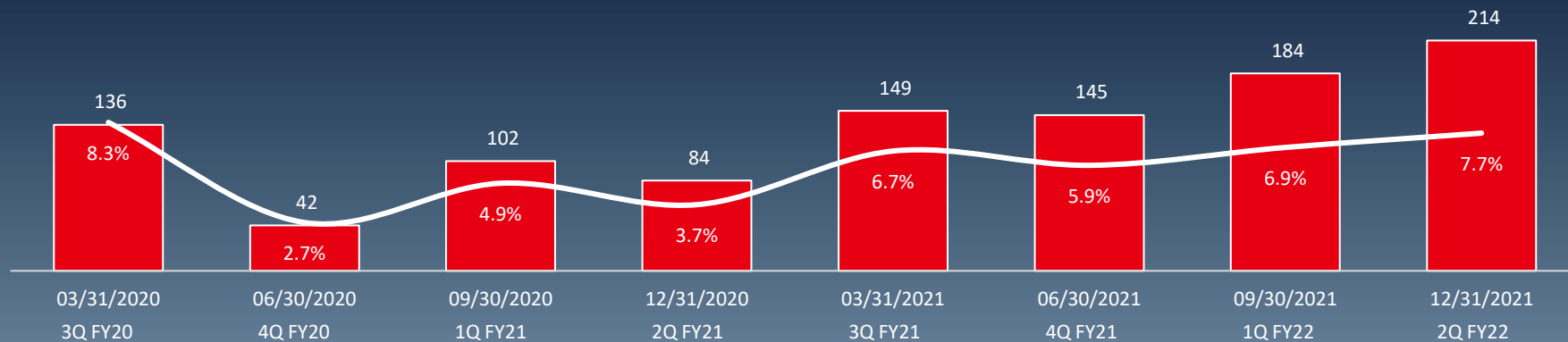
# Steady Net Profit Recovery

## Non-IFRS Profit



Adj. Net Profit    Adj. Net Margin

(RMB mm)



# Additional Information



## UNAUDITED ADDITIONAL INFORMATION (Expressed in millions, except percentages)

	Three months ended December 31				Six months ended December 31			
	2020	2021	2021	YOY	2020	2021	2021	YOY
	(Unaudited)	(Unaudited)	(Unaudited)		(Unaudited)	(Unaudited)	(Unaudited)	
	RMB	RMB	US\$	RMB	RMB	US\$		
<b>Revenue</b>								
<b>Domestic Operations</b>	1,835	2,056	323	12%	3,557	4,086	641	15%
-MINISO Brand	1,764	1,877	294	6%	3,424	3,750	588	10%
-TOP TOY Brand	3	131	21	4,267%	3	240	38	7,900%
-Others	68	48	8	(29%)	130	96	15	(26%)
<b>International Operations</b>	463	717	113	55%	813	1,341	210	65%
	2,298	2,773	436	21%	4,370	5,427	851	24%



# THANK YOU

