



MINISO March Quarter 2022 Results

June 2022

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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 March 31, 2022. 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 **+5%** YoY
- ✓ Domestic revenue **+2%** YoY
- ✓ International revenue **+17%** YoY
- ✓ O2O revenue **+61%** YoY
- ✓ Online revenue contribution: **10%** of total revenue

Profitability



- ✓ Gross margin **30.2%**
- ✓ Adj. net margin **4.7%**

Stores



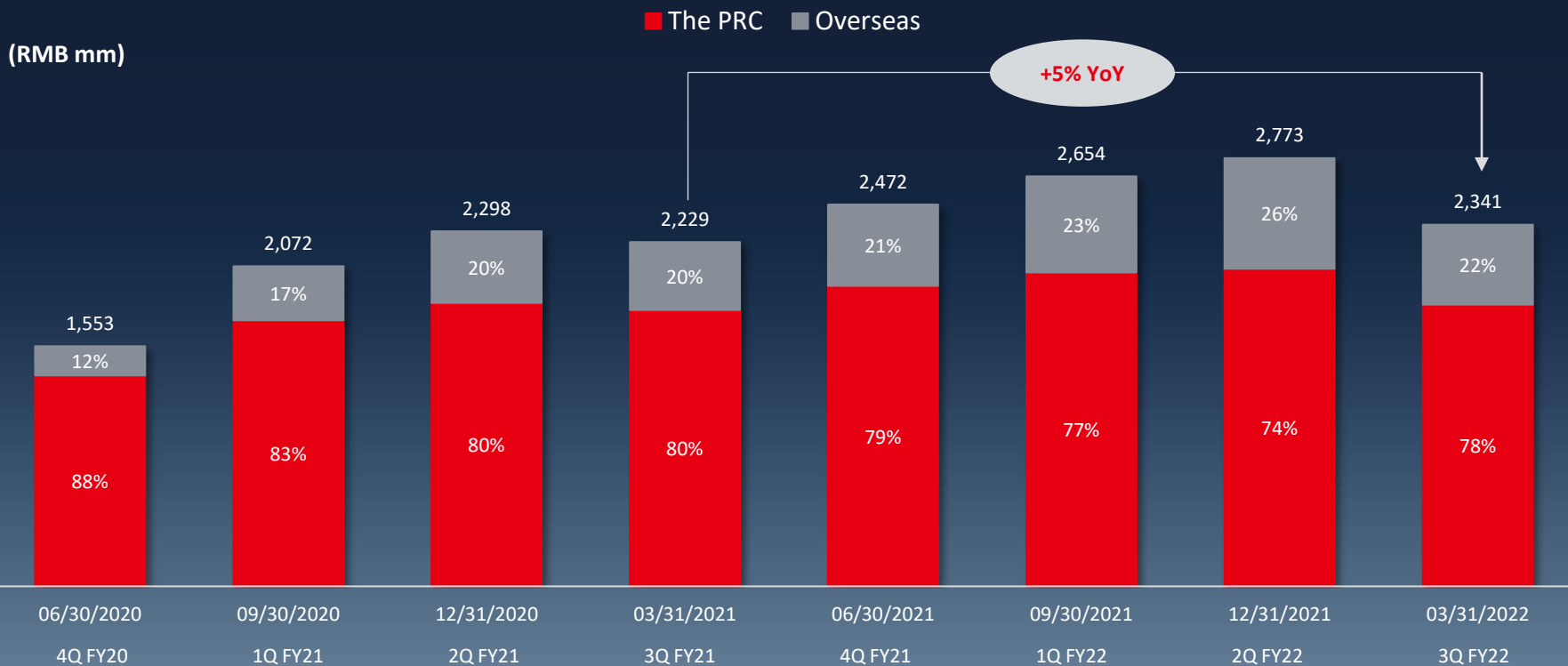
- ✓ **5,113** MINISO stores¹
- ✓ **3,197** in China and **1,916** in overseas, **+526** YoY, **+68** QoQ
- ✓ China: **+385** YoY, **+29** QoQ
- ✓ Overseas: **+141** YoY, **+39** QoQ

TOP TOY



- ✓ Omni channel: **92** stores¹, including **11** Dreamwork stores, and **81** collection stores

Revenue by Quarters

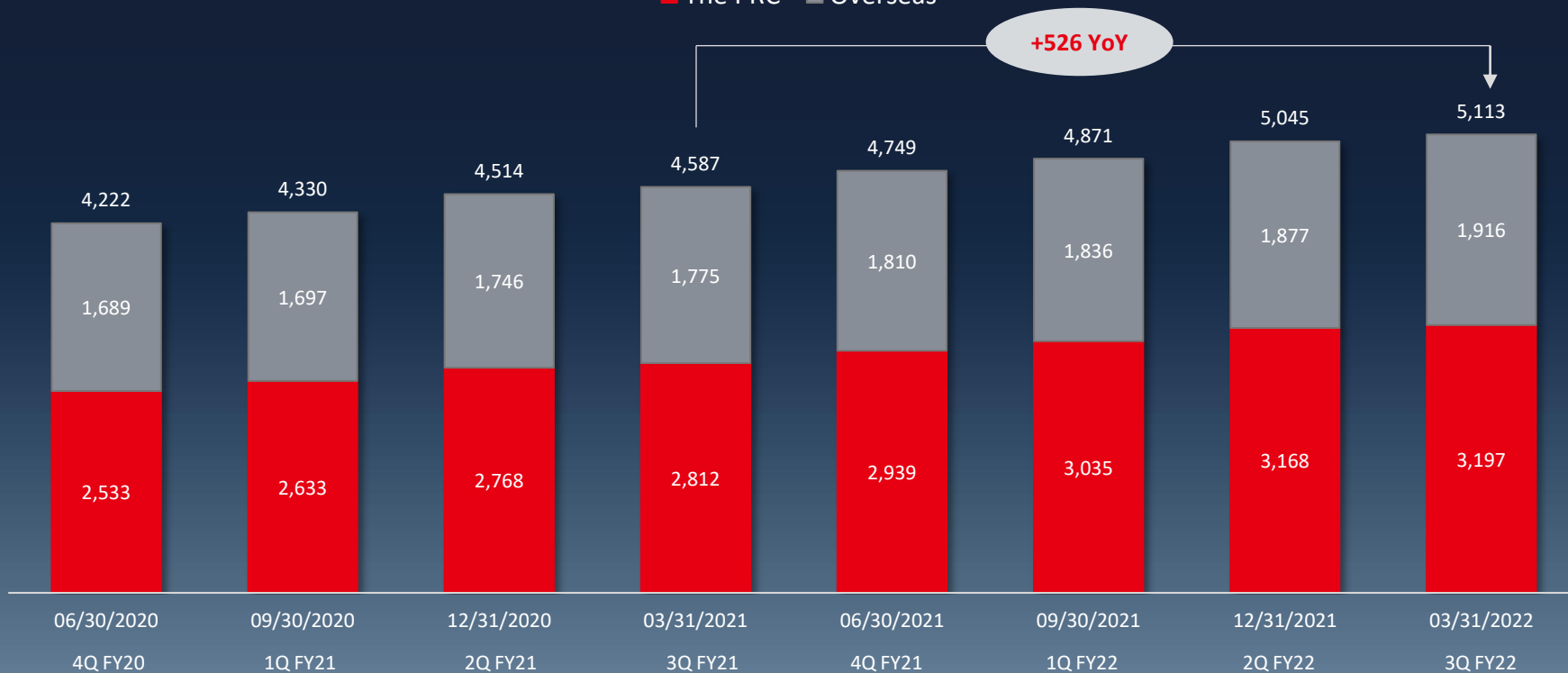


Note: Quarterly revenue numbers are from unaudited quarterly consolidated financial statements.

Number of MINISO Stores



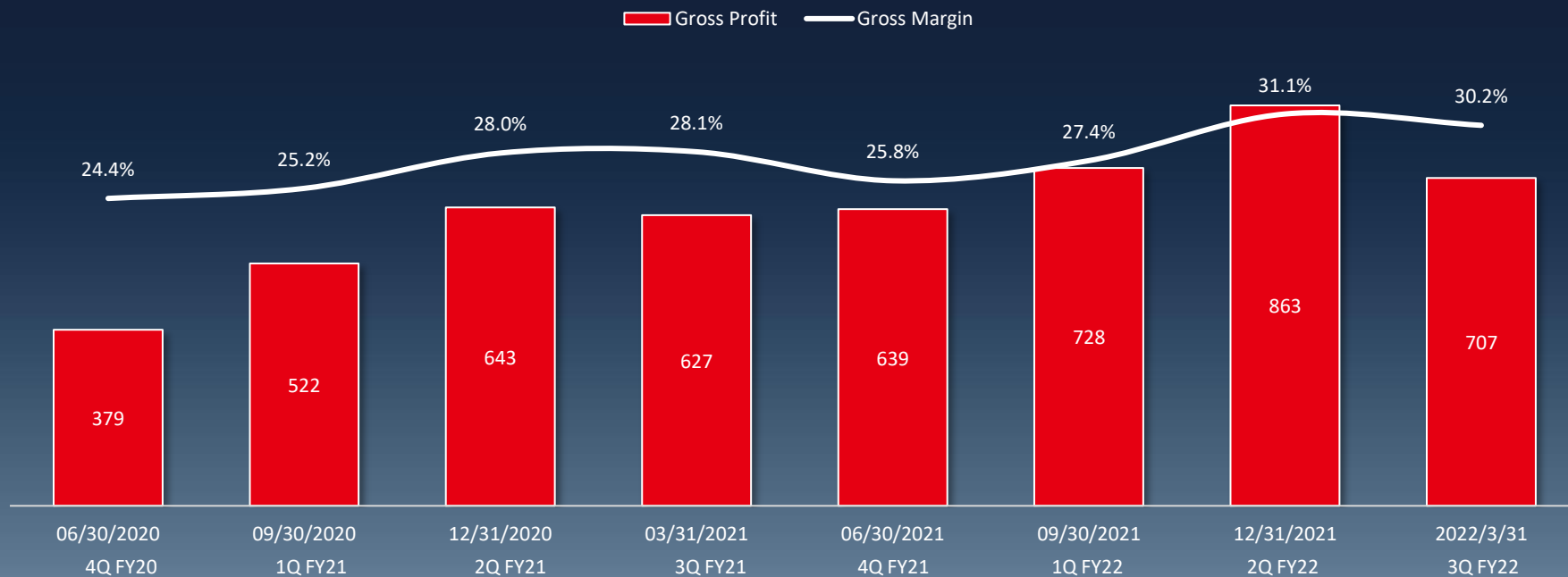
■ The PRC ■ Overseas



Steady Gross Margin Recovery



(RMB mm)



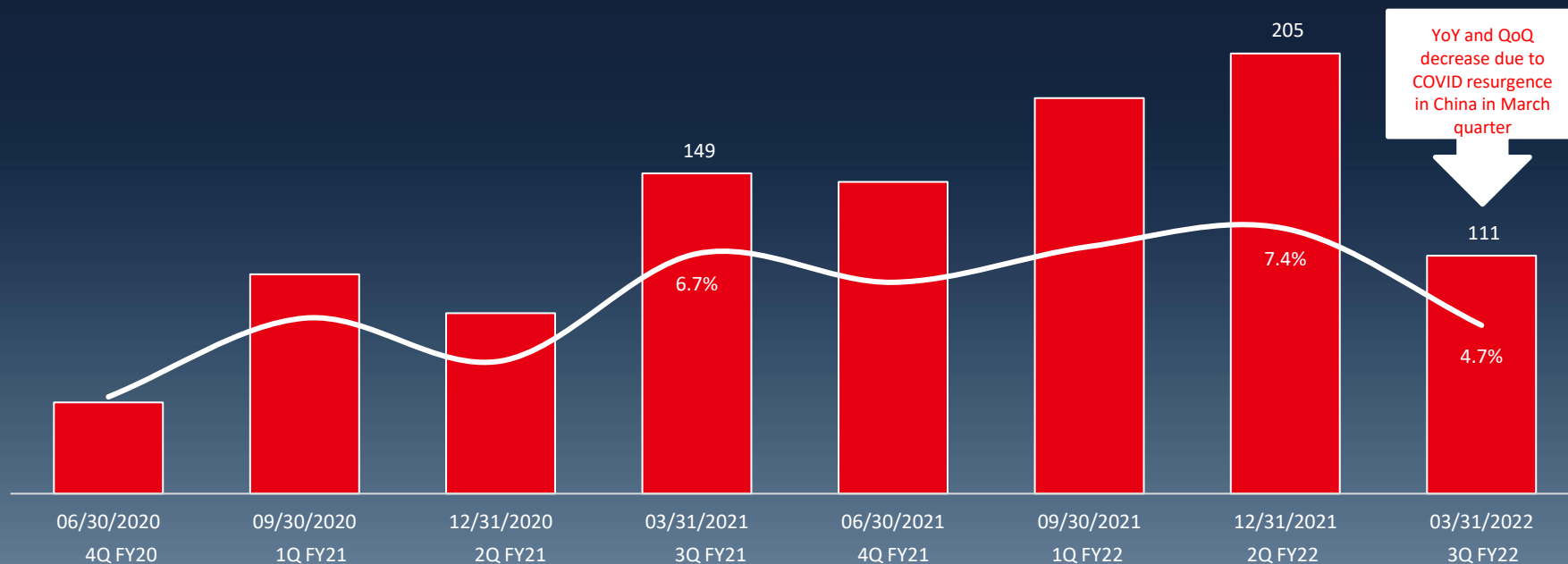
Steady Net Profit Recovery

Non-IFRS Profit



Adj. Net Profit Adj. Net Margin

(RMB mm)



Note:
MINISO defines adjusted net profit as profit for the period excluding (i) fair value changes of redeemable shares with other preferential rights and (ii) equity-settled share-based payment expenses.

Additional Information



UNAUDITED ADDITIONAL INFORMATION
(Expressed in millions, except percentages)

| | Three months ended March 31 | | | | Nine months ended March 31 | | | |
|---------------------------------|-----------------------------|-------------|-------------|-------|----------------------------|-------------|-------------|--------|
| | 2021 | 2022 | 2022 | YOY | 2021 | 2022 | 2022 | YOY |
| | (Unaudited) | (Unaudited) | (Unaudited) | | (Unaudited) | (Unaudited) | (Unaudited) | |
| | RMB | RMB | US\$ | | RMB | RMB | US\$ | |
| Revenue | | | | | | | | |
| Domestic Operations | 1,788 | 1,823 | 288 | 2% | 5,345 | 5,909 | 932 | 11% |
| -MINISO Brand | 1,715 | 1,686 | 266 | (2%) | 5,140 | 5,436 | 857 | 6% |
| -TOP TOY Brand | 23 | 111 | 18 | 377% | 26 | 352 | 56 | 1,254% |
| -Others | 50 | 26 | 4 | (48%) | 179 | 121 | 19 | (32%) |
| International Operations | 441 | 518 | 81 | 17% | 1,254 | 1,859 | 293 | 48% |
| | 2,229 | 2,341 | 369 | 5% | 6,599 | 7,768 | 1,225 | 18% |

THANK YOU

