



NYSE:MNSO
HKEX:9896

MINISO INVESTOR DAY

名创优品 2024 投资者日

Disclaimer

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 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”) and The Stock Exchange of Hong Kong Limited (the “HKEX”), 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 and the HKEX. All information provided in this presentation is as of the date of this presentation, and MINISO undertakes no obligation to update any forward-looking statement, except as required under applicable law.

In evaluating the business, MINISO considers and uses adjusted net profit, adjusted net margin, adjusted basic and diluted earnings per share and adjusted basic and diluted earnings per ADS as supplemental measures to review and assess its operating performance. The presentation of these non-IFRS financial measures is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with IFRS. MINISO presents these non-IFRS financial measures because they are used by the management to evaluate its operating performance and formulate business plans.

These non-IFRS financial measures are not defined under IFRS and are not presented in accordance with IFRS. These non-IFRS financial measures have limitations as analytical tools. One of the key limitations of using these non-IFRS financial measures is that they do not reflect all items of income and expense that affect MINISO’s operations. Further, these non-IFRS financial measures may differ from the non-IFRS information used by other companies, including peer companies, and therefore their comparability may be limited.

These non-IFRS financial measures should not be considered in isolation or construed as alternatives to profit/(loss), net profit/(loss) margin, basic and diluted earnings/(loss) per share and basic and diluted earnings/(loss) per ADS, as applicable, or any other measures of performance or as indicators of MINISO’s operating performance. Investors are encouraged to review MINISO’s historical non-IFRS financial measures in light of the most directly comparable IFRS measures, as shown below. The non-IFRS financial measures presented here may not be comparable to similarly titled measures presented by other companies. Other companies may calculate similarly titled measures differently, limiting the usefulness of such measures when analyzing MINISO’s data comparatively. MINISO encourages you to review its financial information in its entirety and not rely on a single financial measure.

用勇敢的心，开启新世界

叶国富 名创优品创始人、首席执行官及董事会主席





2013-2023

性价比+出海1.0

未来十年

兴趣消费+出海2.0

1,000亿

2018Q3-2023Q4
累计GMV

100亿

中国潮流零售市场中
唯一的百亿级线下品牌

6,200+

全球门店数

107个

累计进入的
国家和地区

欧洲 | 218
门店

中东
及北非 | 53
门店

亚洲
(除中国大陆) | 1,264
门店

中国 | 3,924
门店

其他 | 124
门店

拉丁
美洲 | 514
门店

北美 | 140
门店



“

- 零售赛道长坡厚雪，坚持长期主义
- 企业的终极目的是创造顾客
- 打破“常识”，择高而立，以终为始

”

Retail
Landscape
零售格局

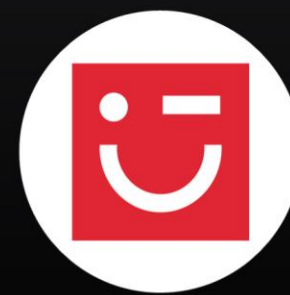
低价零售

只有低价



特色零售

性价比+IP



特色零售

性价比+会员



MINI
SO

名创
优品

POKÉMON
宝可梦

来名创优品 寻找宝可梦

宝可梦联名款激萌上新



中国供应链

1400+优质供应商



全球IP

80+IP授权方



全球设计

4大设计中心



全球渠道

6200+门店

竞争优势

“1+3”
1个中国+3个全球

Strategic Roadmap

未来5年战略地图

使命

为开心而生

愿景

打造超级品牌，成为全球第一的IP设计零售集团

战略

坚持性价比，坚持全球化，坚持产品创新（IP设计）

目标

2024-2028年集团每年净增门店900-1,100家
2028年全球门店数较2023年末数量接近翻倍

2024-2028年集团收入复合增速不低于20%

2028年IP产品销售占比超过50%



Globalization
Strategy
全球化战略

	出海1.0时代	出海2.0时代
时间维度	2015~2023年	未来5~10年
消费者行为	性价比消费	兴趣消费
竞争维度	以贸易为主	体系性创业
竞争战略	成本领先	成本领先+差异化
竞争优势	中国供应链+全球渠道	1+3 1-中国供应链 3-全球IP+全球设计+全球渠道

Global Store Opening Space

全球开店空间

欧洲

7.2亿人
人均GDP3.3万美元
每10万人拥有1家门店
开店空间：7,209

亚洲

47.9亿人
人均GDP0.8万美元
每20万人拥有1家门店
开店空间：23,957

北美洲

4.7亿人
人均GDP6.2万美元
每10万人拥有1家门店
开店空间：4,663

非洲

12.9亿人
人均GDP0.2万美元
开店空间：未参与测算

大洋洲

0.4亿人
人均GDP4.5万美元
每10万人拥有1家门店
开店空间：443

拉丁美洲

5.6亿人
人均GDP0.9万美元
每20万人拥有1家门店
开店空间：2,824

4 万家
门店空间



2022年全球IP商品零售人均消费额与市场规模TOP5

数据来源: 《2023 Global Licensing Industry Study》、世界银行
 数据说明: 货币单位为人民币

全球IP商品零售与服务额

23,737 亿

x76%



全球IP商品零售额

18,030 亿

x4%



中国IP商品零售额

715 亿



中国市场未来潜力

60.7倍

美国/中国
人均IP消费

43,447 亿

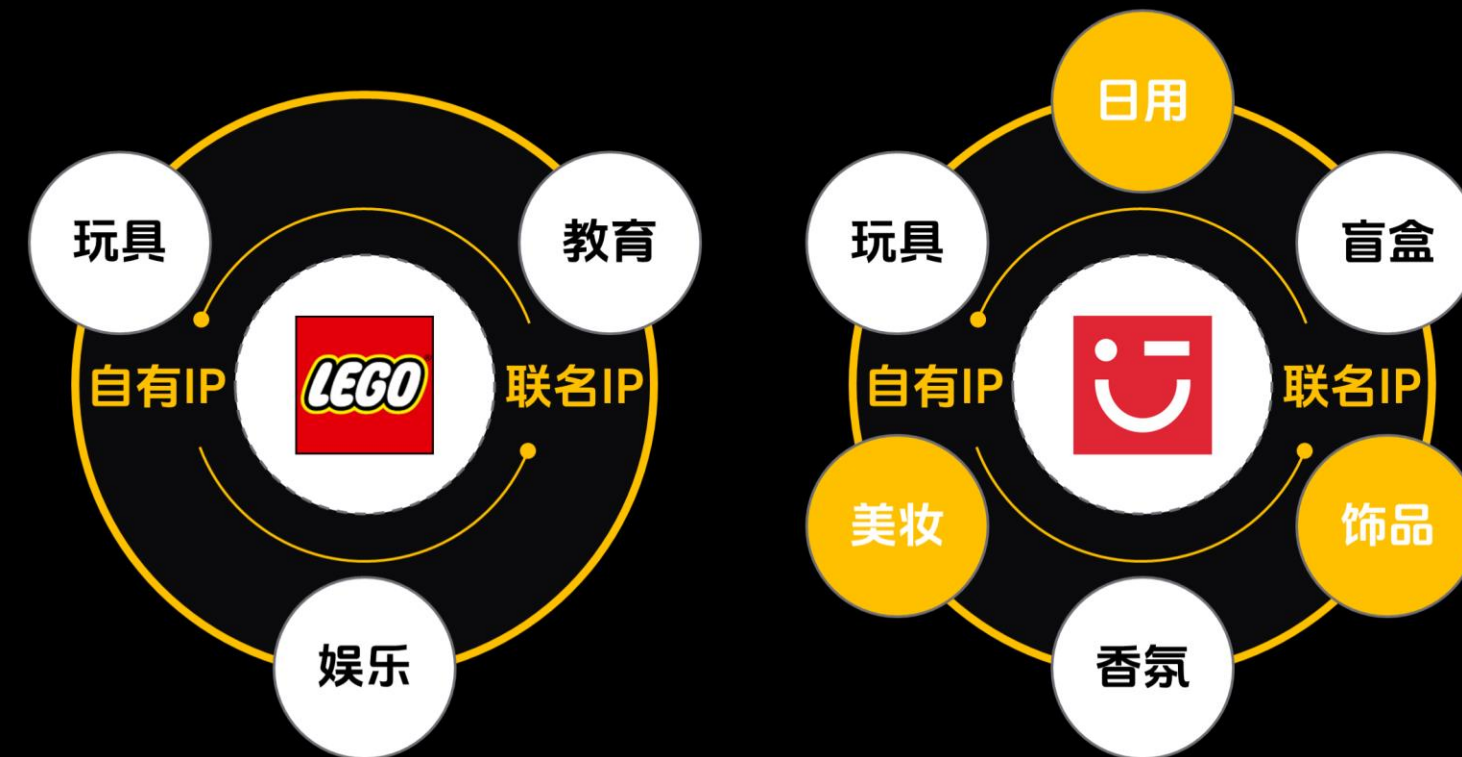
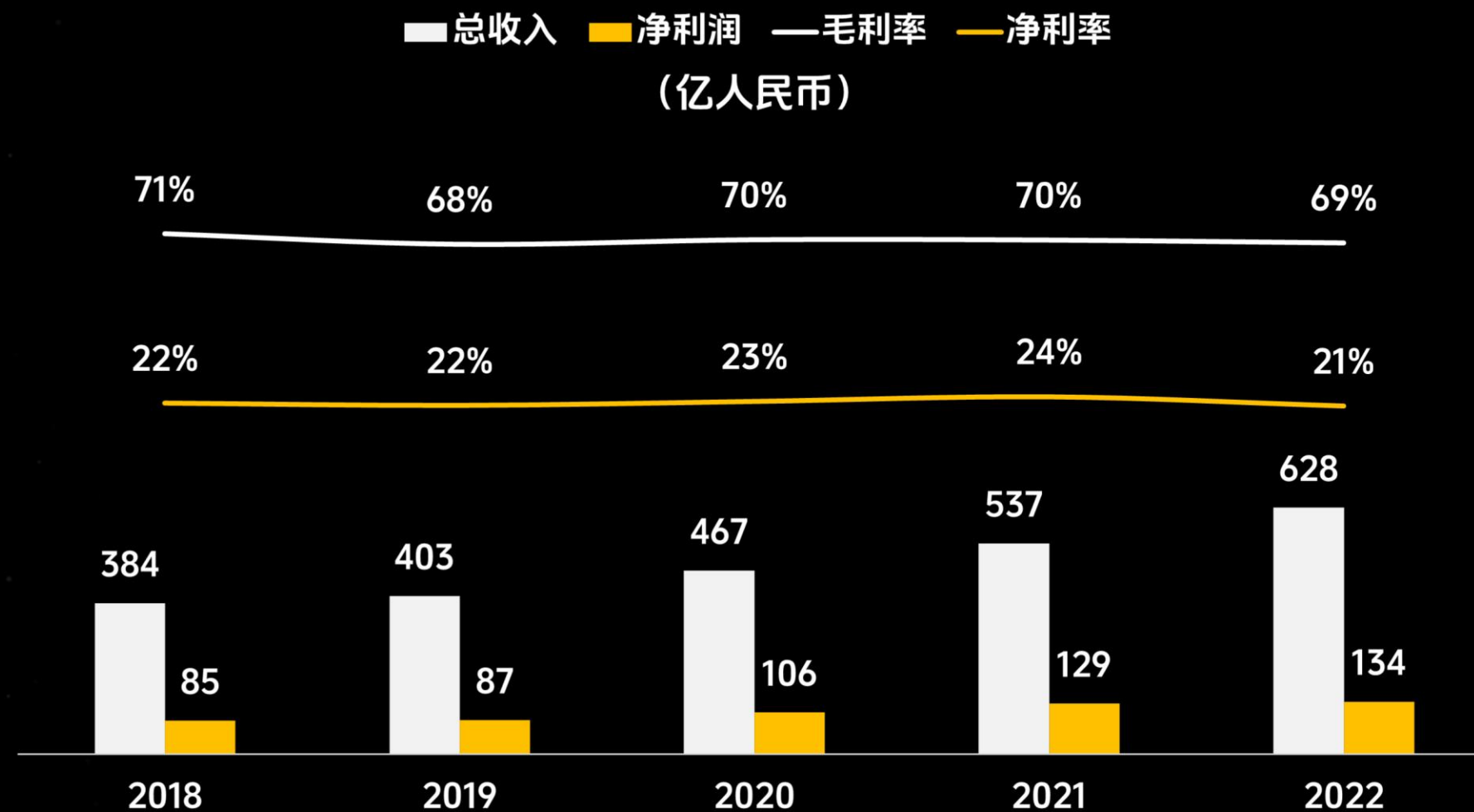
11.5倍

日本/中国
人均IP消费

8,206 亿

IP Strategy

乐高：积木+IP



A lighthouse with a blue body and a black top section, illuminated from within, stands on a dark, rocky island. The background is a vibrant sunset sky with horizontal bands of orange, red, and purple. The text "成为全球第一的IP设计零售集团" is overlaid in white, bold characters across the center of the image.

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