



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.



超级产品成就超级品牌

窦娜 执行副总裁首席产品官 就职18年

商品核心竞争力

超级产品

超级供应链

超级IP

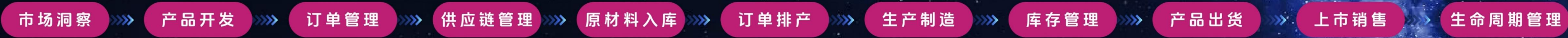
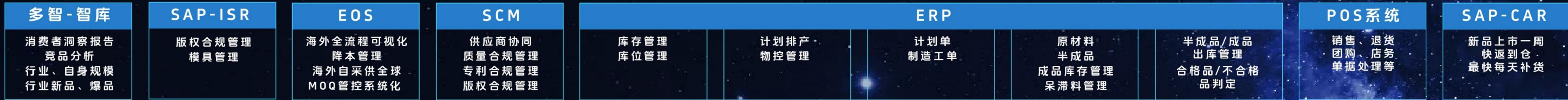
头部集中

爆品更爆

兴趣消费



一个超级产品的诞生至少经过10套智能化信息系统



名创核心商品能力 - 超级供应链

实物流



系统赋能



管理抓手



711法则-7天上新 1W个方案挑选100个产品上市 全链条提速15%

名创核心商品能力 - 超级IP

80+IP形象

300+细分品类

30000+单品

700000000+销售件数



23年区域化策略，打造不同氛围场景产品，订货同比提升48%



IP用户VS非IP用户



(人均贡献)

(消费频次)



超前合作企划
同步电影上新

GIRL POWER

聚焦潮服配
打造百万爆品



斜挂果冻包

包包款TWS耳机

旗舰专店打卡
引爆芭比热潮



时尚拖鞋

粉晶刮痧板



表情包疯狂转发
女明星LOOPY正式出道

高流量



产品为王



氛围打造



杭州旗舰店

ZANMANG
LOOPY



终于有loopy啦!!!





5年 深度合作

越久越有看头

海外独立主题

盲盒TOP榜

用户好评

北京路旗舰店

淮海路乐园店



不是迪士尼买不起而是名创更有性价比！
看我在名创发现了什么！



首个合作IP

盲盒徽章

发箍



小风扇
小夜灯



限定毛绒

吸管杯



8000+款产品



手机支架

趣味积木



毛绒包



陶瓷碗

创意纸巾盒

挖掘新形象



解锁流量密码

宠物窝

眼罩



聚焦战略类目



聚焦IP创新

我们的愿景

成为全球第一的IP设计零售集团



聚焦全球本土化



聚焦价值创新



聚焦战略品类

业务来源

心智
流量

内容流量

线下自然流量

产品标签

心智型

内容型

生意型

4个30亿类目
10个10亿细类



盲盒

丰富多样化的版权池
设计工艺的实现和成本的创新
满足用户兴趣消费
追求情绪价值的最佳出口



毛绒

多IP矩阵 赋能产品创新
快速反应的组织机制
打造成全球TOP1的IP毛绒品牌



香水香氛

丰富的调香大师合作
霸榜了淘系多个畅销榜单
升级专业背书，做实第一身份
持续创新，长期回报



聚焦IP创新

IP合作扩展

IP设计创新

IP终端呈现



80+

全球IP版权方

IP合作扩展



多元化IP联名
 艺术家联名
 品牌联名



艺术家联名



品牌联名

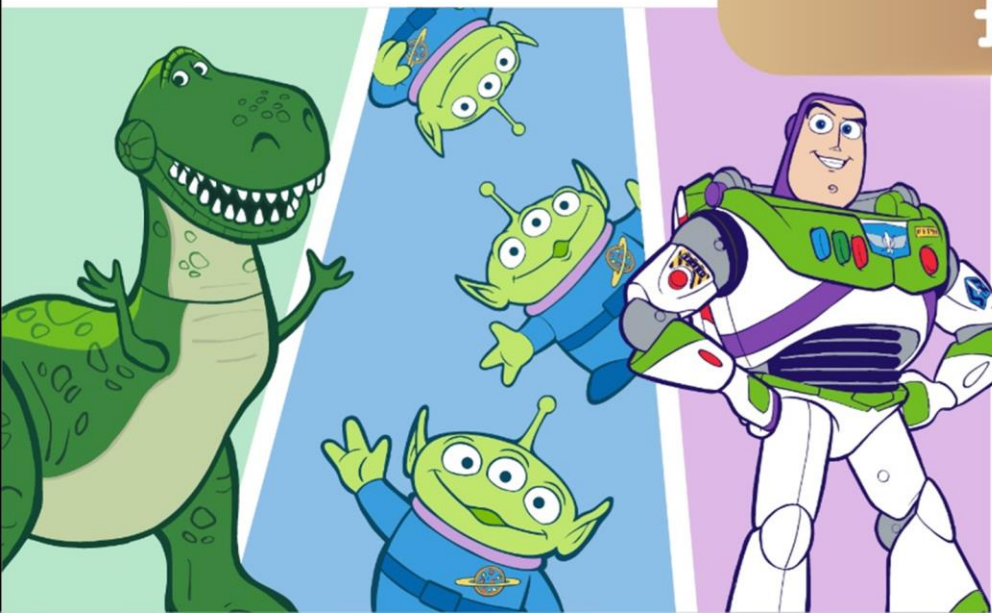


BT21



IP 设计创新

打造超级IP



强化IP产品力



上海
淮海路店

IP Land店



IP 终端呈现

IP 主题店

印尼
三丽鸥店

多渠道矩阵
重点品类&IP专区化打造



IP 快闪店

渠道多样性
IP资源丰富



广州
北京路店

创造一个充满魔法和奇妙的梦幻世界
让每位顾客都能感受到快乐和幸福



上海
大悦城店



2023 German Design Award
 2023 Paris Design Awards / product design
 2023 Red dot design awards - communication design
 2023 IF design award winner / interior design
 2023 IF design award winner / communication design
 2022 Dezeen award 2021 / product design
 2022 IF design award winner / service design
 2022 IF design award winner / product design
 2021 Red dot design awards - communication design
 2021 Red dot design awards - product design winner
 2021 Korea Design Award Gold Prize
 2021 Asia design prize jury (sungho park)
 2020 IF design award winner
 2020 CES innovation awards honoree
 2020 DIA awards winner
 2020 Asia design prize gold winner
 2019 Good design award (japan)
 2019 IF design award winner
 2019 Turkey design week - industrial design awards jury
 (sungho park)
 2016 CES innovation awards honoree

聚焦全球化 - 设计中心成功落子韩国

设计出10年后全世界消费者提到MINISO就能联想到具有代表性的作品

制作100个深受顾客喜爱的超级畅销设计
5年内制作5个以上MINISO的标志性产品



聚焦全球化—双轮驱动全球化进程

深耕本土

「全球五大区域」

构建全球市场领导地位



多快好省

「全球供应链」

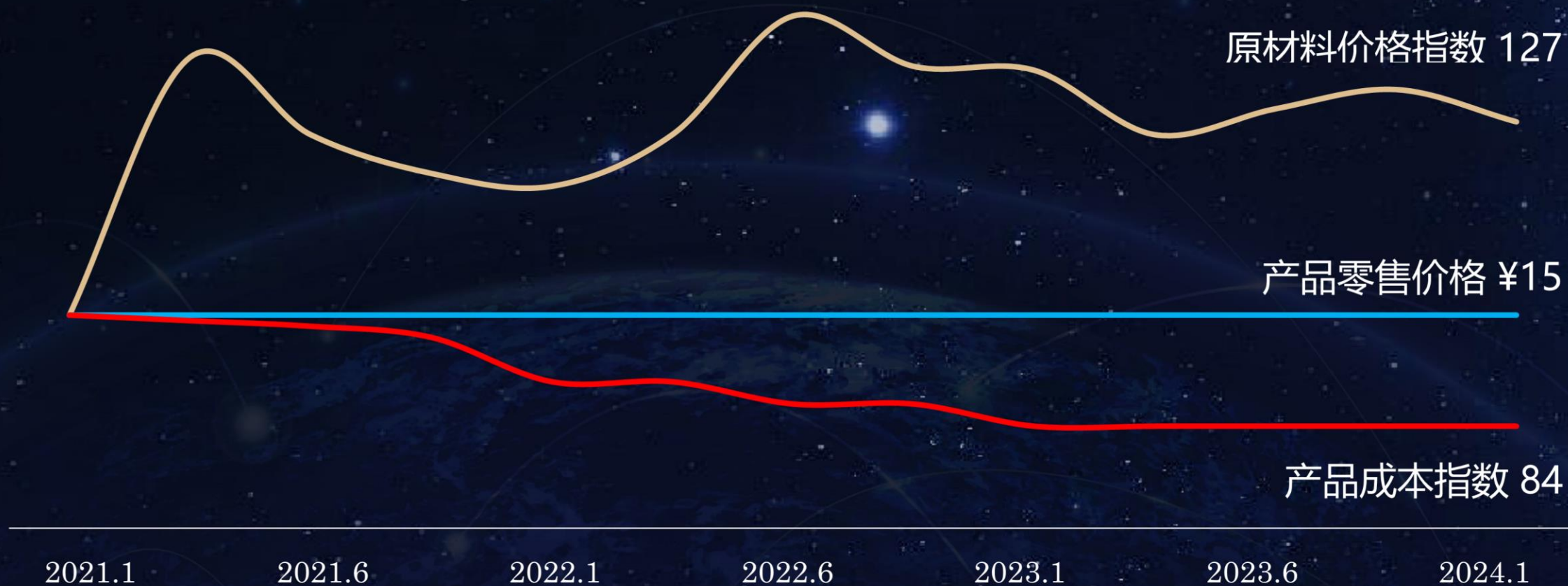
细分领域全球领先



聚焦价值创新



棉柔100洗脸巾



GMV \uparrow 132%

毛利率 \uparrow 15%

价值不断提升
成本不断下降



成为全球第一IP设计零售集团

向全球消费者传递中国制造的创新突破



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