



NYSE:MNSO
HKEX:9896

MINISO INVESTOR DAY

名创优品 2024 投资者日

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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.



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营销飞轮助力超级品牌

副总裁兼首席营销官 刘晓彬 加入第5年



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成为一个超级品牌



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品牌健康度调研成果 关键指标显著提升

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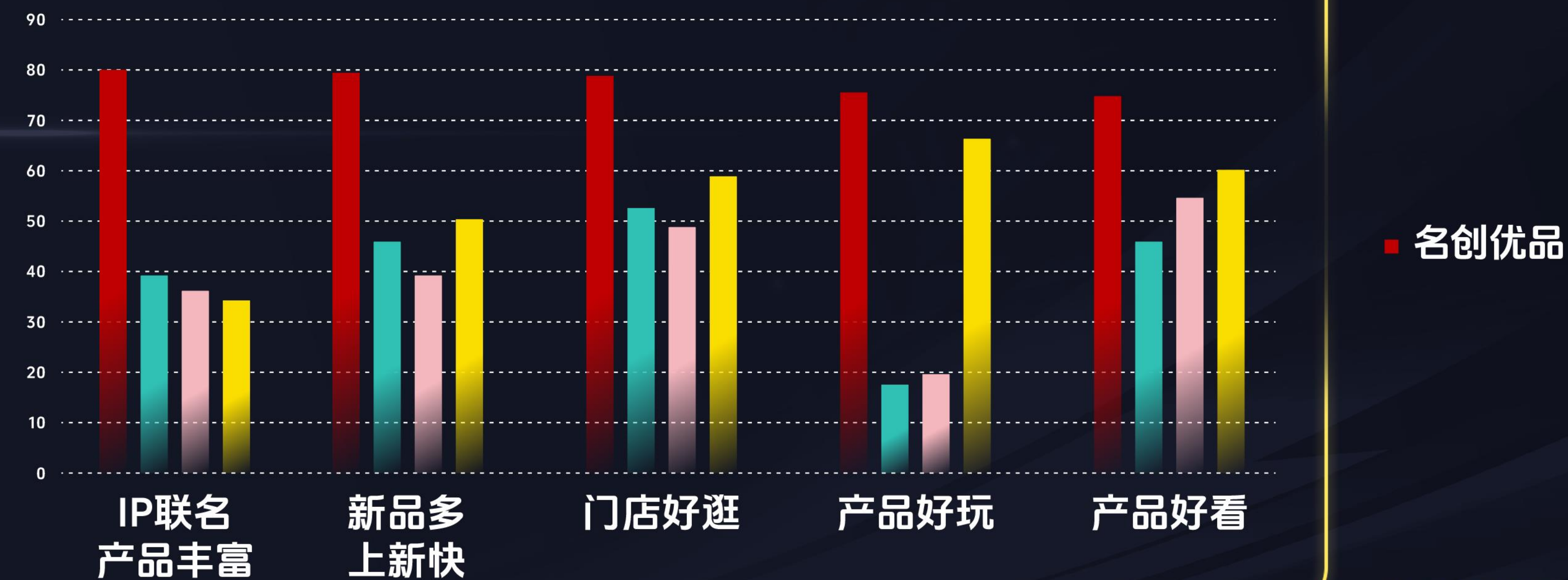


品牌认知度
第一提及率



品牌偏好度
最常购买

领先竞品的品牌印象TOP5



数据维度:2022-2023



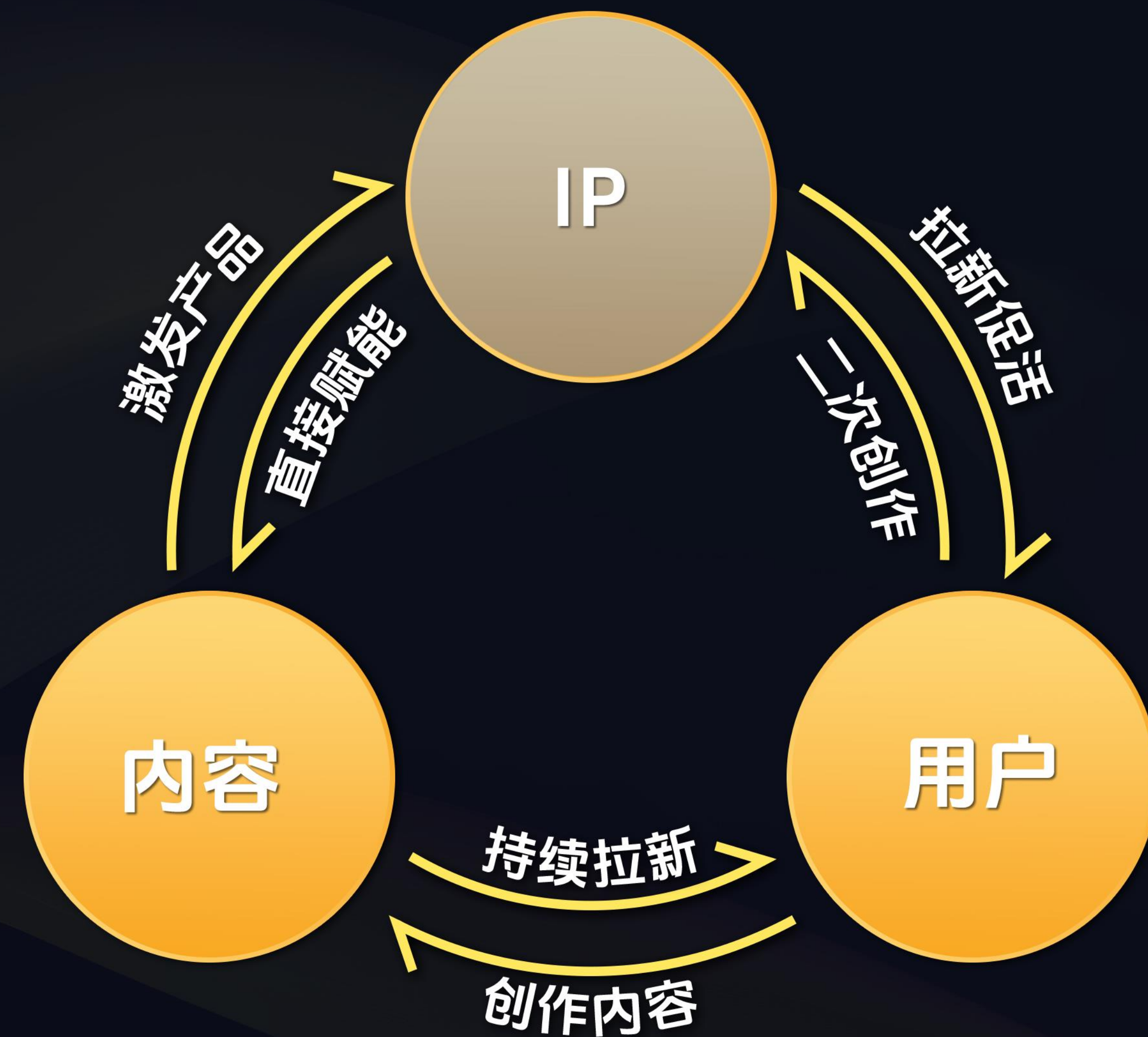
品牌升级如何赋能业务增长？

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名创优品特色的营销增长飞轮





IP特色为内容营销和用户运营效果加足杠杆

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爆文率

IP产品 **3.2倍** 常规产品

篇均阅读量

IP产品 **6倍** 常规产品

↑176%

消费频次
(IP会员 VS 非IP会员)

↑263%

人均贡献
(IP会员 VS 非IP会员)



名创优品内容营销生态

智能化生产+社会化众包+中台管理+全域分发

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内容生产

内容中台 - AIGC辅助
达人创作 (KOL/KOC)

内容管理

GCMS (全球内容管理系统)

内容分发

达人分发 (自建MCN/私域KOC)
自有分发 (品牌账号矩阵/全名KOC)



海量高质量内容适配营销全场景 攻坚全球用户心智

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AIGC工具实现高效内容生产

全域数字化搭建品牌内容资产库

100+ 海内外渠道

12万+ 素材

名创优品视频号 小红书详情页 微博话题 名创心声 海外公关 INS官媒 INS国家矩阵号 Tiktok官媒 Tiktok官媒 小红书主图 私域朋友圈 名创私域 会员TV1 影院广告 梯媒广告 门店视频(海外+国内) Whatsapp社群 印尼矩阵宝 海外电商网站

芭比系列 毛毛季系列 史努比系列 大师花艺系列 盲盒系列 潜力爆品 海外HelloKitty苹果季 海外万圣节系列 海外史努比系列 印尼门店视频

视频号 小红书 抖音 天猫 Tmall.com Instagram TikTok WhatsApp Facebook YouTube

素材标签体系

支持识图/颜色 精准品名+模糊搜索

中心化内容资产存储

集团各需求业务部门使用 每周更新素材

分发需求打通

素材二次分发



内容营销生态蓬勃生长 助力品牌全域曝光

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节省营销费用8000万+ (2022-2023)

500万+篇 累计内容数



自有达人库



矩阵账号粉丝量



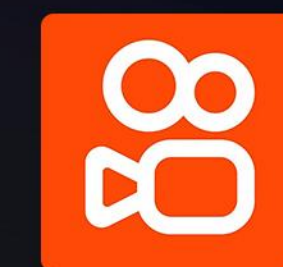
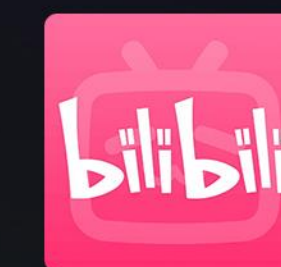
全名KOC库

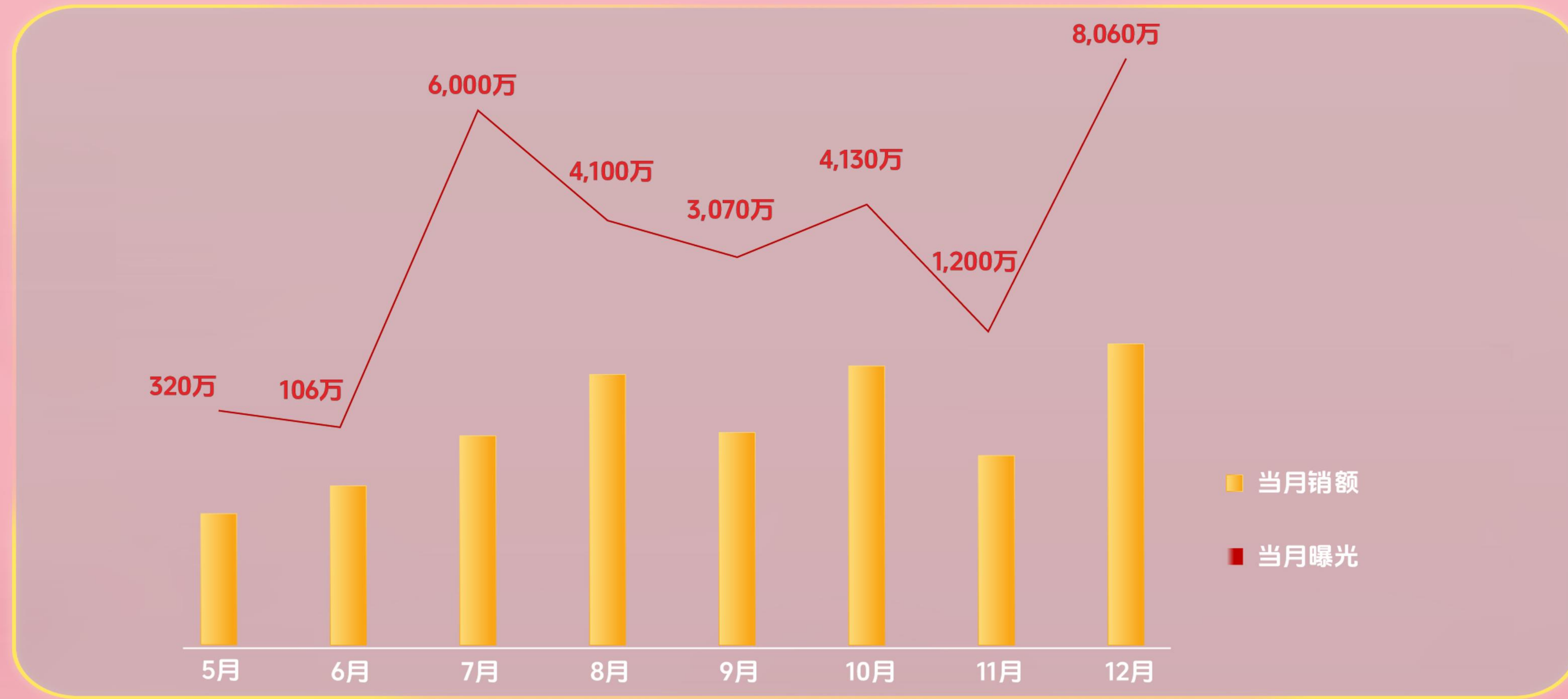


私域KOC库

40亿+ 有效曝光量

品牌词话题全网浏览量突破60亿





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2023年

社媒内容 **19.5万篇**

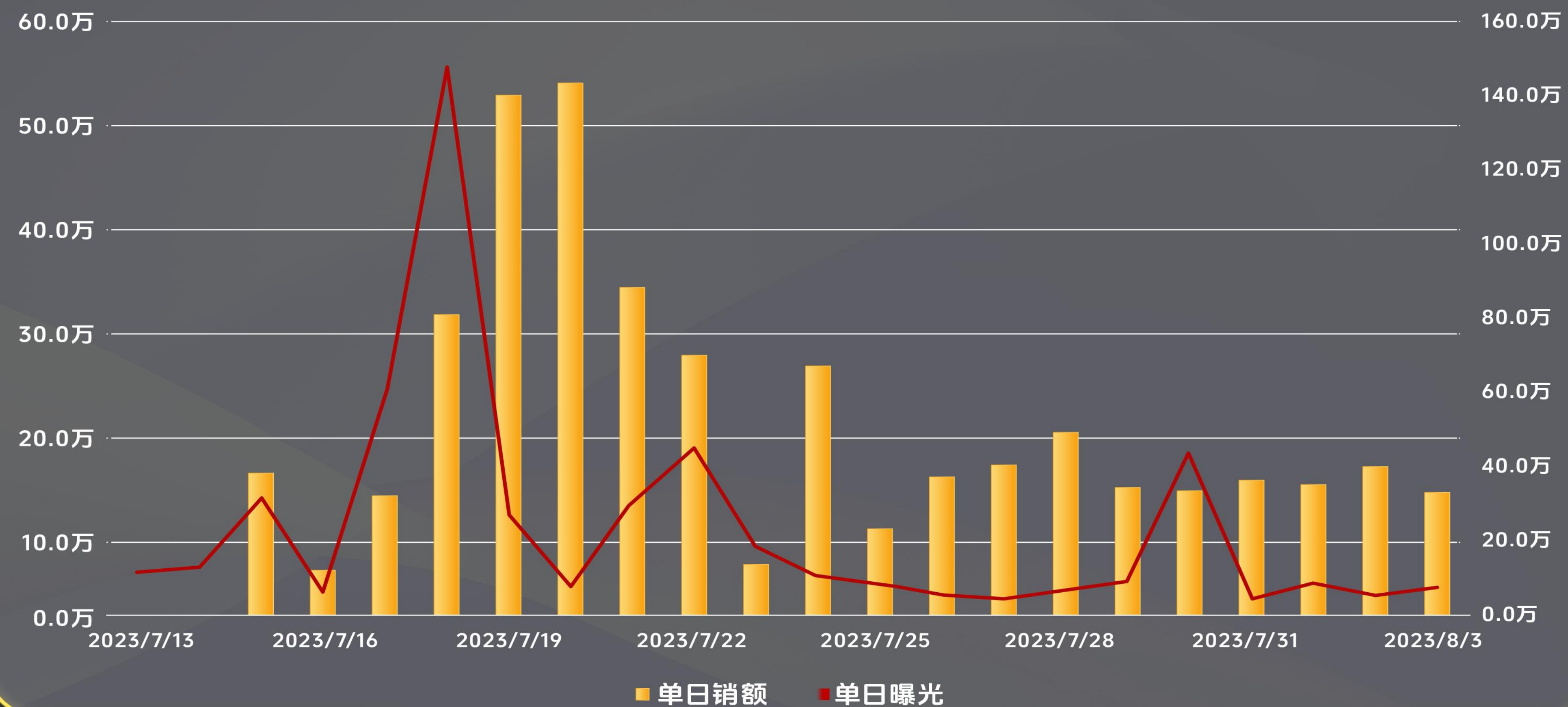
社媒内容曝光 **10亿+**

品类新客同比增长 **168%**

品类渗透率提升 **98%**



Loopy毛绒公仔单日曝光及销额



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三周内容 **1672篇**

社媒内容曝光 **1500万+**

线上渠道 **<10小时售罄**

旗舰店上新当日 **98%售罄率**



印尼市场发力内容营销 收割流量红利

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KOL+KOC印尼总览

12,366+ 50,600+
人数 篇数

10,500篇 ≤ 3元
内容月产能 CPM

3.2亿+
月度曝光



香水品类

KOL种草累计曝光**3.66亿**

主推款季销量
↑ **72%**

数据维度:2023 Q4



时尚饰品

KOC种草累计曝光**310万**

系列周销量
↑ **240%**

数据维度:2023.12.20-12.26



全球化内容营销生态展望 2024大幅提升

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自有+外采KOL

55,000+

↑ 62%

自有KOC

110,000+

↑ 50%

直营市场社媒内容

388万+

↑ 12%

直营市场社媒曝光

73亿+

↑ 82%



全球化内容营销生态展望 2024大幅提升

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预计节省营销费用**1亿+**



获取用户 深耕用户 培育超级用户

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让更多消费者
成为会员

消费者

以长期主义的心态
进行会员经营

注册会员

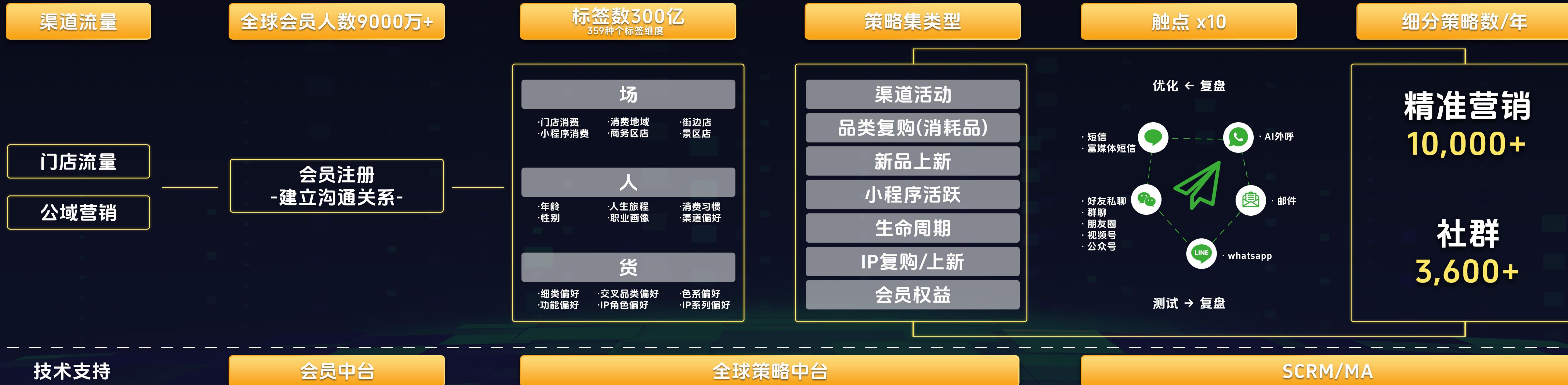
培育高忠诚度KOC
挖掘更多生意和传播价值

关键意见消费者



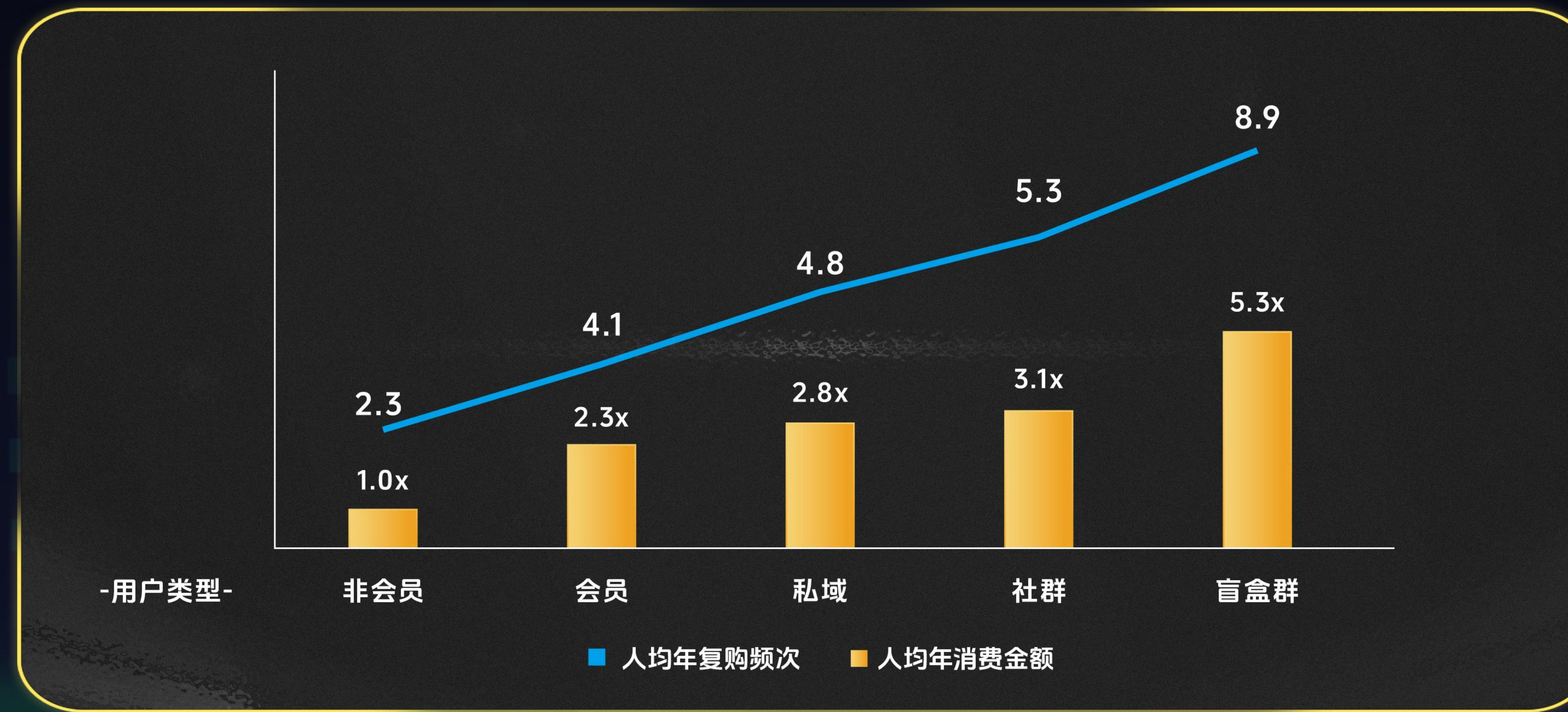
用户资产运营：数字化 精细化 自动化

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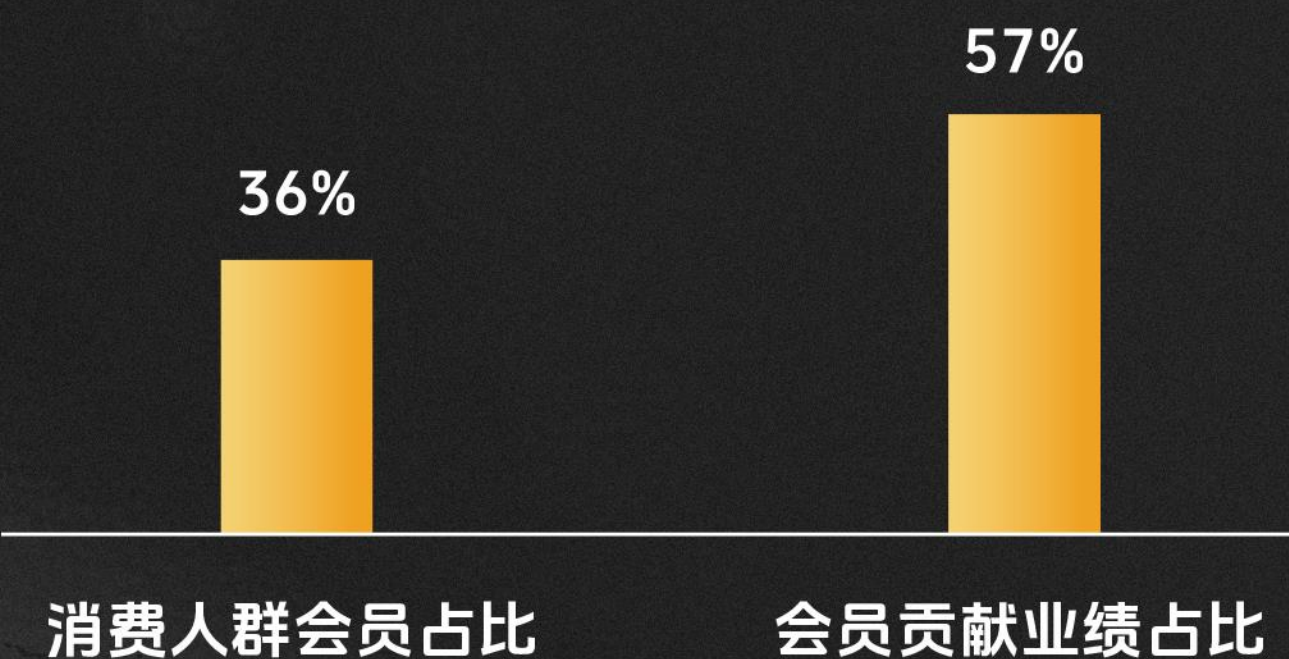
用户分层深度运营 私域会员年消费额翻近3倍



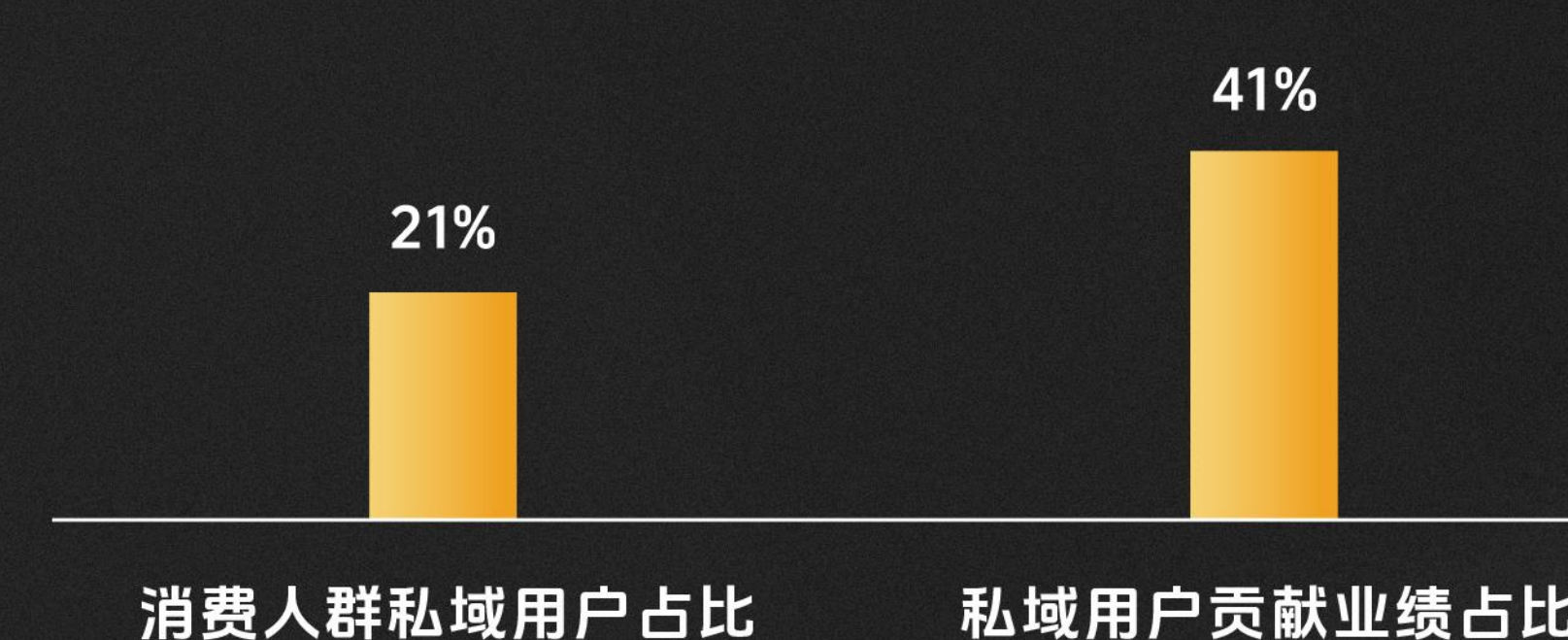


留住“流”量 深耕用户价值 可运营用户销售占比持续提升

会员 占消费人数 **36%**
贡献业绩 **57%**



私域用户 占消费人数 **21%**
贡献业绩 **41%**





名创优品好好逛 大家一起逛

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8300万+

国内注册会员

1500万+

金/银卡会员

300亿+

会员标签
(累计359个标签维度)

3900万+

私域用户

500万+

微信社群用户

数据维度: 中国大陆 截至2023.12.31

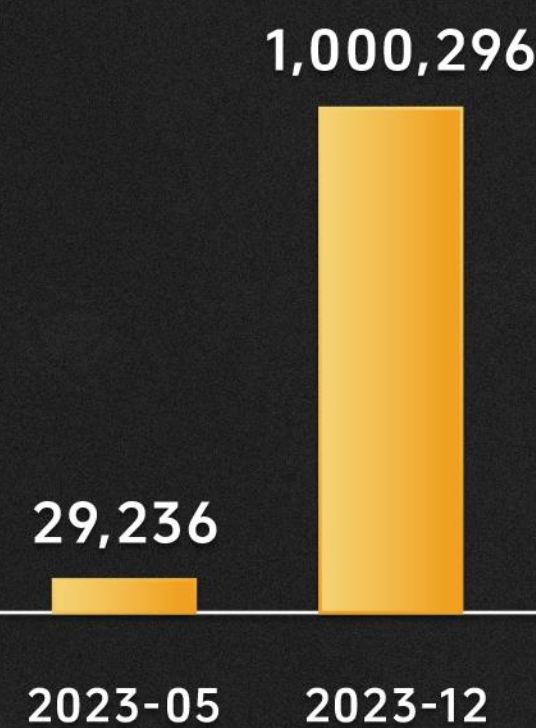


私域运营登陆印尼 因地制宜 见效超预期

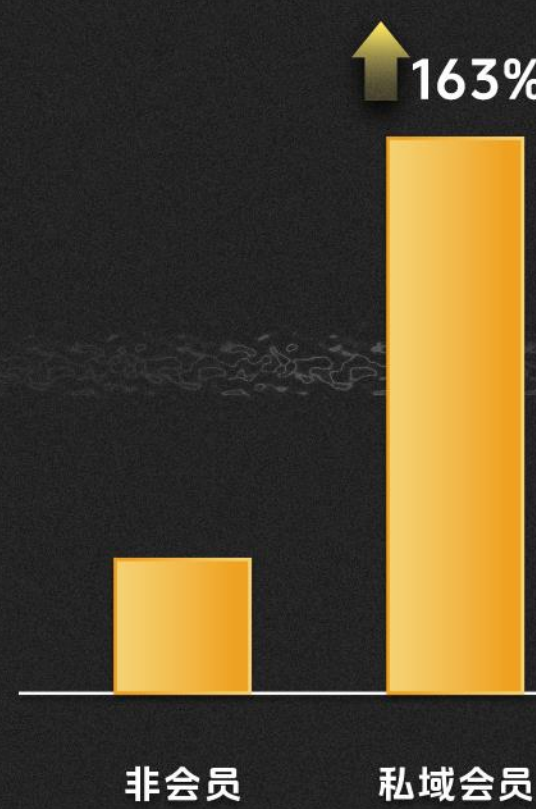
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WhatsApp私域用户半年破**百万**
私域会员消费频次**遥遥领先**
私域业绩贡献占比**大幅提升**

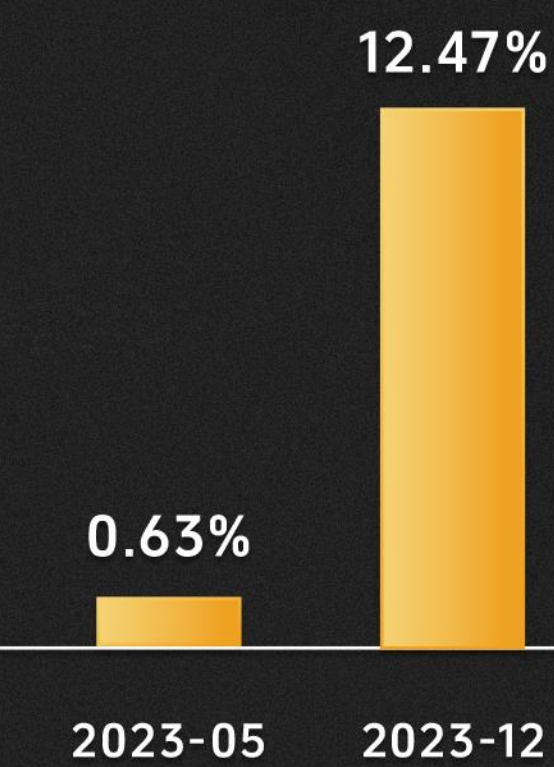
私域用户人数



2023年消费频次提升



私域会员销售占比





覆盖重点市场 未来五年做大海外会员及销售规模

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预计至2028年

会员销售占比

约**35%**

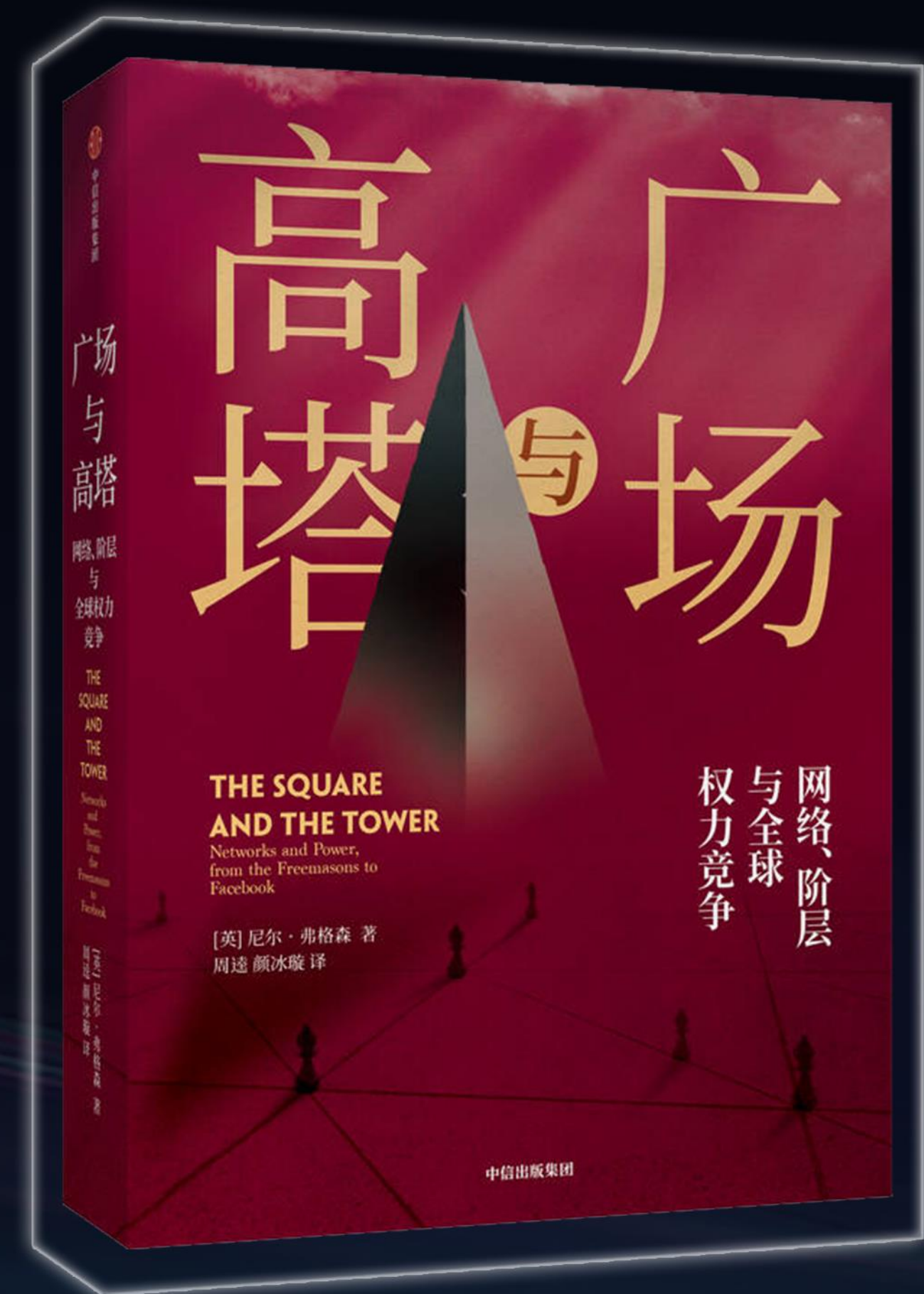
会员GMV增长至

约**113**亿



低投入 大曝光 高增长
更具性价比的营销组合拳





高塔权威的影响力
被分摊给广场上的普通人

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墩宝男孩



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印尼PEN夫妇



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阿贝贝女孩



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让消费者开心的品牌终将成为超级品牌

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