



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.

在中国这艘大船上

姚建政 副总裁兼中国营运总经理 加入第8年





3,802

门店数

截至2023Q3

124亿

GMV

2022Q4-2023Q3

60%

商品毛利率

2022Q4-2023Q3

4000万+

活跃会员

2023全年

01
门店扩张

入驻城镇数

551 ↗ 1,027

2019Q3 vs 2023Q3

02
产品创新

年销售5千万爆品SPU数

2 ↗ 11

2019Q3 vs 2023Q3

03
数字化运用

门店平均员工数量

6.6 ↘ 4.5

2019Q3 vs 2023Q3

04
加盟商拓展

加盟商数量

732 ↗ 1,012

2019Q3 vs 2023Q3

Business Resilience

业务韧性突出

1,418

净增门店

2019Q3 vs 2023Q3

93.2%

同店恢复水平

2023Q1-Q3 vs 2019Q1-Q3

30%+

经营利润率

2023Q1-2023Q3

巨大的增量空间-门店

每百万人拥有门店数

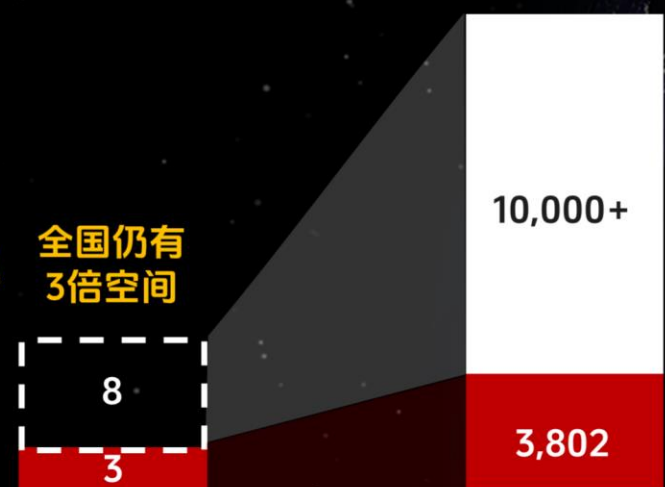


DAISO

MINISO

开店空间

■ 已开门店数 ■ 潜在开店空间



全国

城市渗透情况



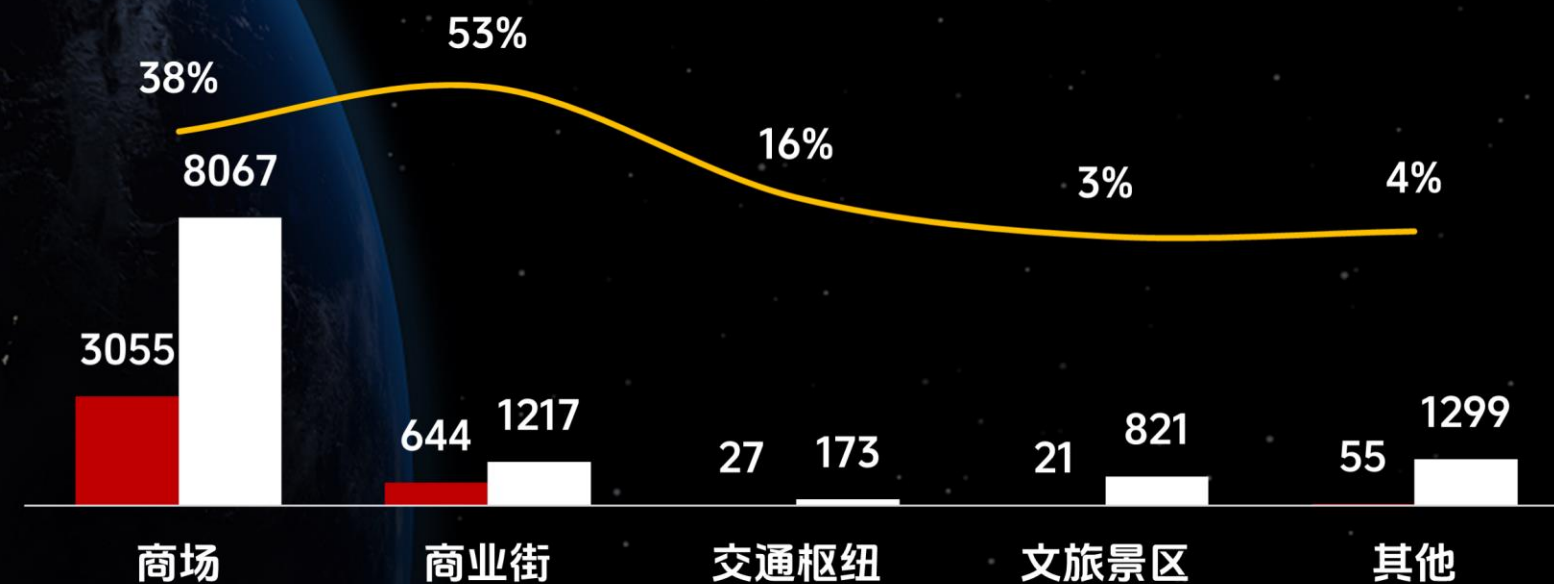
2019Q3已进驻城镇数

2023Q3已进驻城镇数

中国城镇数

各类型商业项目的进驻空间¹

■ 名创优品930季度门店数 ■ 商业地产存量 — 渗透率



商场

商业街

交通枢纽

文旅景区

其他

Stores with 10 million sales

千万级俱乐部

上海淮海路旗舰店

日均销：15万



广州北京路旗舰店

日均销：10万



成都春熙路旗舰店

日均销：8万



杭州西湖旗舰店

日均销：7万



~90%

加盟商盈利占比

截至2023年Q3存量门店

~11%

单店平均利润率

截至2023年Q3存量门店

<12个月

投资回报期

2023年新开门店



名創精神



2,800万+
连续3年消费

43%(+3PCT)
品牌新客占比

3.5亿
年交易订单数

> 70% 15-59岁 女性

4.3亿年龄在15-59岁的女性消费者

悦己经济
开心 性价比
兴趣消费 她经济

年消费支出
高达10万亿人民币

“

高质量发展，精细化运营

- 开大店，关小店，开好店，关差店
- 精细化门店管理
- 更加聚焦于产品创新

- 保持高利润水平运营
- 保持性价比
- 控制折扣

”

93.2%

同店恢复水平

2023Q1-Q3 vs 2019Q1-Q3

业绩 = 客流 * 客单价

(曝光量*进店率*转化率)

(件单价*连带率)





MINISO出鲍勃的tim了
我一下拿下两#MINISO #鲍勃的小熊 #bobtim #双肩包
编辑于 2023-12-17 广西



@刘格格
她居然要带上麻袋去装哥哥!!! #刘格格 #张典@晨晨 #名创优品玛卡巴卡
2023-12-04 16:00 IP属地: 湖南



@刘格格
她居然要带上麻袋去装哥哥!!! #刘格格 #张典@晨晨 #名创优品玛卡巴卡
2023-12-04 16:00 IP属地: 湖南



大家都在搜: 张典
5.9万条评论
2023-12-04 · 重庆 回复
—— 展开344条回复
看得出来张典真的很喜欢格格, 舍不得格格 (对面视角过来的)
2023-12-04 · 河南 回复
—— 展开1320条回复
是思齐呀!
带你看完张典的一生





店铺新形象

场景专区铺设

IP氛围打卡点

店铺微改造

店铺新形象



IP 艺术



IP物区



盲盒专区



玩趣专区



彩妆专区



门店精细化标签

消费等级-高

小学店

强会员门店

强大学店

400m²群组

门店等级-B

超一线城市

强景区店

强商务属性店

弱火车站属性

强宠物属性



广东广州越秀中华广场

广州二区

消费等级-1

中亲子业态属性

地铁商圈店

肇庆仓

华南一区

非中学店



应用场景

商品开发

门店补货

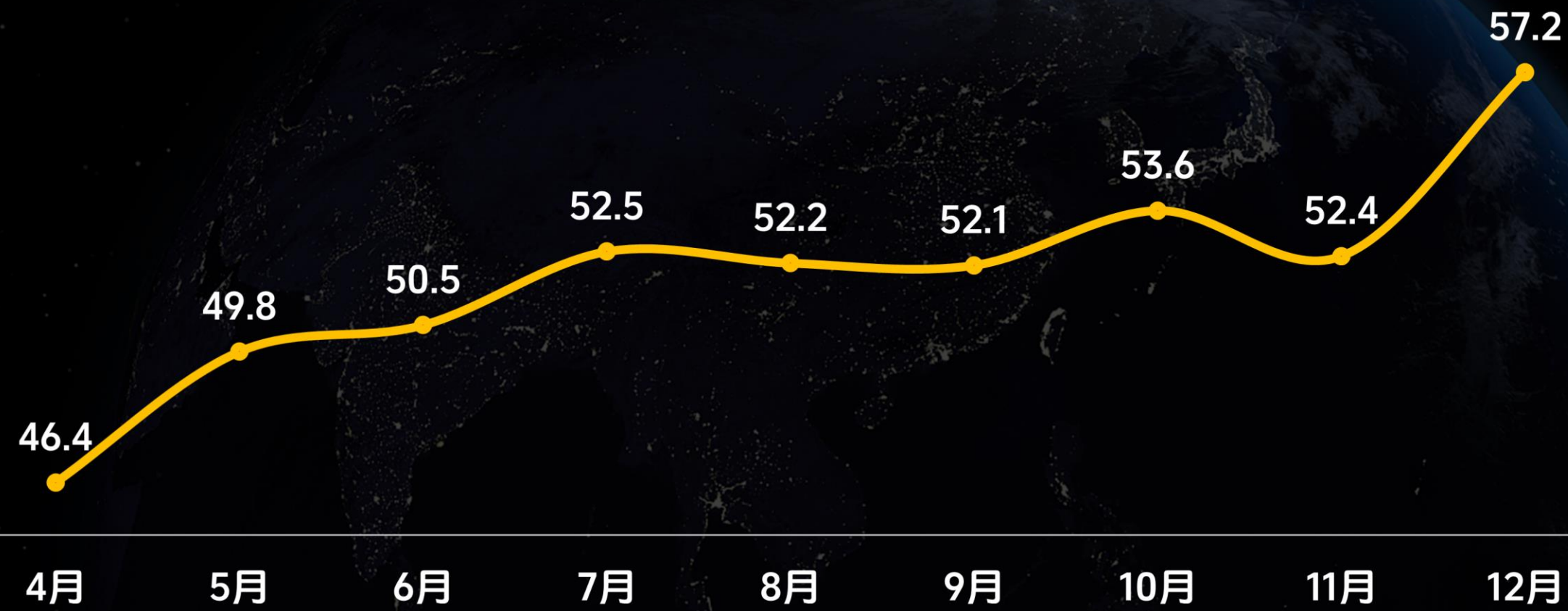
陈列规划

店面布置

活动投放



深圳罗湖永新街东门店2023年各月客单价



超95%门店已接入即时零售渠道

试点300家 超90%门店日均销提升3-15%



昆明五华区园西路店

线上

+101%

环比上周期

1,000+元

环比上周期日均提升

整体

+14%

环比上周期

1,500+元

环比上周期日均提升





2019 vs 2023

33 vs 36

区域经理人均管理店铺数

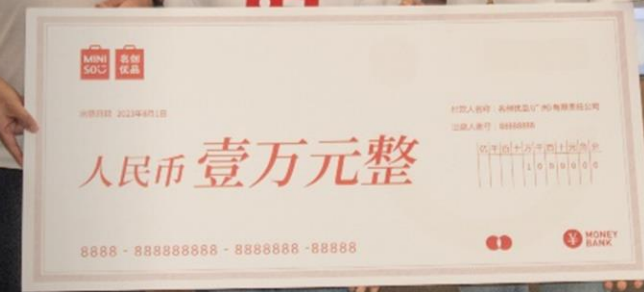
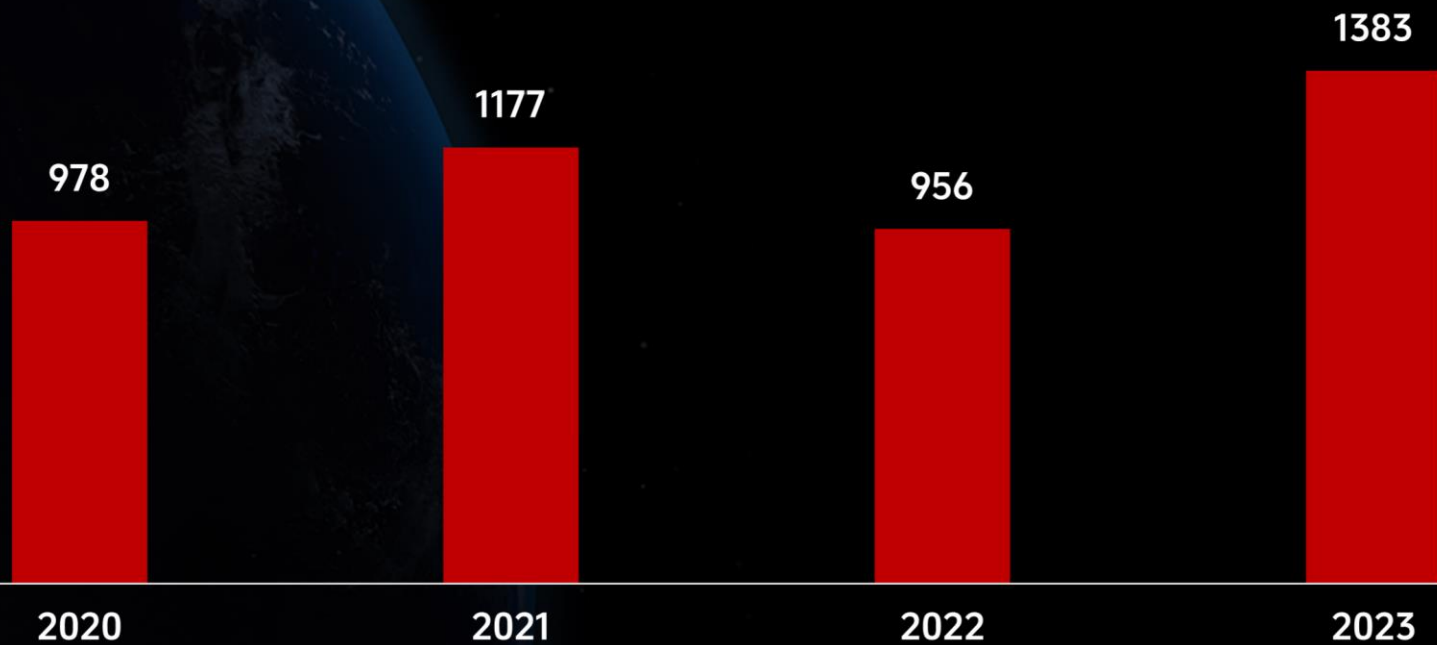
远程巡店

区经看板

内务助手

更具活力的人才培养机制经营者理念

■ 培养店长数



“

在中国这艘大船上
让打胜仗成为一种信仰

”





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