



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.

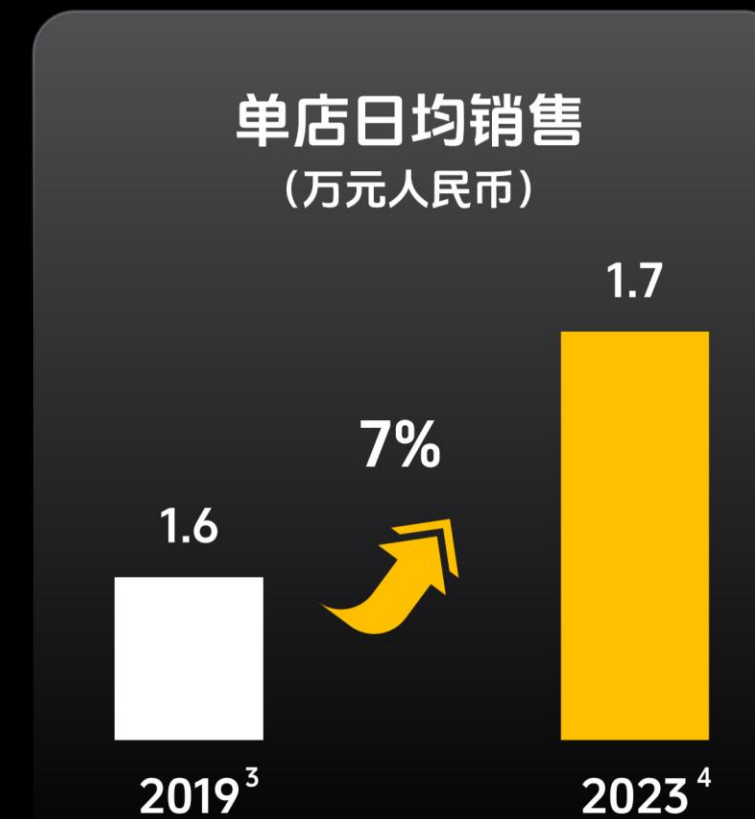
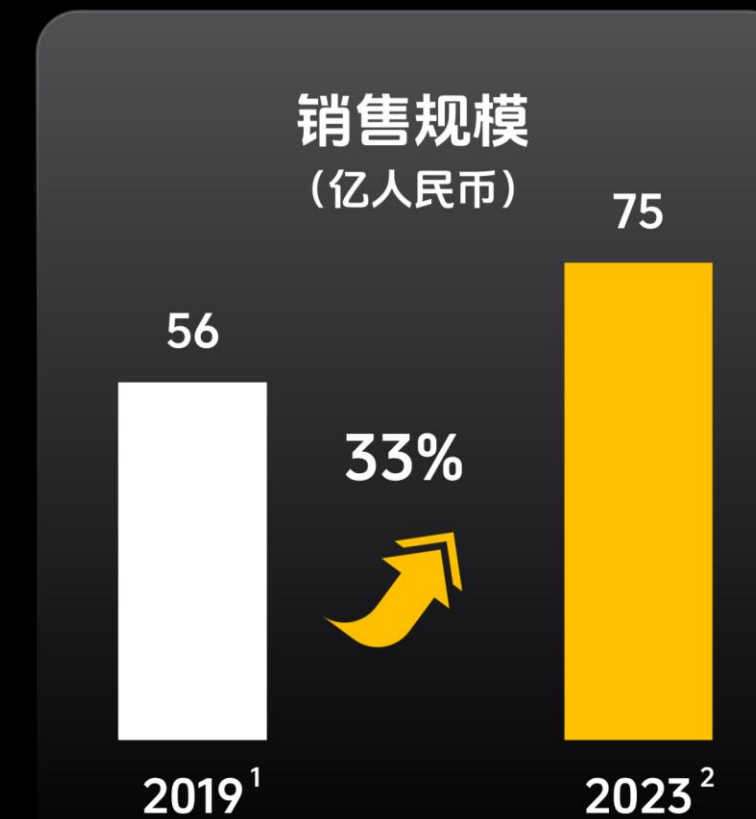
These non-IFRS financial measures should not be considered in isolation or construed as alternatives to profit/(loss), net profit/(loss) margin, basic and diluted earnings/(loss) per share and basic and diluted earnings/(loss) per ADS, as applicable, or any other measures of performance or as indicators 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.

乘世界经济之帆，驶向全球化未来

黄铮 副总裁兼海外代理事业部总经理 加入第14年

Distributor Market Reached Historical High

代理市场再创新高

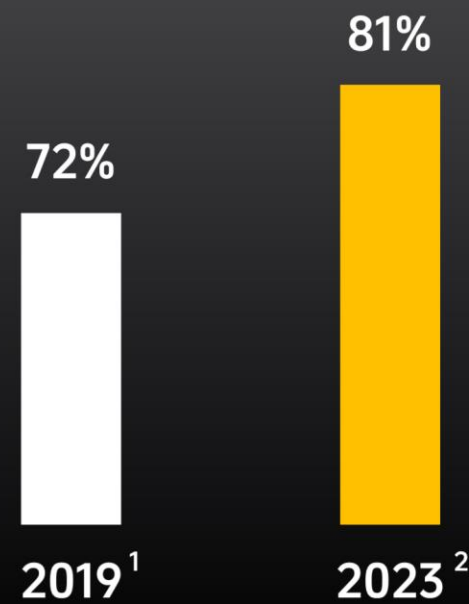


1. 于2022年9月30日或截至2022年9月30日的12个月
2. 于2023年9月30日或截至2023年9月30日的12个月
3. 3个月业绩截至2019年9月季度
4. 3个月业绩截至2023年9月季度

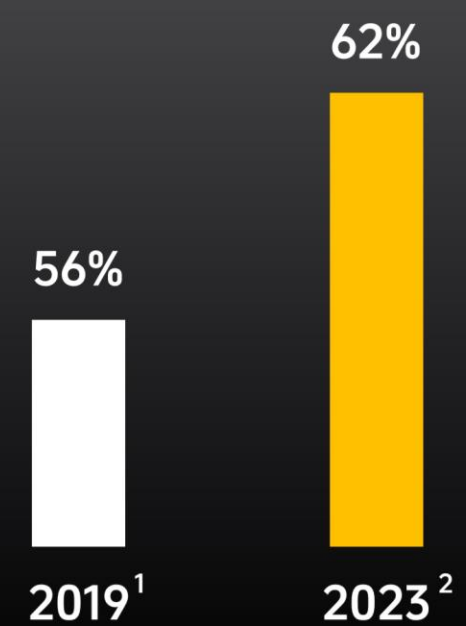
High Concentration
Strong Profitability
头部集中，盈利能力强

100%
TOP20代理商盈利

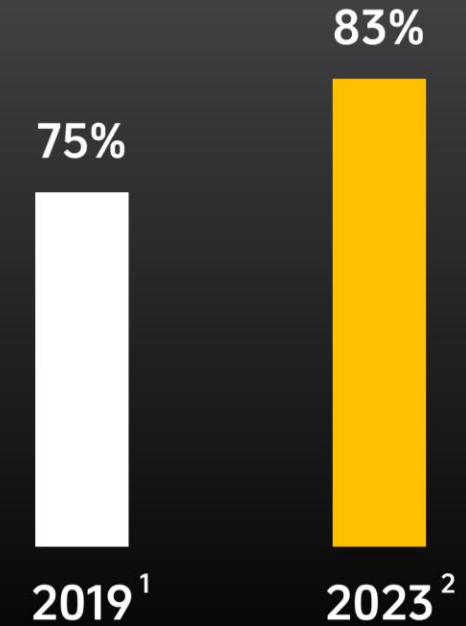
销售规模占比



门店数量占比



出货收入占比



前期

MINISO: 市场调研、市场容量规划、消费者画像
代理商: 当地法律法规、消费者偏好、本地商业资源筹备



中期

MINISO: 商品规划、定价体系、门店设计
代理商: 店铺装修筹备、货品筹备、物流清关、销售计划



后期

MINISO: 新店培训、开店运营、复盘
代理商: 团队组建、新店陈列、开业活动筹备



Headquarter
Empower
总部数字化赋能

订货管理

EOS代理商订货系统
市场商品经营清单
商品生命周期管理
采买空间计算
智能订货建议
订单需求管理
MOS加盟商订货系统

仓储配送

SAP-WMS物流仓储管理系统
多算-全球智能航运状态监控系统
ISCM 自动补货系统
爆款建议推送
新品订货建议

销售管理

POS-ERP进销存管理系统
Power BI智能报表经营分析系统
畅销库存监控系统
可视化陈列系统

用户运营

EOS全球知识共享平台
MIS海外工作平台
CRM会员系统
社媒舆情管控系统

60%+¹
库存周转提升

Store Distribution 门店分布现状

总计 | 1,585
门店

欧洲¹ | 201
门店

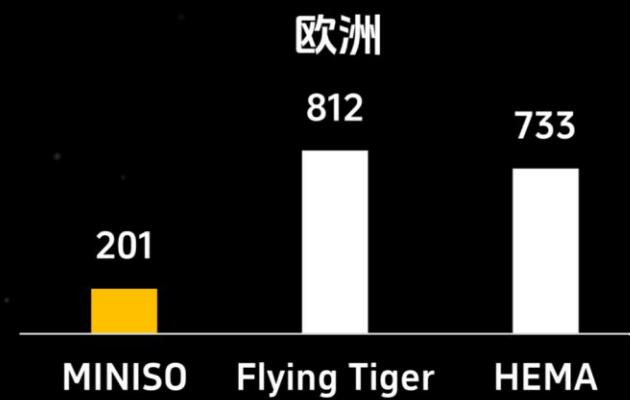
中东及
北非 | 53
门店

亚洲
除中国大陆 | 706
门店

拉丁
美洲 | 514
门店

其他 | 111
门店

Stock Market Development 存量市场发展空间



Incremental Market 增量市场发展空间

欧洲十国
1.8亿人
2,550家购物中心
人均GDP4.4万美元

日本
1.3亿人
749家购物中心
人均GDP3.6万美元

日本DAISO 4,280店
每百万人33家

韩国
0.5亿人
143家购物中心
人均GDP3.4万美元

韩国DAISO
每百万人26家

1.说明：欧洲十国包括德国、比利时、瑞典、奥地利、瑞士、丹麦、芬兰、挪威、爱尔兰、波兰
2.数据来源：Geodatindustry

因地制宜-协同全球本地化



IP本地化

墨西哥市场Distroller项目



产品本地化 法国市场奥运特供产品



门店运营本地化 盲盒专区打造

门店运营本地化 拼装积木专区打造





品牌升级，聚焦兴趣消费
店铺形象潮流年轻化



两千万俱乐部

智利高楼旗舰店
日均业绩15.6万



特立尼达和多巴哥旗舰店
日均业绩13万



英国牛津街旗舰店
日均业绩12.6万



意大利那不勒斯旗舰店
日均业绩12.3万



乘世界经济之帆，驶向全球化未来



NYSE:MNSO
HKEX:9896

MINISO INVESTOR DAY

名创优品 2024 投资者日