



NYSE:MNSO
HKEX:9896

MINISO INVESTOR DAY

名创优品 2024 投资者日

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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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TOP TOY

孙元文 TOP TOY总经理 加入第8年



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Why


**为什么是“潮玩”?
为什么是TOP TOY?**

How

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Brand history video 品牌历程



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Growth Amid Adversity
Moving Forward

逆境成长卓越前行

数据截止至2023年末



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WHY

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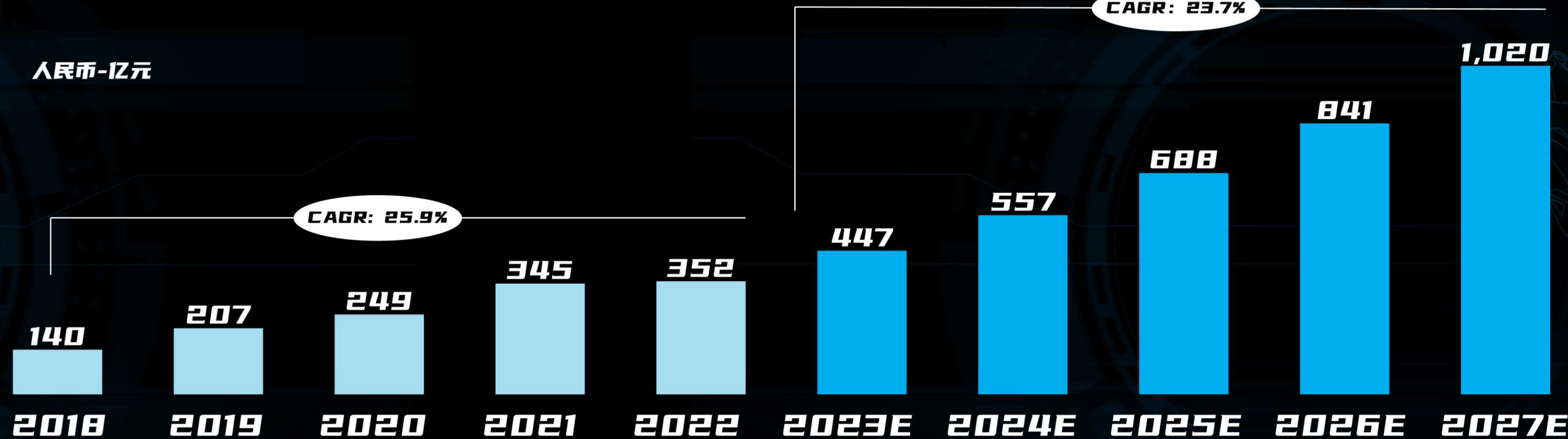
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Industry Scale

行业规模

人民币-亿元



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Industry benchmark 行业标杆



➤ 2022年营收: ↑17%
6281亿元人民币

➤ 净利润: ↑4%
1341亿元人民币



➤ 2022年营收: ↑5%
519亿元人民币

➤ 净利润: ↓8%
471亿元人民币

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similar industry
law of development

同类赛道

发展规律



现制饮品

20年前 VS 现在



美妆

30年前 VS 现在



潮玩

现在 vs 10年后

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HOW

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Vision 愿景

“

致力于打造**中国的世界级潮玩品牌**

把更多的潮流和快乐带给全球消费者

”

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商品策略

自研70% 外采30%



渠道策略

线上、线下、海外

Strategy 策略

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Mid-and-long term Goals 中长期目标

3500万+

忠实会员

10个

年破亿头部IP

70%+

自研产品毛利率

40%+

GMV年复合增长率

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FUTURE IS NOW

Implementation

Path 实现路径



线下

进驻1000个最好商圈



线上

跨界电商



海外

商品+门店布局

FUTURE IS NOW

Overseas Markets 全球市场

50%

商品出海

渠道经销

门店出海

开店运营

品牌出海

全球化

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Three-step
approach
三步走

5年
中国第一

10年
全球第三

20年
全球第一

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LET'S TOP TOY

发大愿 迈小步
择高而立 成为**第一**





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