

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



MINISO Group Holding Limited

名創優品集團控股有限公司

(A company incorporated in the Cayman Islands with limited liability)

(Stock Code: 9896)

POSITIVE PROFIT ALERT IN RELATION TO THE QUARTER ENDED MARCH 31, 2026 AND DATE OF BOARD MEETING

This announcement is made by MINISO Group Holding Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) in accordance with Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the Company’s shareholders (the “**Shareholders**”) and potential investors that based on a preliminary review and assessment of the unaudited consolidated management accounts for the quarter ended March 31, 2026 (“**26Q1**”), the Group expects to record (i) a revenue of approximately RMB5,678 million to RMB5,728 million, an increase of approximately 28% to 29% year over year, (ii) an operating profit of approximately RMB1,511 million to RMB1,531 million, an increase of approximately 113% to 116% year over year, and (iii) a profit for the period of approximately RMB1,228 million to RMB1,248 million, an increase of approximately 195% to 200% year over year.

The Group's estimated consolidated operational results for 26Q1 are as follows:

Item	For the quarter ended March 31,		Estimated year-over- year change %
	2026	2025	
	<i>(Unaudited)</i> <i>RMB million</i>	<i>(Unaudited)</i> <i>RMB million</i>	
Revenue	Ranging from 5,678 to 5,728	4,427	28 to 29
Operating profit	Ranging from 1,511 to 1,531	710	113 to 116
Adjusted operating profit excluding foreign exchange gain or loss	Ranging from 829 to 849	733	13 to 16
Profit for the period	Ranging from 1,228 to 1,248	416	195 to 200
Adjusted net profit excluding foreign exchange gain or loss	Ranging from 624 to 644	586	7 to 10

The increase of operating profit for 26Q1 was mainly driven by an unrealized mark-to-market gain of RMB870 million to RMB880 million arising from fair value changes of an investment in a limited partnership, primarily attributable to its early stage strategic pre-IPO investment in the AI industry, and is partially offset by the following factors: (i) higher equity-settled share-based payment expenses related to TOP TOY compared with the prior-year period; and (ii) net foreign exchange loss, reversing the net foreign exchange gain recorded in the same period last year.

The increase of profit for the period for 26Q1 was primarily attributable to the following factors: (i) the unrealized mark-to-market gain from fair value changes of an investment in a limited partnership investing in AI industry mentioned above; (ii) approximately RMB78 million equity pick-up from its investment in Yonghui Superstores Co., Ltd (永輝超市股份有限公司) (“Yonghui”); and (iii) the absence of the one-off derivative issuance cost on the equity linked securities issued in 2025 (the “Equity Linked Securities”) recorded in the prior-year period. Such positive contributions were partially offset by the following factors: (i) higher equity-settled share-based payment expenses related to TOP TOY compared with the prior-year period; (ii) net foreign exchange loss, reversing the net foreign exchange gain recorded in the same period last year; (iii) a loss arising from changes in fair value of redemption liabilities arising from preferred shares issued by TOP TOY in connection with its strategic financing in 2025; and (iv) a year-over-year increase in interest expenses related to the Equity Linked Securities and bank loans used for acquisition of the equity interest of Yonghui.

The Company estimates to record (i) adjusted operating profit excluding foreign exchange gain or loss of approximately RMB829 million to RMB849 million, an increase of approximately 13% to 16% year over year; and (ii) adjusted net profit excluding foreign exchange gain or loss of approximately RMB624 million to RMB644 million, an increase of approximately 7% to 10% year over year.

We define adjusted operating profit as operating profit for the period excluding equity-settled share-based payment expenses and gain or loss from fair value changes of an investment in a limited partnership investing in AI industry, and adjusted net profit as profit for the period excluding the following items: (i) equity-settled share-based payment expenses; (ii) gain or loss from fair value changes of derivatives; (iii) issuance cost of derivatives; (iv) interest expenses related to the Equity Linked Securities and interest expenses related to the bank loans used for acquisition of the equity interest in Yonghui; (v) changes in fair value of redemption liabilities arising from preferred shares; (vi) share of profit or loss of Yonghui, net of tax; and (vii) gain or loss from fair value changes of an investment in a limited partnership investing in AI industry. Further details of the non-IFRS financial measures will be made available in its earnings release to be published by the Company.

As the Company is still in the process of preparing and finalizing its results for 26Q1, the information contained in this announcement is only based on the preliminary review and assessment of the unaudited consolidated management accounts and is not based on any financial data or other information that has been audited or reviewed by the Company's independent auditor or the audit committee of the Board. The above data may therefore differ from the figures to be disclosed in the unaudited consolidated financial statements to be published by the Company. Accordingly, the above figures are strictly for information only and not for any other purposes.

Shareholders and potential investors of the Company are advised not to place undue reliance on the information disclosed herein and to exercise caution when dealing in the securities of the Company. Any Shareholder or potential investor who is in doubt is advised to seek advice from professional advisers.

DATE OF BOARD MEETING

The Board hereby announces that a meeting of the Board will be held on Tuesday, May 26, 2026, for the purpose of considering and approving, *inter alia*, the unaudited financial results of the Company for 26Q1 and its publication.

The Company's management will hold an earnings conference call at 5:00 A.M. Eastern Time on Tuesday, May 26, 2026 (5:00 P.M. Beijing Time on the same day) to discuss the financial results. Simultaneous interpretation in English will be provided during the conference call. The conference call can be accessed via the following methods:

Access 1

Join Zoom meeting.

Zoom link: <https://zoom.us/j/95725759937?pwd=eaZoICKP3u9Oc6bDEr7aBtpGzzvJ8K.1>

Meeting Number: 957 2575 9937

Meeting Passcode: 9896

Access 2

Listeners may access the call by dialing the following numbers and using the same meeting number and passcode as access 1.

United States:	+1 689 278 1000 (or +1 719 359 4580)
Hong Kong, China:	+852 5803 3730 (or +852 5803 3731)
United Kingdom:	+44 203 481 5237 (or +44 131 460 1196)
France:	+33 1 7037 9729 (or +33 1 7037 2246)
Singapore:	+65 3158 7288 (or +65 3165 1065)
Canada:	+1 438 809 7799 (or +1 204 272 7920)

Access 3

Listeners can also access the meeting through the Company's investor relations website at <https://ir.miniso.com/>.

The replay will be available approximately two hours after the conclusion of the live event at the Company's investor relations website at <https://ir.miniso.com/>.

By Order of the Board
MINISO Group Holding Limited
Mr. YE Guofu
Executive Director and Chairman

Hong Kong, May 13, 2026

As of the date of this announcement, the Board comprises Mr. YE Guofu as executive Director, and Ms. XU Lili, Mr. ZHU Yonghua and Mr. WANG Yongping as independent non-executive Directors.