



MINISO Group Holding Limited (MNSO US)

COMPANY DESCRIPTION

Founded in 2009, MINISO Group Holding Limited is a global branded variety retailer of lifestyle products headquartered in Guangzhou, China. MINISO offers affordable heavily Japanese aesthetic influenced products in home décor, small electronics, textile, accessories, beauty tools, toys, cosmetics, personal care, snacks, fragrance and perfumes, and stationery and gifts. 🇨🇳

BUSINESS MODEL

MINISO Group generates revenue mainly through sales of lifestyle products to distributors, retail stores and online channels. The company also generates revenue from license fees, sales-based royalties, and sales-based management and consultation service fees. 🇨🇳

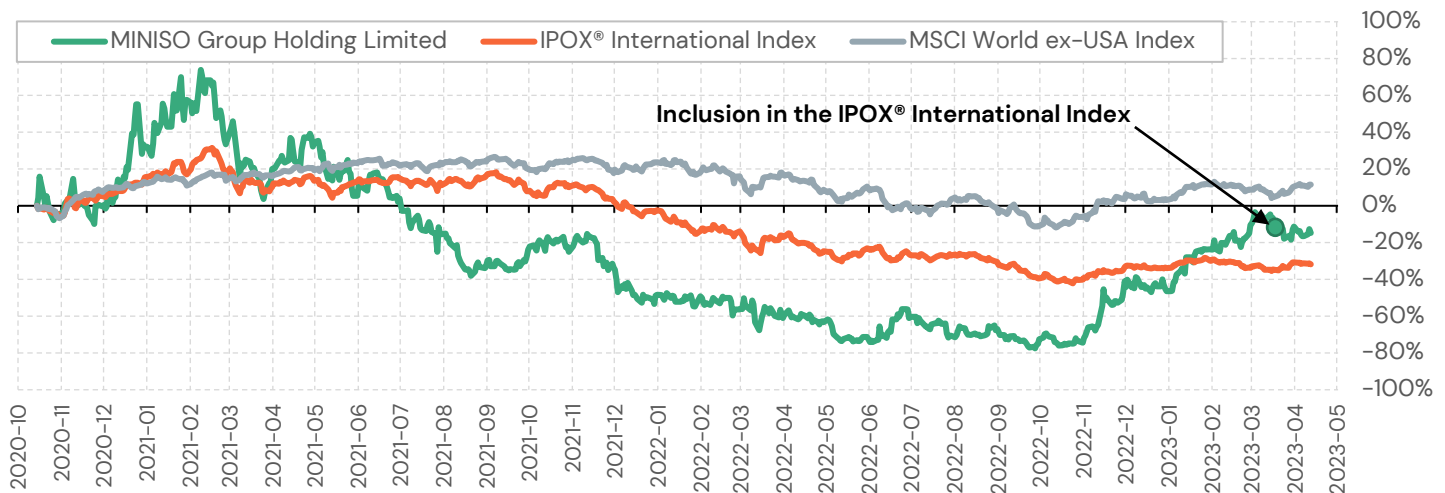
IPO HISTORY

On 10/15/2020, MINISO Group Holding Limited began trading on the NYSE led by Goldman Sachs. The lifestyle products retailer offered 30.4 million shares at \$ 20.00 per share, above its expected price range (\$16.50 - \$18.50). MINISO raised ca. \$656 million with the 15% over-allotment option partially exercised. The shares opened at \$24.40 and closed the first day at \$20.88 (▲4.40%). 🇨🇳

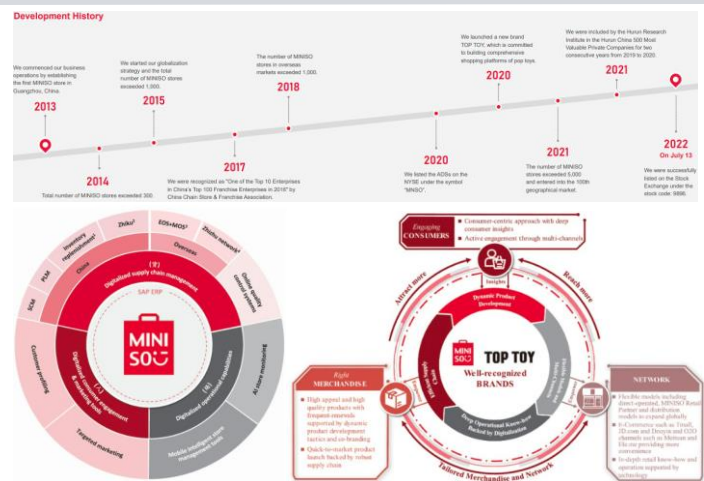
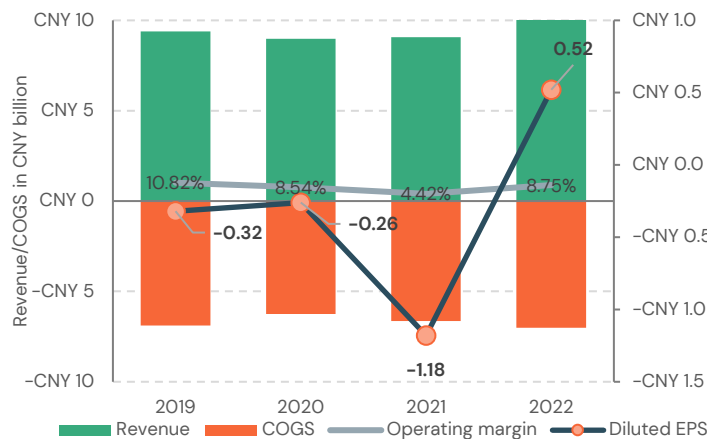
MINISO (9896 HK) completed its Hong Kong Public Offering on 07/13/2022 and raised HK\$567.18 million (ca. \$72 million).

MINISO Group was included in the [IPOX® International Index](#) (ETF: FPIXI US) on 03/20/2023 and has fell ▼2.02% since addition to the indexes. 🇨🇳

HISTORICAL PERFORMANCE



GROWTH OUTLOOK



INDUSTRY COMPARISON

COMPANY	STOCK SYMBOL	IPO/SPIN-OFF DATE	INITIAL RETURN	OFFER TO DATE (TR)	2023 YTD (PR)	BETA TO BENCHMARK	REVENUE (MILLIONS)	DILUTED EPS	Growth YoY
MINISO	MNSO US	03/28/2019	4.40%	-12.75%	62.63%	0.32	\$1,562.70	\$0.322	11.18%
MUJI	7453 JP	Ryohin Keikaku went public in 1995			-7.09%	1.01	\$4,097.53	\$0.768	9.69%
Light in the box	LITB US	06/06/2013	22.21%	-84.74%	17.89%	0.60	\$503.57	-\$0.50	12.88%
FAST RETAILING	9983 JP	Fast Retailing went public in 1994			11.00%	0.71	\$19,003.36	\$7.353	7.88%

Miniso primarily competes with MUJI (subsidiary of Ryohin Keikaku), Uniqlo (subsidiary of Fast Retailing) and Daiso.