

Jiumaojiu International Holdings Limited
九毛九国际控股有限公司

Stock Code 股份代号: 9922

九毛九
— 西北菜 —



太二
SUANCAL & FISH
老坛子酸菜鱼

2024年中期业绩发布会

2024 Interim Results Presentation

August 2024

怂 火锅厂
Hot-pot Factory

山^的
山外面
贵州酸汤火锅

赏鲜悦木 FRESH WOOD
牛肉火锅

Disclaimer

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Chapter 1

Company Overview

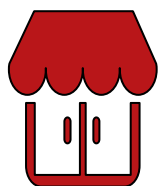
China's Leading Chinese Cuisine Restaurant Brand Manager and Operator

Jiumaojiu International Holdings Limited (“Our Group” or “Company”) is a China’s leading Chinese cuisine restaurant brand manager and operator in China, fully devoted to offer high quality food and dining experience, in different sub-segments within the Chinese cuisine industry.



- ✓ Unique and authentic brand positioning
- ✓ Reducing internal competition between brands
- ✓ Outperformed in sub-segments through differentiation
- ✓ Embrace innovation through trial and error

As at June 30th, 2024



766+5 Restaurants⁽¹⁾

Self-operated restaurants: **766**
Franchised/Cooperative model restaurants: **5**



100+ Shopping Malls

Our Group has partnered with more than **100** shopping malls for over five years.



145+7 Cities

Our restaurant network covered **145** cities in China and **7** cities overseas.



16 Million+ Members

The number of registered members in our system reached over **16 million**.

Note: (1) 13 satellite stores for delivery services under Tai Er brand and 10 satellite stores for delivery services under Jiu Mao Jiu brand are not included.

Introduce New Business Models, Continue to Expand Restaurant Network

Number of New Restaurant Openings in 2024H1

Self-operated

九毛九
—西北菜—

Jiu Mao Jiu

1



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SUANCAI & FISH
老坛子酸菜鱼

Mainland China

Hong Kong,
Macau, Taiwan,
and Overseas

32+4

怂 火锅厂
Hot-pot Factory

Song Hot Pot

13

山外面
贵州酸汤火锅

Shanwaimian

4

Franchised
/Cooperative
Model
Restaurants

Tai Er: 2

Shanwaimian: 3

Satellite Stores
for Delivery
Services

Tai Er: 13

Jiu Mao Jiu: 10

Multi-Brand Restaurant National Network Coverage With Outstanding Influence



As at June 30th, 2024, we had **766** self-operated restaurants and **5** franchised/cooperative model restaurants⁽¹⁾ in operation and entered **152** cities globally.



Southern China and SAR						
	Jiu Mao Jiu	Tai Er	Song Hot Pot	Shanwaimian	Lai Mei Li ⁽²⁾	Fresh Wood
Guangdong	61	164	46	5 ⁽¹⁾	3	1
Hainan	11	21	1	1 ⁽¹⁾	-	-
Guangxi	-	5	-	-	-	-
Hong Kong	-	4	-	-	-	-
Macau	-	3	-	-	-	-
Subtotal	72	197	47	6	3	1

Northern and Northeast China			
	Tai Er	Song Hot Pot	Shanwaimian
Beijing	31	2	-
Tianjin	11	-	1 ⁽¹⁾
Hebei	7	-	-
Shanxi	3 ⁽¹⁾	-	-
Liaoning	12	-	-
Jilin	4	-	-
Heilongjiang	2	-	-
Subtotal	70	2	1

Western China		
	Tai Er	Song Hot Pot
Yunnan	11	1
Sichuan	3	-
Chongqing	2	-
Guizhou	2	-
Shaanxi	11 ⁽¹⁾	1
Gansu	6	-
Ningxia	2	-
Inner Mongolia	2	-
Xinjiang	2	-
Qinghai	1	-
Subtotal	42	2

Eastern and Central China		
	Tai Er	Song Hot Pot
Shanghai	62	6
Jiangsu	55	1
Zhejiang	54	3
Fujian	38	4
Anhui	19	4
Shandong	19	-
Jiangxi	15	2
Hubei	16	2
Henan	6	-
Hunan	6	-
Subtotal	290	22

Other regions		
	Tai Er	Lai Mei Li
Singapore	5	1
Malaysia	4	-
Canada	3	-
USA	2	-
Thailand	1	-
Subtotal	15	1

Note: (1) 5 franchised/cooperative model restaurants include 1 in Guangdong, 1 in Hainan, and 1 in Tianjin under Shanwaimian brand, as well as 1 in Shanxi and 1 in Shaanxi under Tai Er brand.

(2) The Group has transferred 3 Lai Mei Li restaurants in mainland China to an independent third party in July 2024.



Chapter 2

2024 Interim Review of Key Initiatives

Jiu Mao Jiu — Focus on “Loved by Three Generations of Family”

九毛九
JIUMAOJIU GROUP



➤ Launch of “Suancai & Snakehead Fish”



➤ Regular Discount Promotions



Upgrade Restaurant Renovation Style



Increase the Variety of Must-Try Dishes



Expand Delivery Options for Single-Person Meals



Explore New Business Models — Satellite Store for Delivery Services



Number of Satellite Stores
for Delivery Services,
As at August 23rd, 2024

Tai Er
43

Jiu Mao Jiu
15

Tai Er — Value for Quality

First Half Focus: Affordable
Second Half Focus: Quality

Feature Suancai & Fish +
Classic Sichuan Cuisine

Non-Spicy Dishes Series



Song Hot Pot — Focus on More Comprehensive Hot Pot Subsector

More Soup Bases

Varied
Condiments Table

Adjust Product Mix to
Cater to Diverse
Customer Groups



Song Hot Pot — Aligning with Consumer Trends, Lowering ASP

总厂茶饮

开心椰椰奶茶
¥14.8/杯

免费加1种小料
*内不含小料

选规格

纯液体最少 280ml, 选用纯牛奶, 乳糖不耐者注意。

拼盘系列

白桃香水柠檬茶
¥13.8/杯

椰椰蔗汁清补凉
¥17.8/杯

双人省心拼盘
¥36/份

鸭血+耙鸡爪+午餐肉+海带苗, 适合2人点。

下水三兄弟
¥36/份

毛肚+鸭肠+牛百叶, 适合2人点。

丸子三姐妹
¥36/份

3分钟

跳过锅底



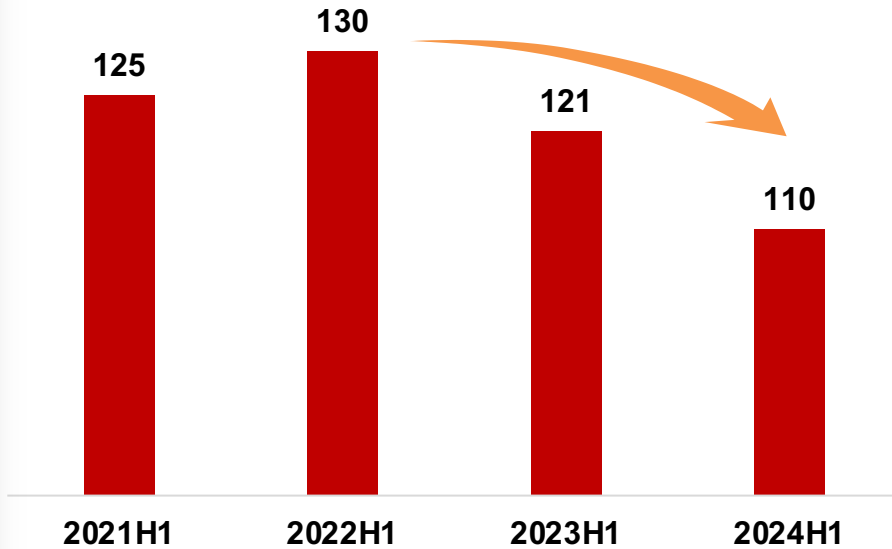
小格 (1/4)
*最多可选择2格清水锅底

辣 牛油麻辣 ¥18	自选 果蔬清汤 ¥8	浓浓番茄 ¥14	微辣 贵州酸汤 ¥13
微麻 鲜椒麻锅 ¥13	不可选 清水锅底 ¥0		

清水锅底(大); 清水锅底(上小); 果蔬清汤(下小)

¥8

Song Hot Pot - Average spending per customer



Song Hot Pot — Focus on Excellence

Clear Strategy, Prioritize Excellence Before Expansion, and Focus on:

Market
Advantage

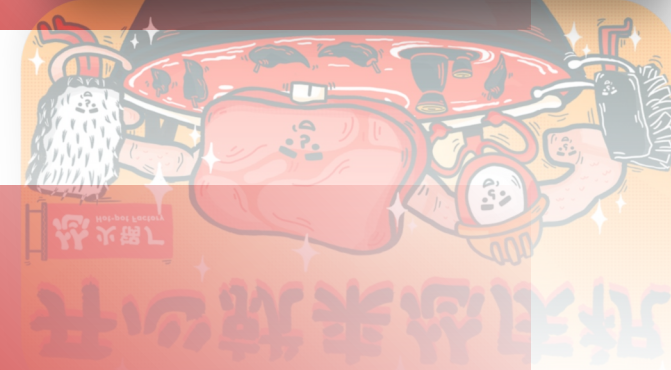
Deeply cultivate our home markets to ensure competitive development advantages in a fierce environment

Product
Quality

Refine product quality by aligning with customer preferences and positioning

Brand
Value

Maintain the core scene of
“Bringing Happiness to Customers”



Explore New Business Models — Franchise/Cooperative Model

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2024: Expected to
Open 10 New
Franchised/Cooperative
Model Restaurants

九毛九 JIUMAOJIU GROUP

关于九毛九集团 寻找“事业合伙人”的通知!

九毛九集团起步于1995年10月，至今已深耕
餐饮行业28年之久，全球门店700余家。
2020年1月，九毛九集团登陆港交所，股票
代码09922。

九毛九集团决定，即日起，个别品牌/区域逐
步开放加盟与合作业务。第一批品牌如下：

- 1、太二酸菜鱼，开放新疆、西藏、台湾等
省份、国内机场高铁等交通枢纽以及澳大利
亚、新西兰的加盟业务。
- 2、山外面酸汤火锅，开放指定商场合作业
务；2025年2月3日开放加盟业务。

欢迎有志于投身餐饮的各界人士，点击小程
序“大头有智合作平台”了解咨询！

九毛九（广州）控股有限公司
2024年2月3日



大头有智
合作平台

合作热线：
131 6838 9922
130 1602 9922

山的山外面
贵州酸汤火锅



2024: Expected to
Open 20 New
Franchised/Cooperative
Model Restaurants

Reduce Costs, Increase Efficiency, Expand Prudently



Leverage group synergies to lower costs

Optimize employee incentive mechanism to stimulate the initiative of frontline operational staff

Adopt a more prudent restaurant network expansion strategy





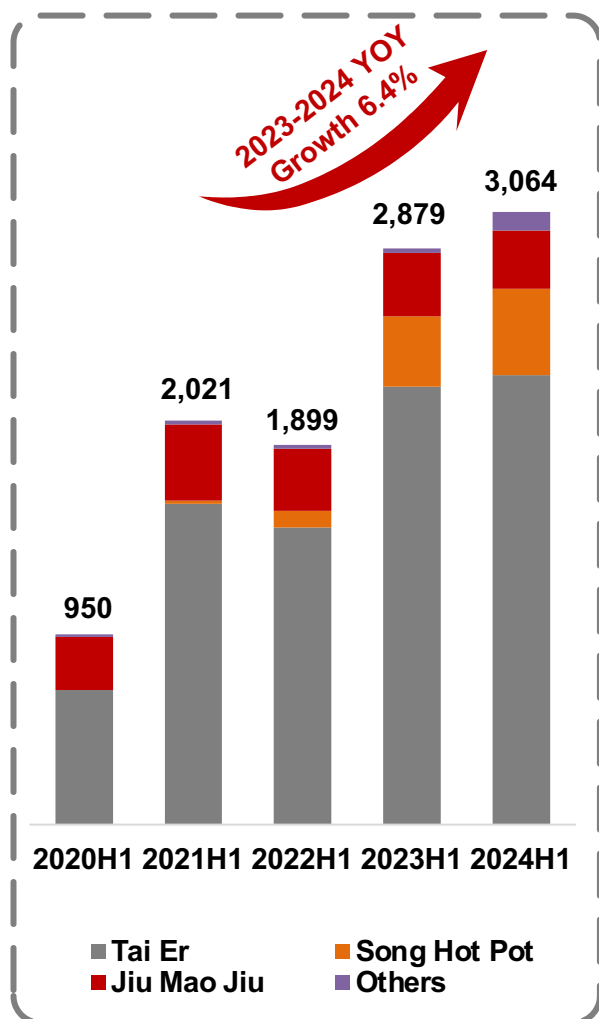
Chapter 3

2024 Interim Financial Review

Financial Overview

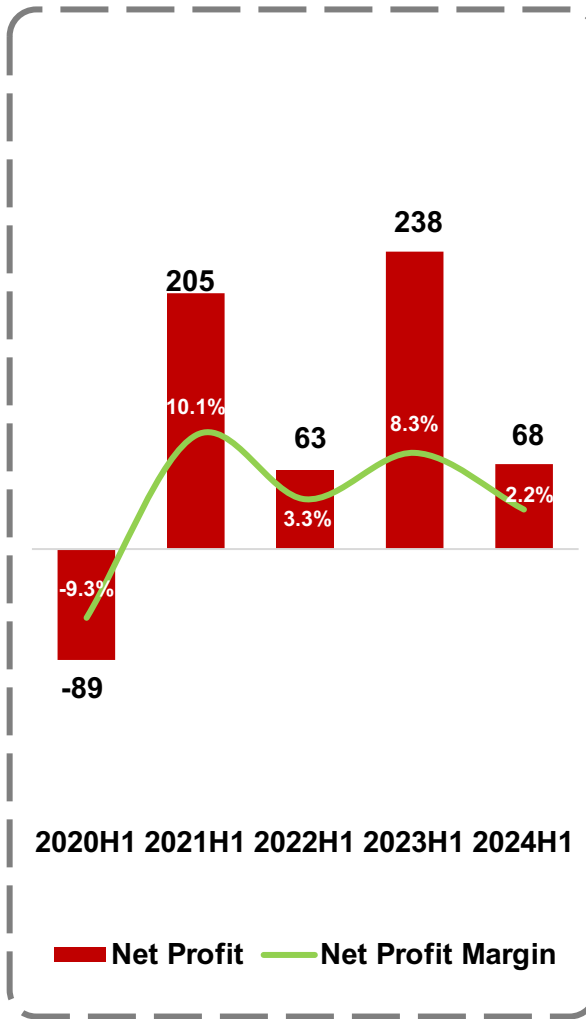
Revenue and Revenue Growth

(RMB in million)



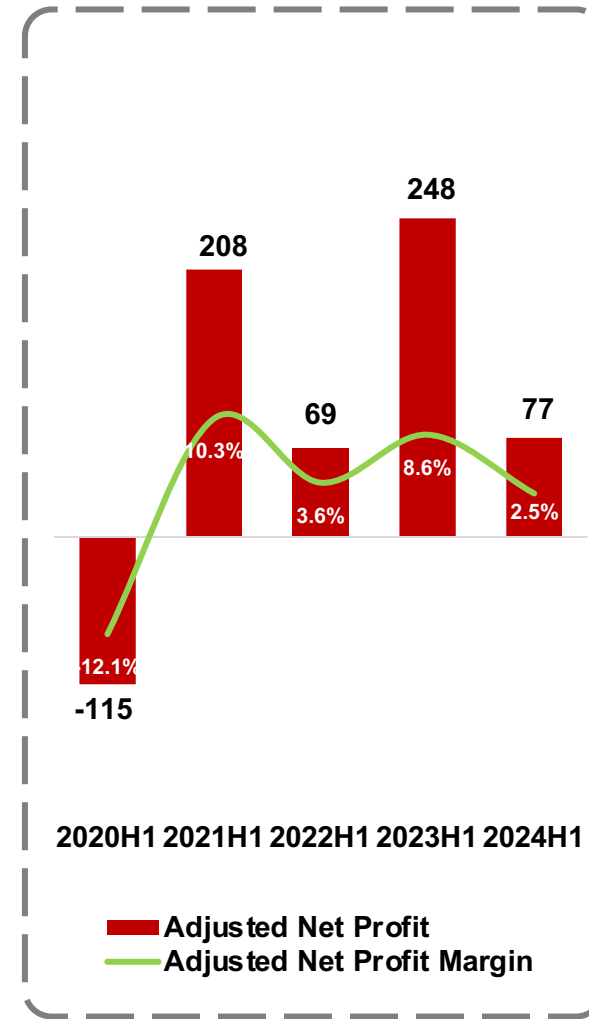
Net Profit and Net Profit Margin

(RMB in million)



Adjusted Net Profit ⁽¹⁾ and Adjusted Net Profit Margin

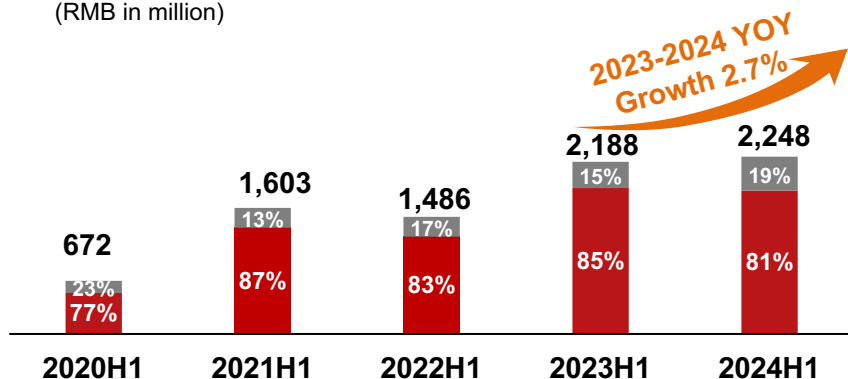
(RMB in million)



Note: (1) adjusted net profit = Net Profit + equity settled share-based payment expenses + listing expenses - interest income on subscription monies received from initial public offering

Revenue

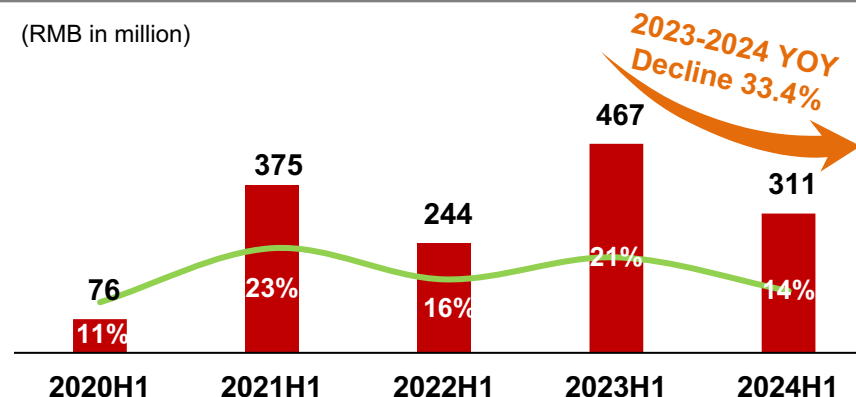
(RMB in million)



■ Restaurant Revenue ■ Delivery Revenue

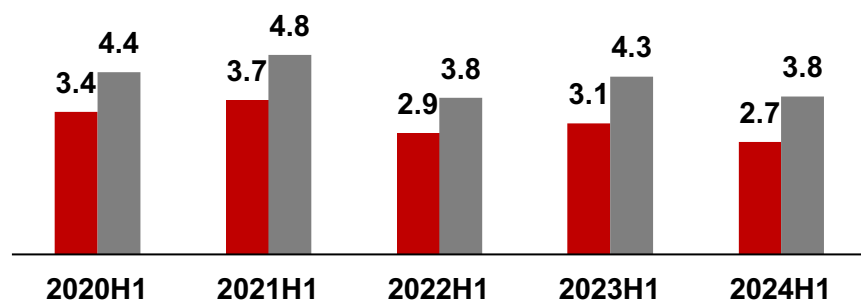
Store-level Operating Profit and Operating Profit Margin

(RMB in million)



Seat Turnover Rate and Table Turnover Rate (1)

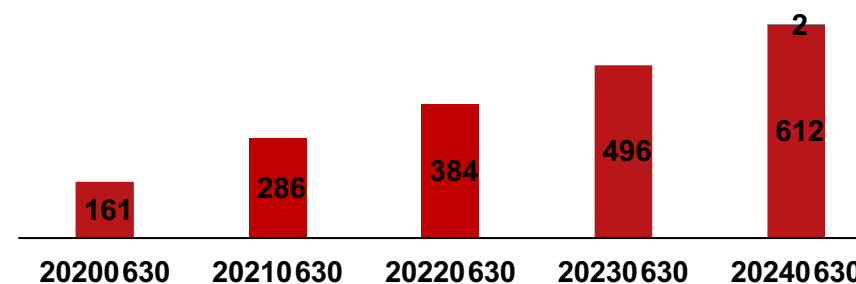
(times/day)



■ Seat turnover rate ■ Table turnover rate

Number of Restaurants

(no. of restaurants)

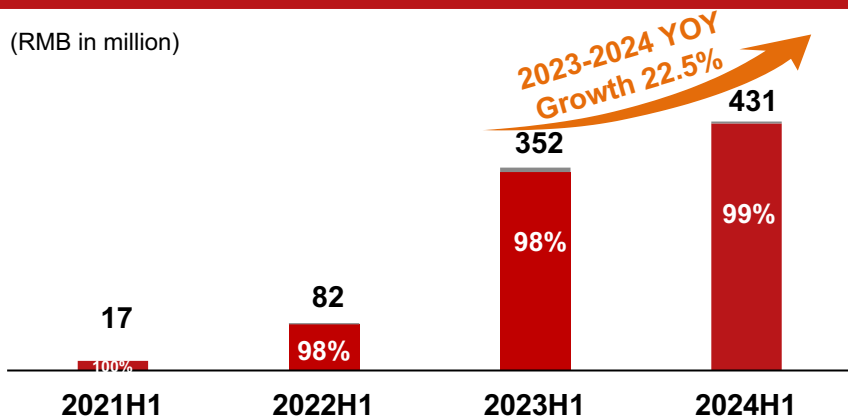


■ Number of restaurants(franchised)
■ Number of restaurants(self-operated))

Note: (1) self-operated only

Revenue

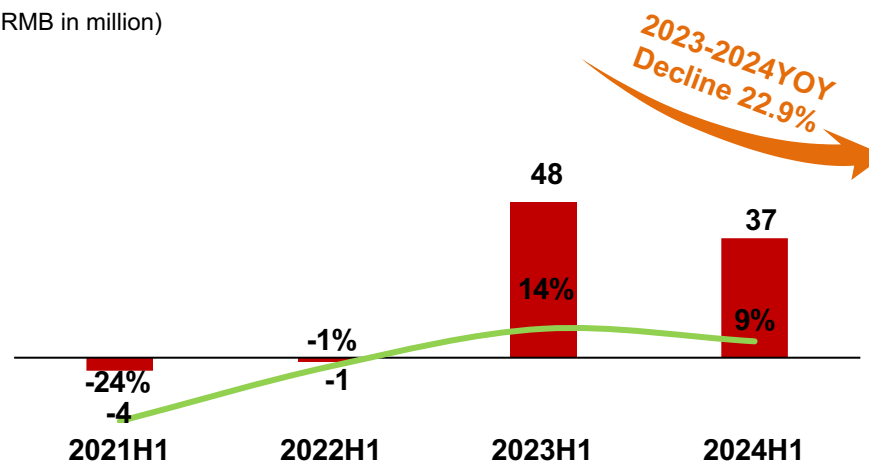
(RMB in million)



■ Restaurant Revenue ■ Delivery Revenue

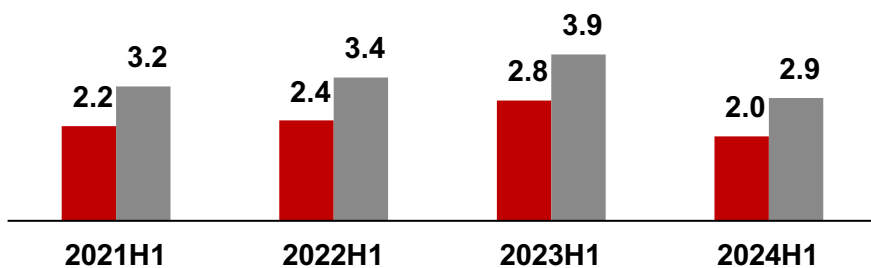
Store-level Operating Profit and Operating Profit Margin

(RMB in million)



Seat Turnover Rate and Table Turnover Rate

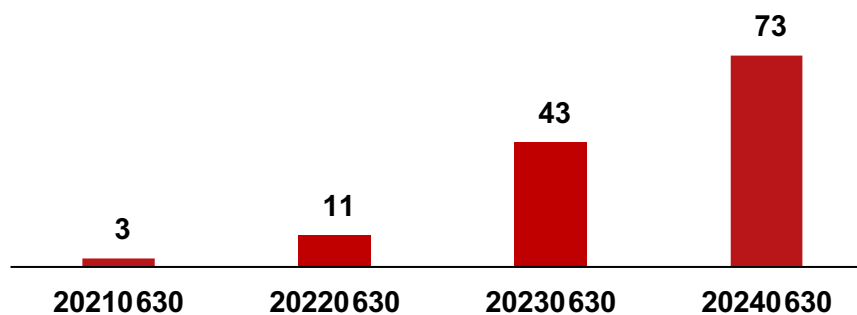
(times/day)



■ Seat turnover rate ■ Table turnover rate

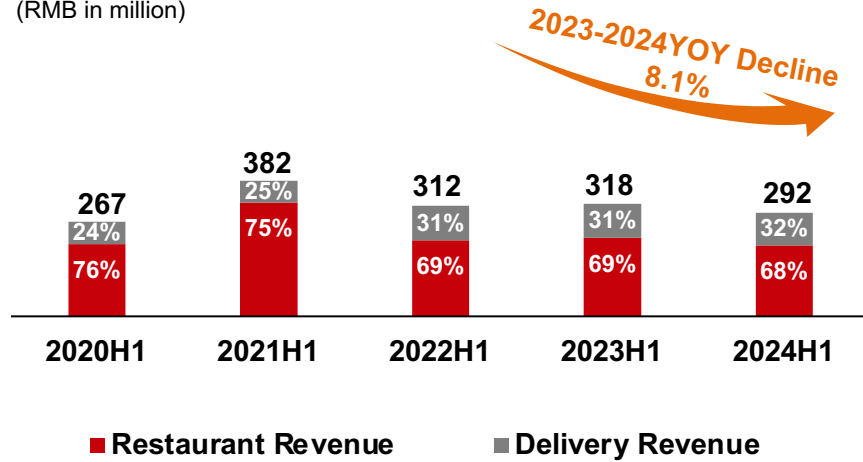
Number of Restaurants

(no. of restaurants)



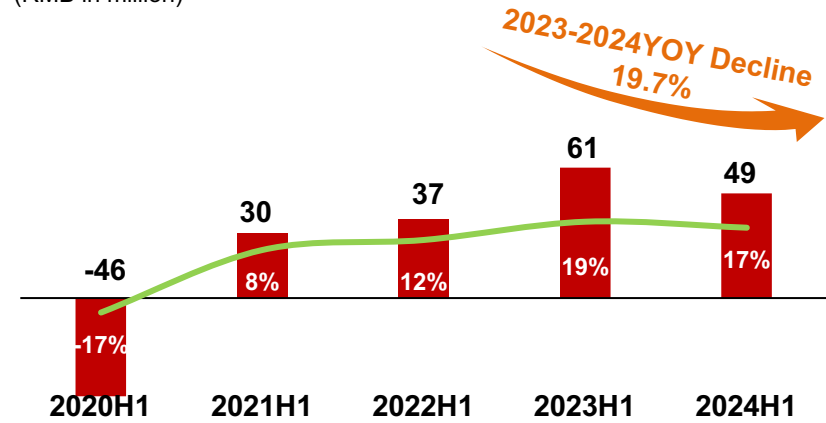
Revenue

(RMB in million)



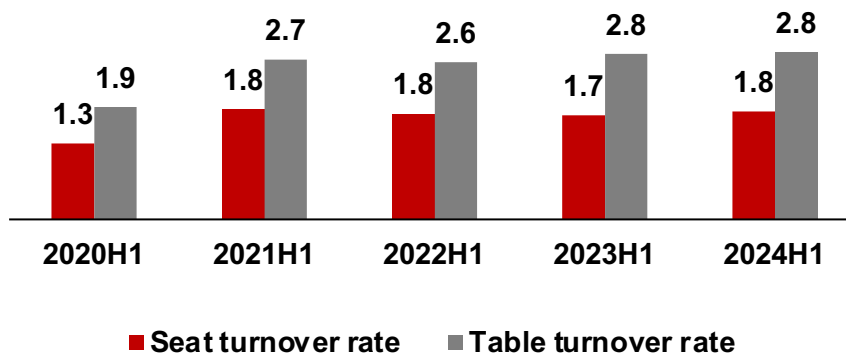
Store-level Operating Profit and Operating Profit Margin

(RMB in million)



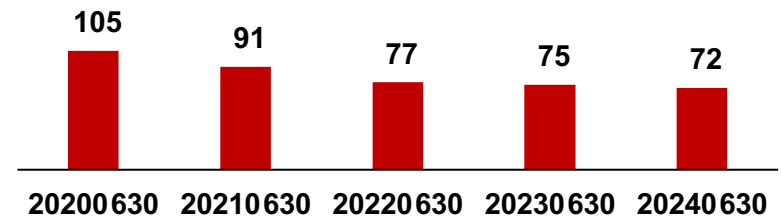
Seat Turnover Rate and Table Turnover Rate

(times/day)



Number of Restaurants

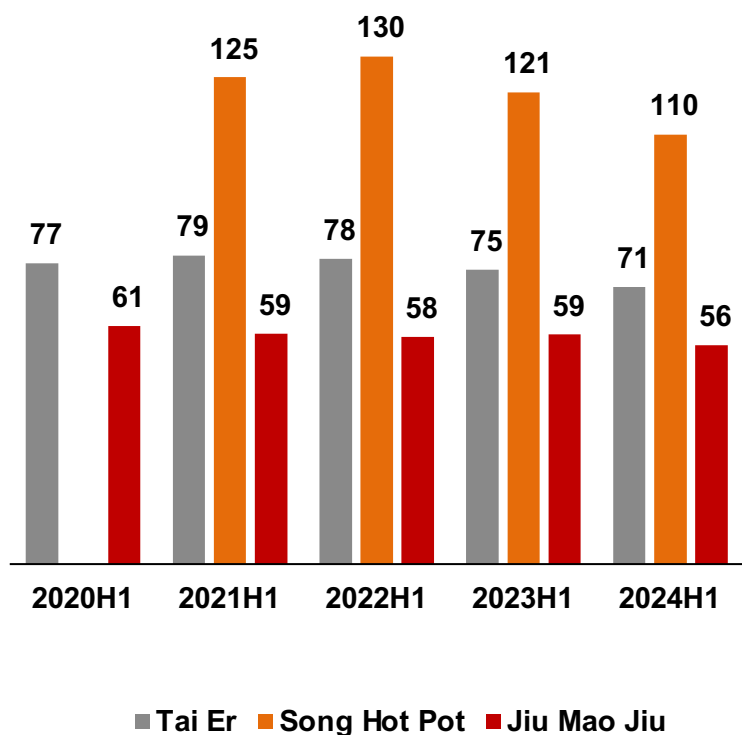
(no. of restaurants)



Business Overview

Average spending per customer ⁽¹⁾

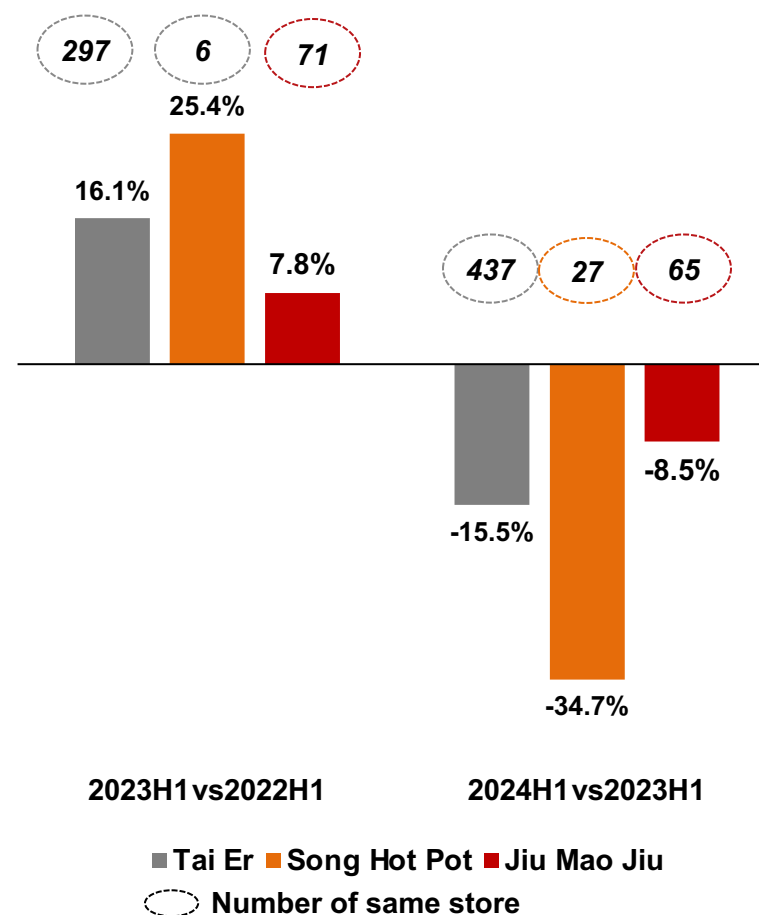
(RMB)



Note: (1) self-operated only

Same store sales of different brands ⁽²⁾

(%)

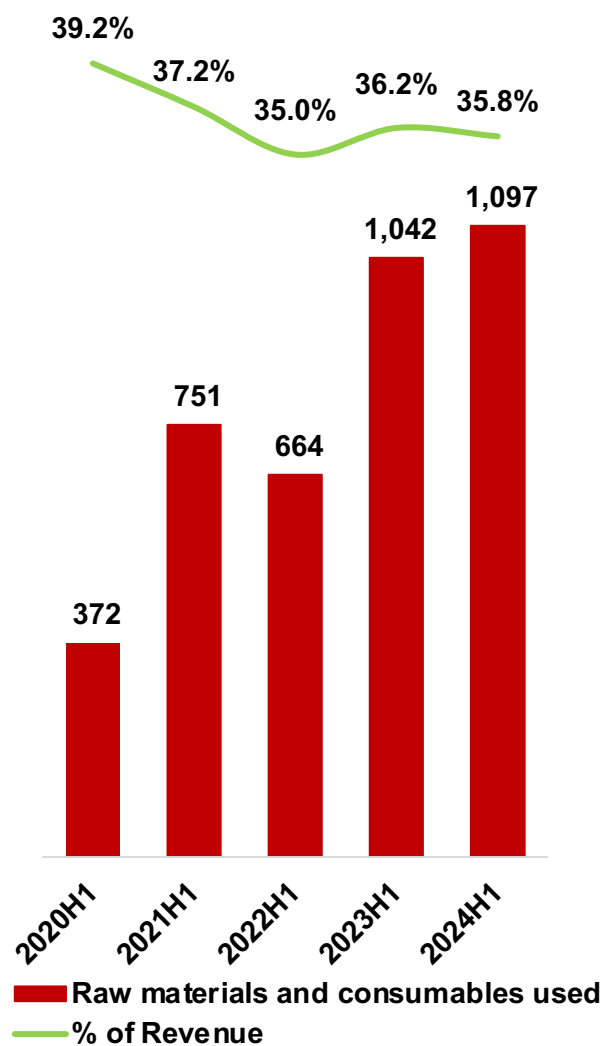


Note: (2) Same store base to be those self-operated restaurants that opened for at least 150 days in both 2023H1 and 2022H1, and in both 2024H1 and 2023H1

Breakdown of Operating Expenses

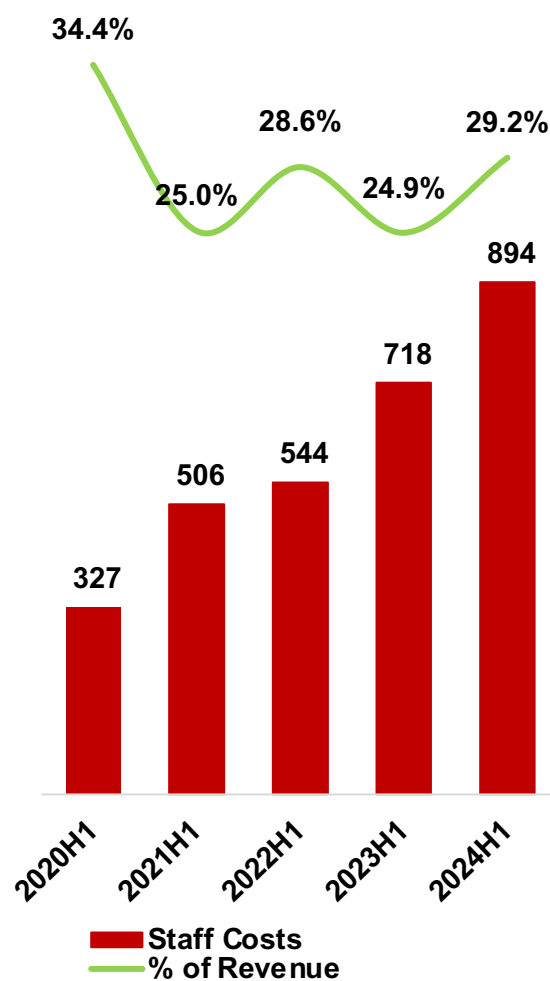
Raw materials and consumables used

(RMB in million)



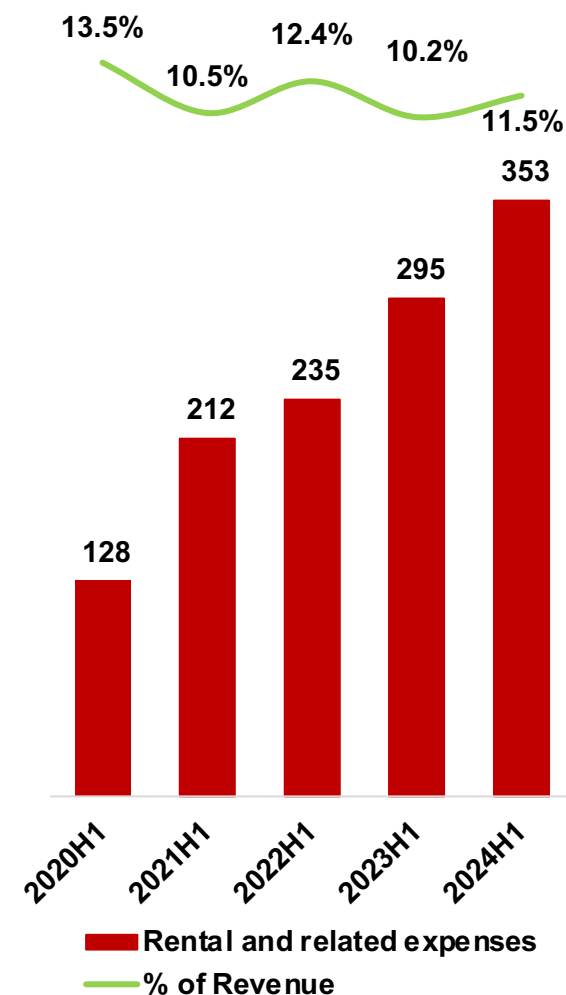
Staff costs

(RMB in million)



Rental and related expenses ⁽¹⁾

(RMB in million)

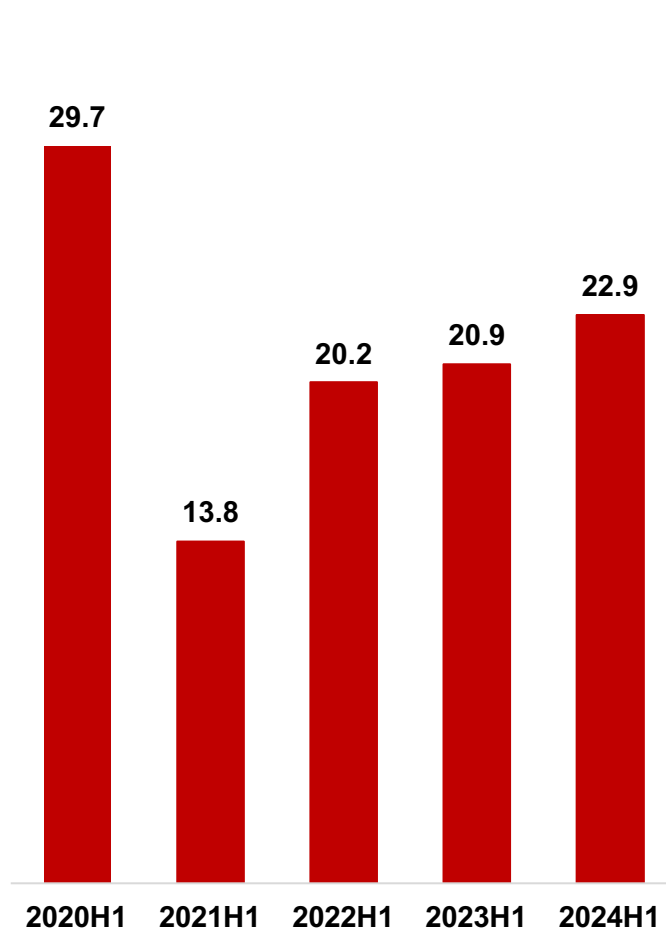


Note: (1) Depreciation of right-of-use assets + Other rentals and related expenses

Turnover Days Analysis

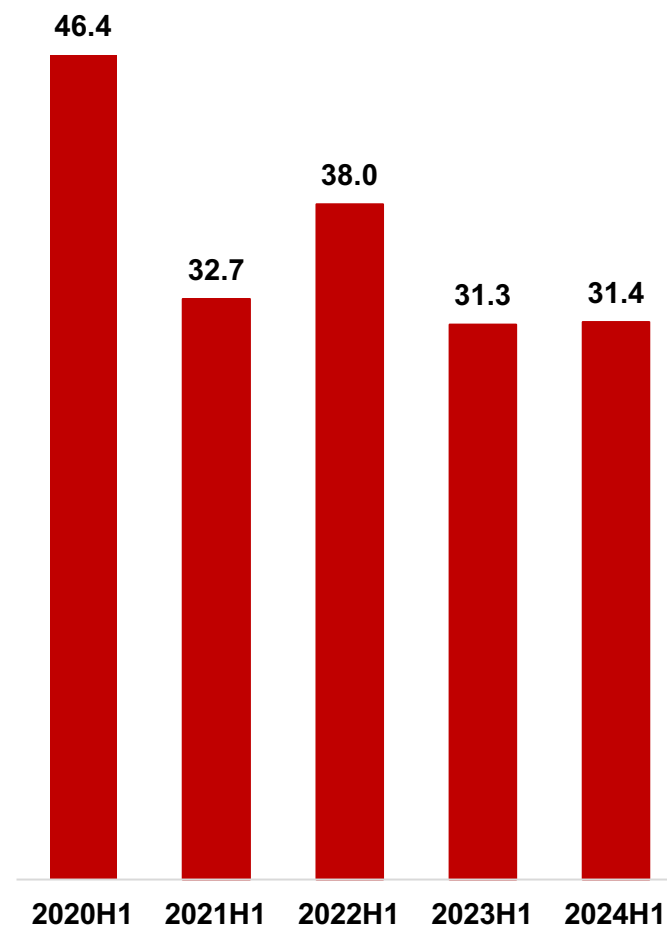
Inventory turnover days

(Days)



Trade payables turnover days

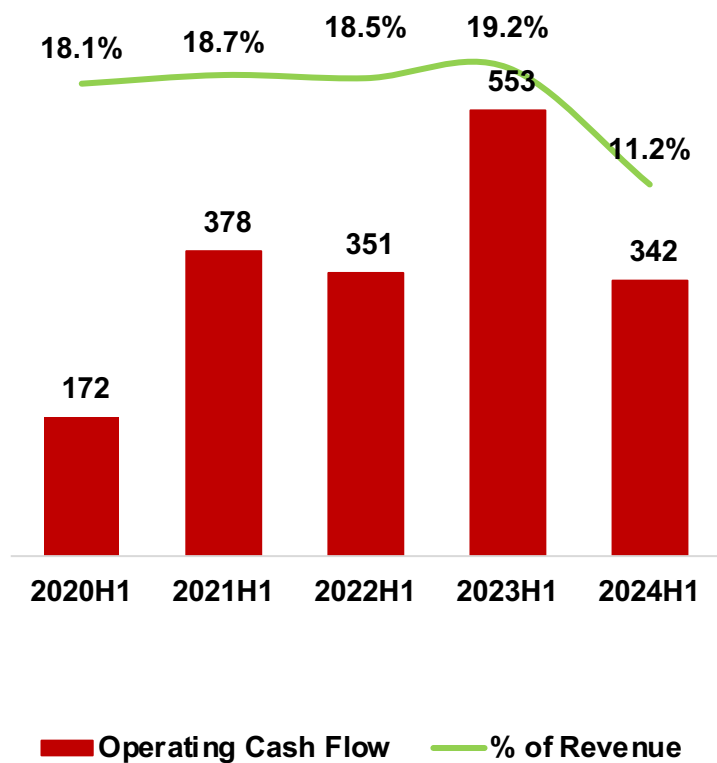
(Days)



Cash Flow Analysis

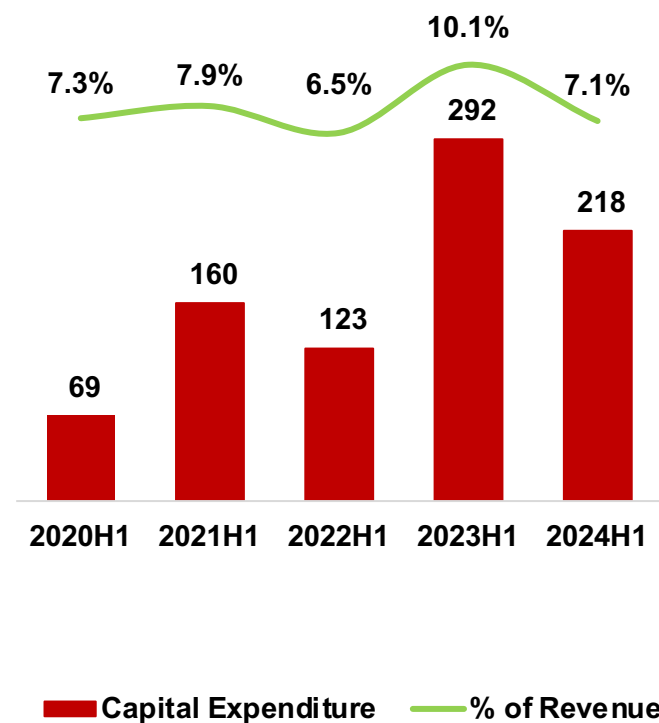
Operating Cash Flow

(RMB in million)



Capital Expenditure

(RMB in million)





Thank You!

