

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

Stock Code 股份代號: 9922

2022年中期业绩发布会

2022 Interim Results Presentation

九毛九
— 西北菜 —

TAI ER
太二 Suancai & Fish
老坛子酸菜鱼

那未大叔 是大厨
THE UNCLE CHEF

赖美丽
眉山藤椒烤鱼

怂
重庆火锅厂
Hot-pot Factory

Disclaimer

九毛九·集团

Jiu Mao Jiu Group

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Chapter 1

Company Overview



Leading Chinese Cuisine Restaurant Brand Manager and Operator

九毛九·集团

Jiu Mao Jiu Group

Jiumaojiu International Holdings Limited ("Our Group" or "Company") is a 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.



九毛九

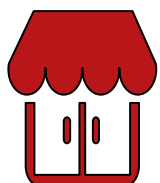
—西北菜—

那末大权



重庆火锅厂

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



475 Restaurants

As of June 30, 2022, our Group self-operated 475 restaurants.



100+ Shopping Malls

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



93+2 Cities

Our restaurant network covered **93** cities in China and **2** cities overseas.



6,000,000+ Members

The members in our CRM system exceeded **6 million**.



Chapter 2 · 2022 Interim Business Review

Group's Key Objectives – Iterate our People, Organizational Development



J Star Project

**Cooperation
with Colleges**

**Million-dollar
Chef**



Group's Key Objectives – Improve Supply Chain Capabilities



Raise Bass Breeding Capacity

Enhance Quality of Fish Breeding



Operationalization of Procurement System

IT SYSTEM – IT Integration

Front End

Mobile
Ordering

Integrated
Payments

POS

Food Delivery
Platform

In-store
Pickup

Online Retail

Completed

Business Operations Platform

Marketing Mid-Platform

Stock
Management

CRM

Order
Management

Payment Center

Customer
Service

Surveys

Bonus Points
Program

Coupons and
Vouchers

Promotional
campaigns

Supply Chain

Ordering

Warehouse

Procurement

Production

Logistics

Completed

Data Pool

Data services

Big Data
Analysis

Business
Intelligence

Customer
Profile Analysis

Data Center

Software
Development

In
Progress

Back End

Accounting and Finance

Human Resource
Management

Training Program

Fixed Assets Management

OA System

Project Management

Multi-Brand Restaurant Network Coverage

九毛九·集团

Jiu Mao Jiu Group

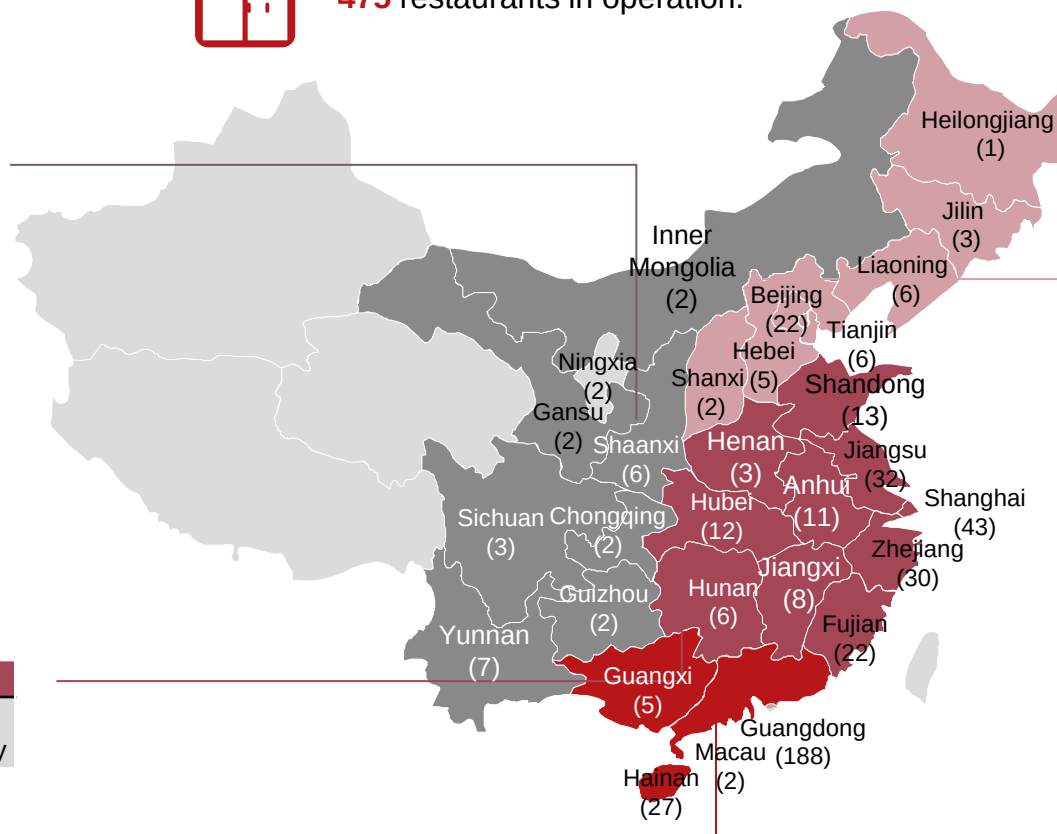


As of June 30, 2022, we had
475 restaurants in operation.

- Western China
- Southern China
- Central and Eastern China
- Northern China

Western China	
	Tai Er
Chongqing	2
Gansu	2
Ningxia	2
Inner Mongolia	2
Shaanxi	6
Sichuan	3
Yunnan	7
Guizhou	2
Subtotal	26

Central and Eastern China		
	Tai Er	Song Hot-Pot Factory
Shanghai	40	3
Anhui	11	-
Fujian	22	-
Henan	3	-
Hubei	12	-
Hunan	6	-
Jiangsu	32	-
Jiangxi	8	-
Shandong	13	-
Zhejiang	29	1
Subtotal	176	4



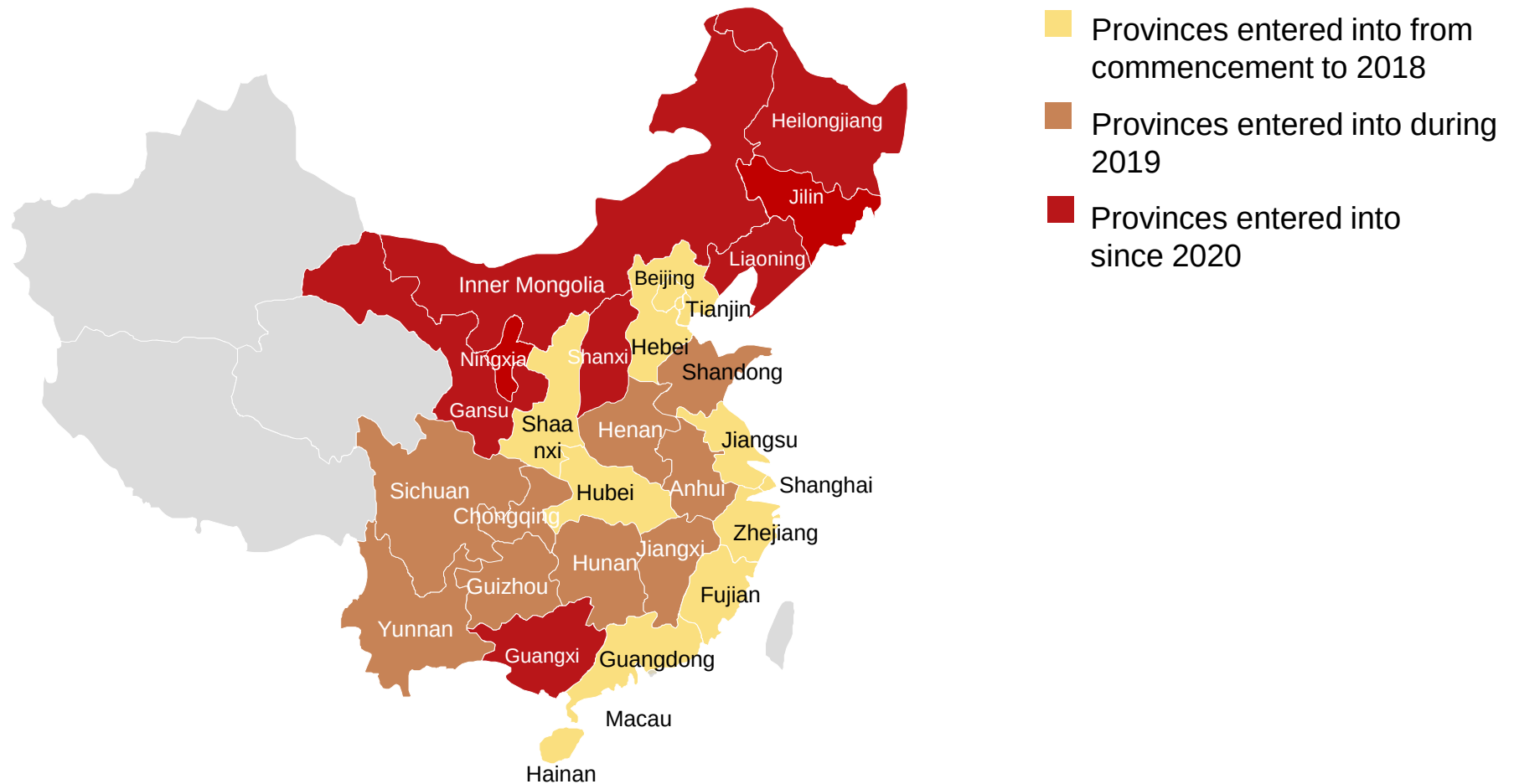
Northern China	
	Tai Er
Beijing	22
Hebei	5
Tianjin	6
Shanxi	2
Liaoning	6
Heilongjiang	1
Jilin	3
Subtotal	45

Other regions	
	Tai Er
Canada	1
Singapore	1
Subtotal	2

Southern China					
	Jiu Mao Jiu	Tai Er	Uncle Chef	Song Hot-Pot Factory	Lai Meili Grilled Fish
Guangdong	66	113	1	6	2
Hainan	11	15	-	1	-
Guangxi	-	5	-	-	-
Macau	-	2	-	-	-
Subtotal	77	135	1	7	2

Tai Er continues to expand nationwide

Fill Empty Districts, Enter New Cities, continue to Tap Down into Lower Tier Cities



Tai Er – Extend All-Rounded Competence



From 'Internet Fab' to 'The National Suan Cai & Fish'

From Minimalistic to Enrichment

Explore Different Modes of Operations



“Song” – Happy Factory, Hot Pot for the Youth



Blindbox & Graffiti & Special Drinks
& Dancing



On Track for Restaurant Network Expansion



Favorite Hot Pot of Gen Z

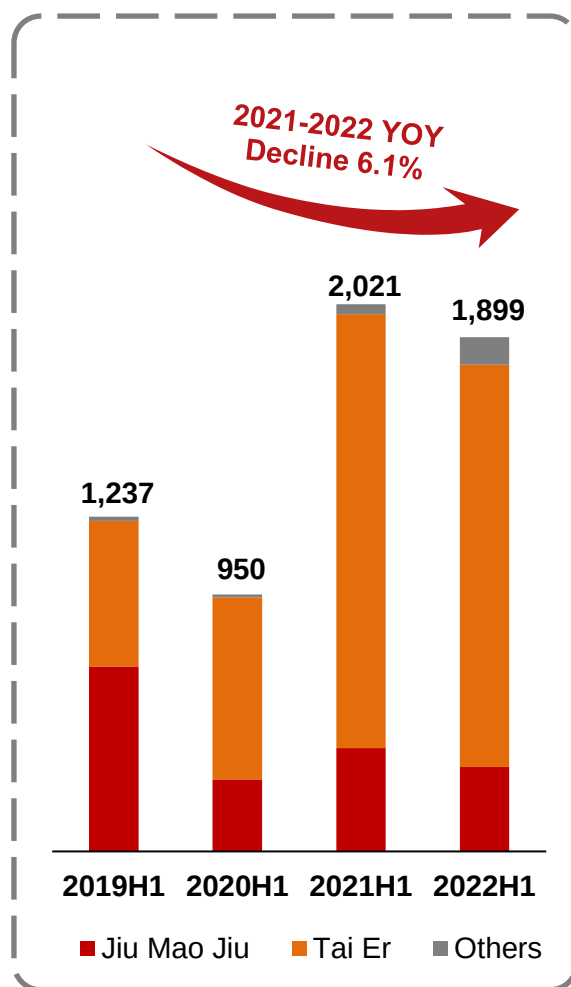


Chapter 3 · 2022 Interim Financial Review

Financial Overview

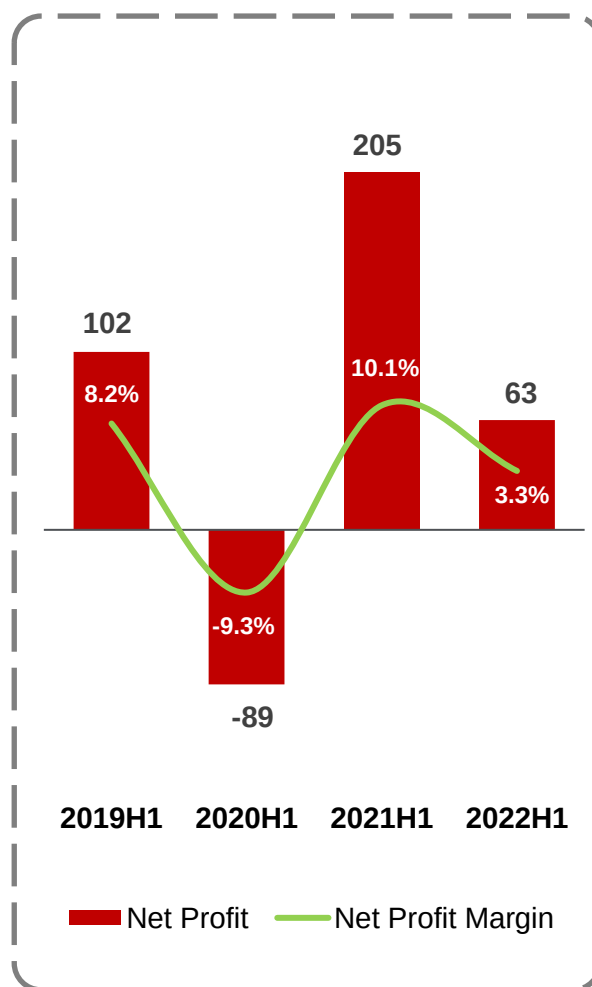
Revenue and Revenue Growth

(RMB in million)



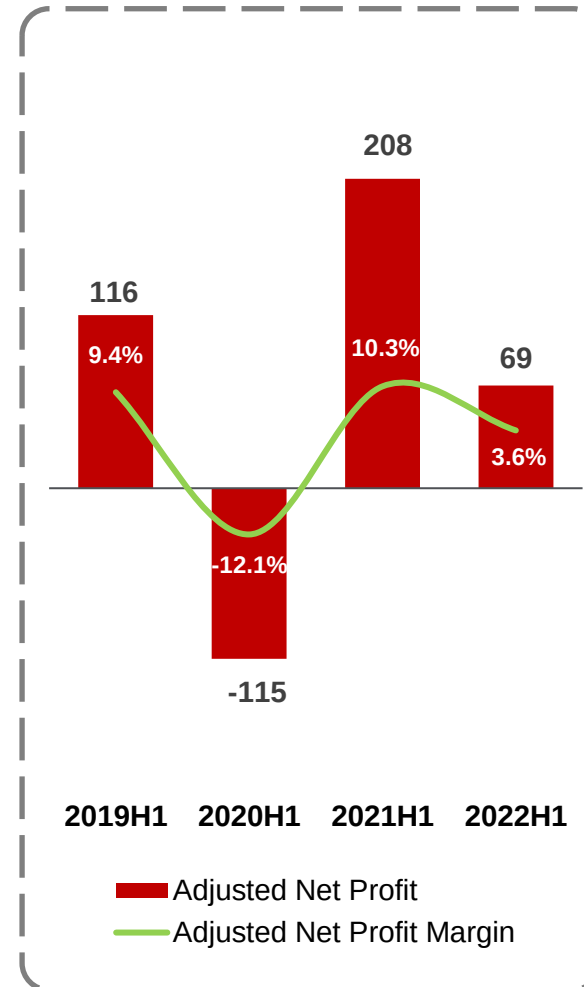
Net Profit and Net Profit Margin

(RMB in million)



Adjusted Net Profit ⁽¹⁾ and Adjusted Net Profit Margin

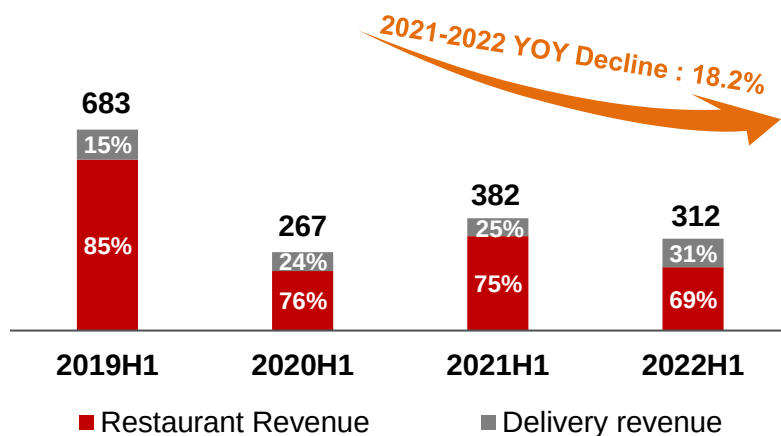
(RMB in million)



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

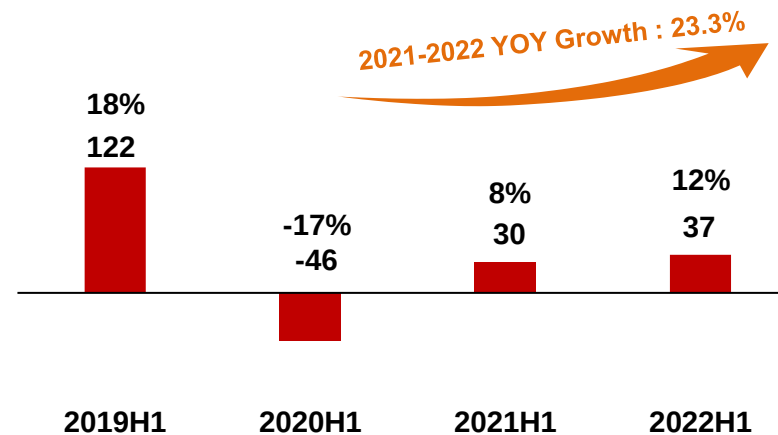
Revenue

(RMB in million)

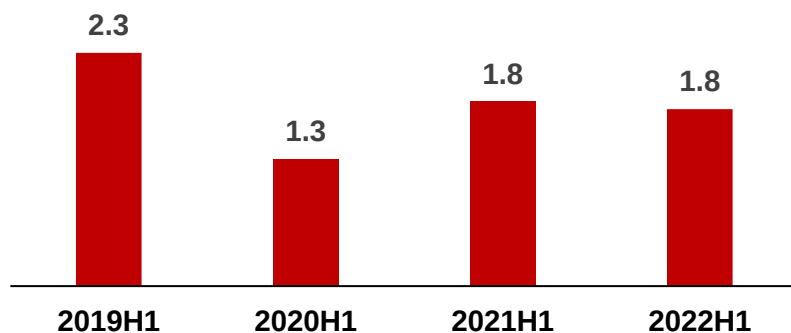


Store-level operating profit and operating profit margin

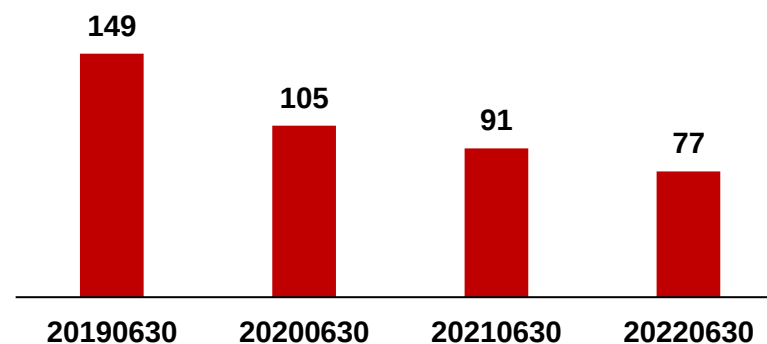
(RMB in million)



Seat turnover rate

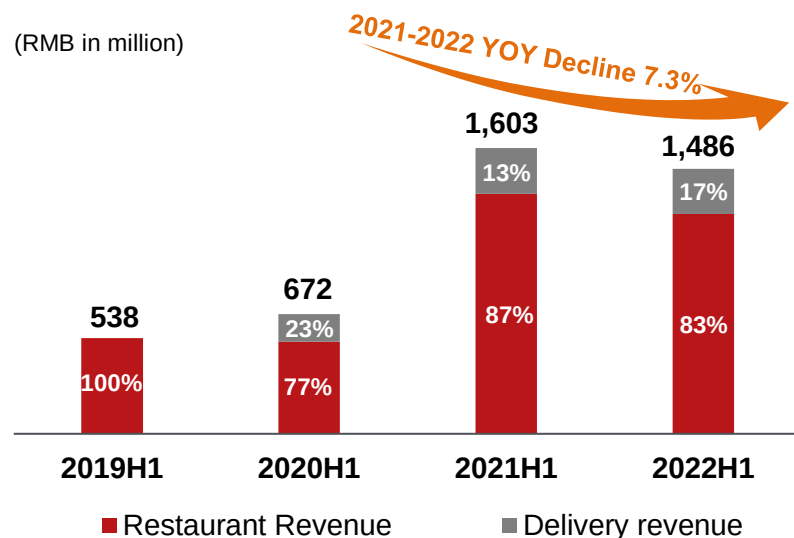


Number of restaurants



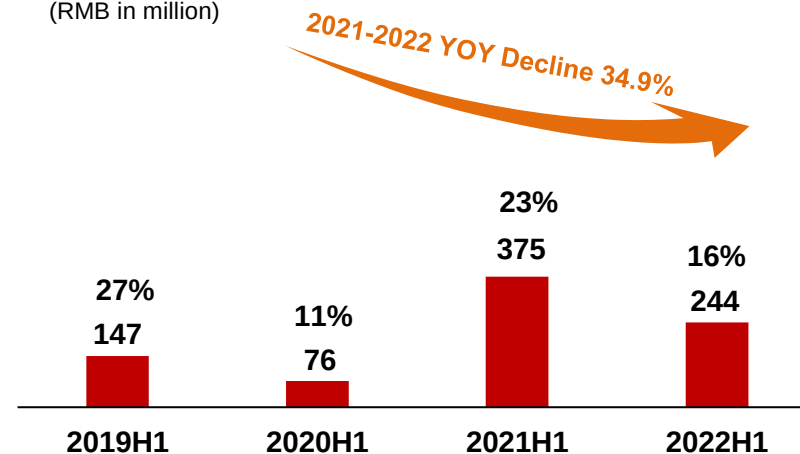
Revenue

(RMB in million)

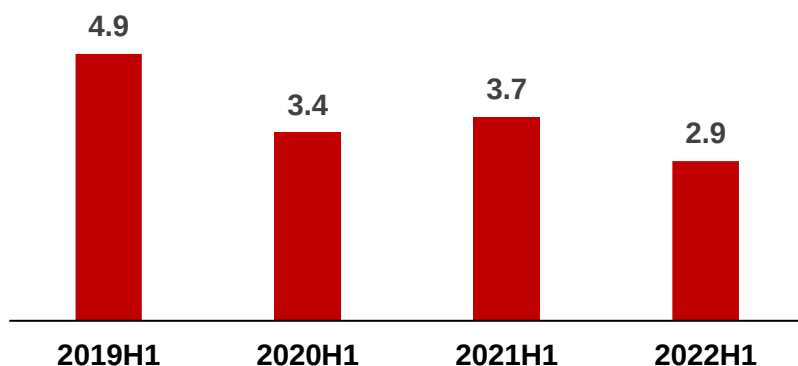


Store-level operating profit and operating profit margin

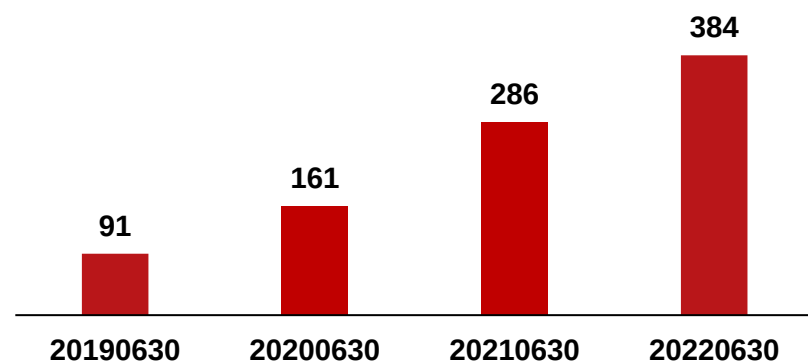
(RMB in million)



Seat turnover rate



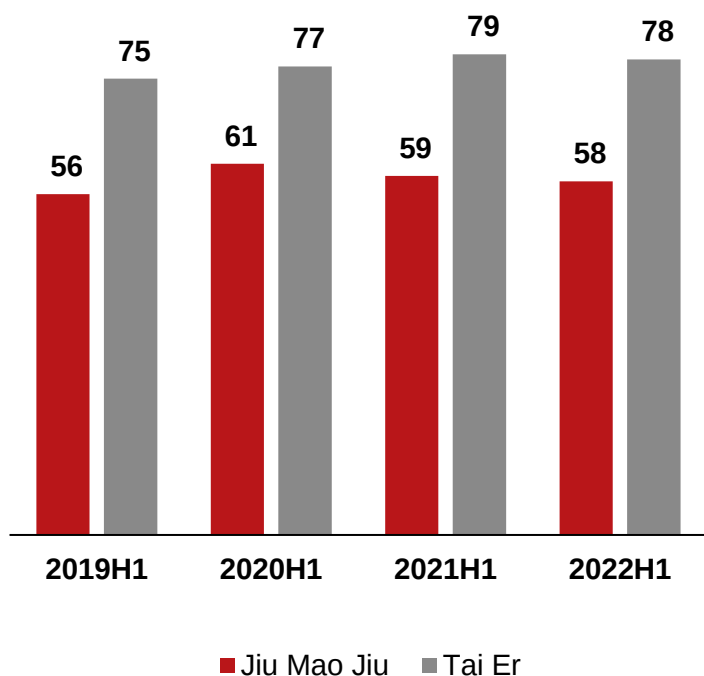
Number of restaurants



Business Overview

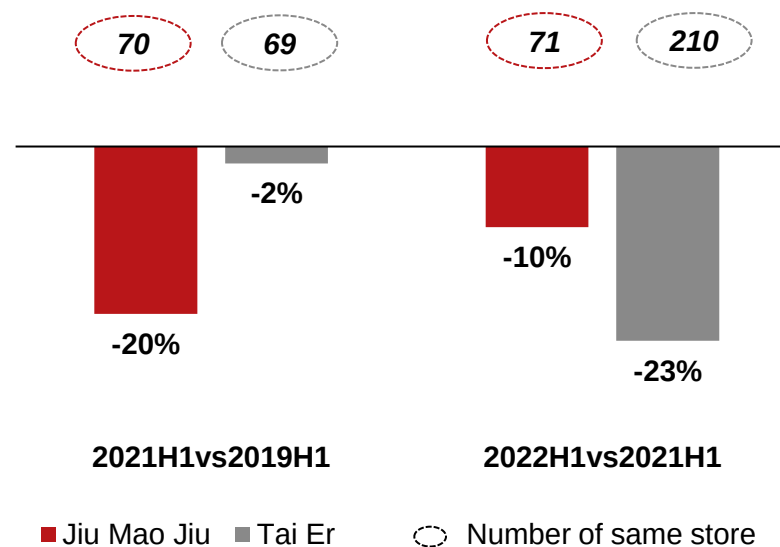
Average spending per customer

(RMB)



Same store sales of different brands

(%)

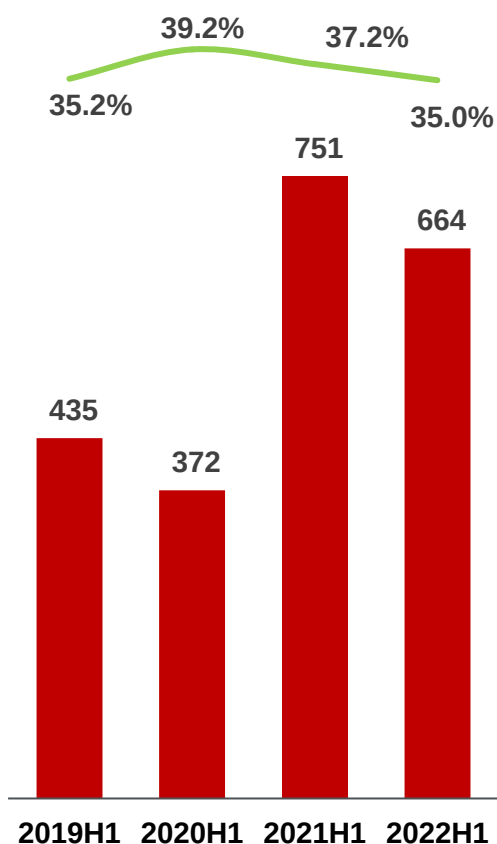


Note: Affected by the COVID-19 pandemic, no same store sales in the first half of 2020 are available for comparison. Thus, the same store sales comparison of 2021H1 was made with that of 2019H1.

Breakdown of Operating Expenses

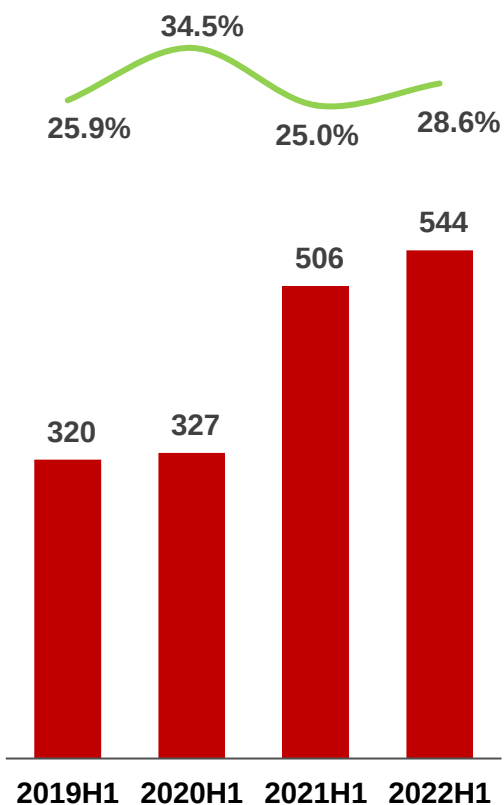
Raw materials and consumables used

(RMB in million)



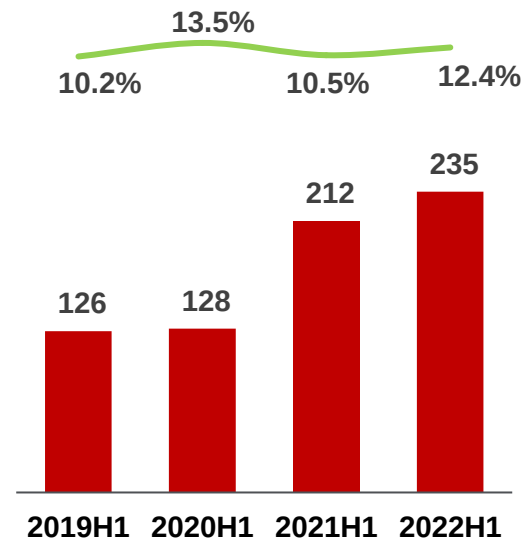
Staff costs

(RMB in million)



Rental and related expenses ⁽¹⁾

(RMB in million)

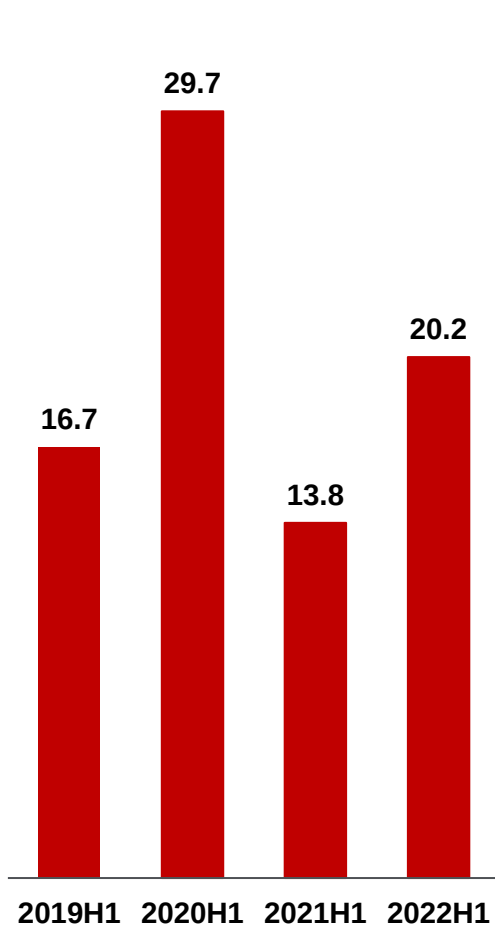


Note: (1) Depreciation of right-of-use assets + Other rentals and related expenses

Turnover Days Analysis

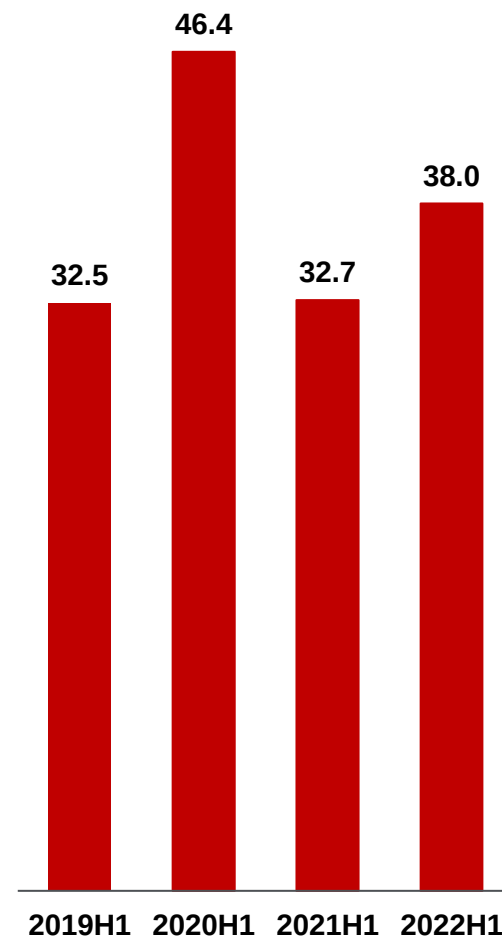
Inventory turnover days

(Days)



Trade payables turnover days

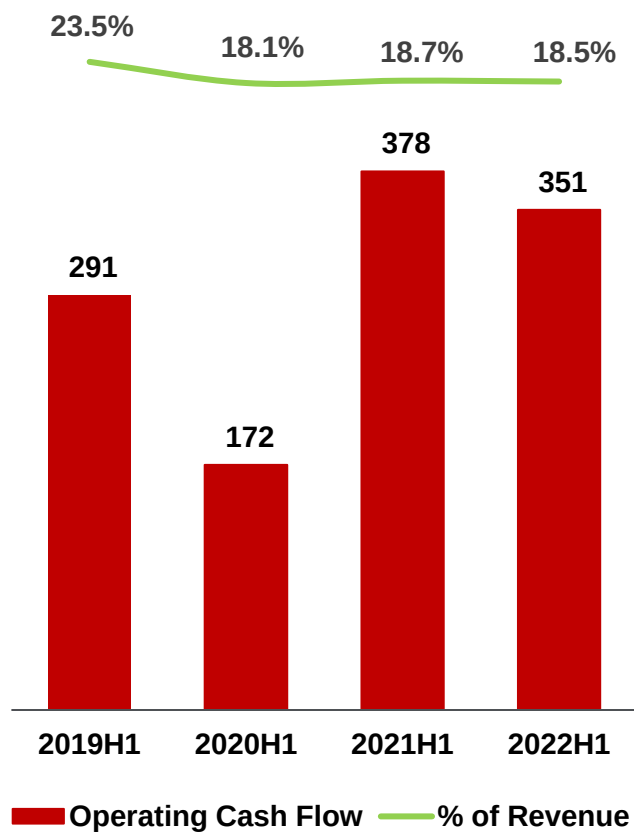
(Days)



Cash Flow Analysis

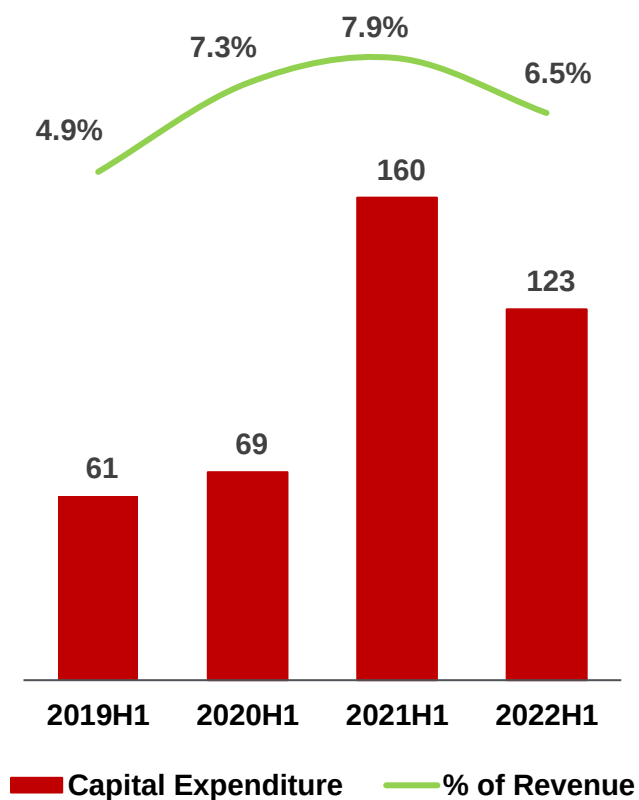
Operating Cash Flow

(RMB in million)



Capital Expenditure

(RMB in million)



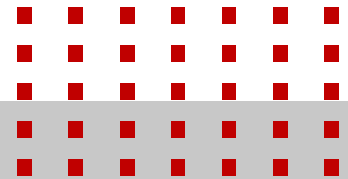
Chapter 4

Recent Thoughts



Recent thoughts – In Pursuit of Our Dream, in a Down-To-Earth Manner

**Leverage on Our Competitive Edge,
Optimize Our Resources,
Focus on Our Strengths to Create Value for
Our Company and Our Brands.**



Thank You!

