



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

(Incorporated in the Cayman Islands with limited liability)  
(於開曼群島註冊成立的有限公司)

Stock Code 股份代號 : 9922

**2021**  
**Interim Results**  
**Presentation**

**August 2021**

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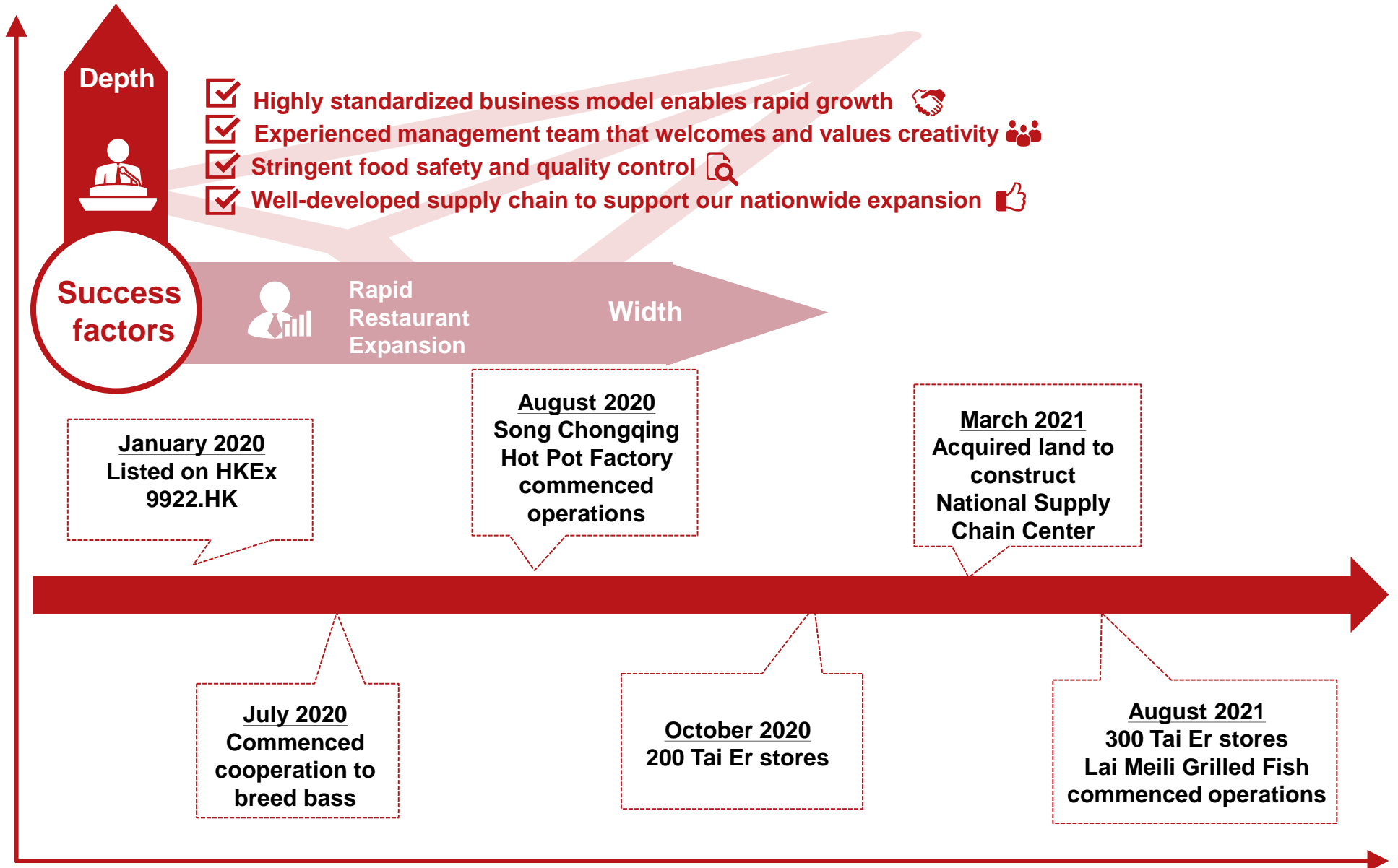
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# Chapter 1

## Company Overview

# The Group's Recent Key Milestones



To date

# Leading Chinese cuisine restaurant brand manager and operator



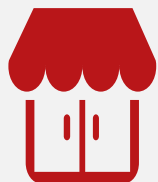
Jiumaojiu International Holdings Limited (“Our Group” or “Company”) is a leading Chinese cuisine restaurant brand manager and operator in China, fully devoted to offer high quality food and dining experience, in different sub-segments within the Chinese cuisine industry.



那未大叔



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



## 393+26 Restaurants

As of June 30<sup>th</sup>, 2021, our Group operated **393** restaurants and managed **26** franchised restaurants.



## 100+ Shopping Malls

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



## 70+1 Cities

Our restaurant network covered **70** cities in China and **1** city overseas.



## 16 Million+ Fans

The number of subscribers of our official WeChat accounts reached over **16 million**.

## Multi-Brand Restaurant Network Coverage



As of June 30<sup>th</sup>, 2021, we had **419** restaurants.

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



Western China	
	Tai Er
Chongqing	3
Gansu	1
Ningxia	1
Inner Mongolia	1
Shaanxi	5
Sichuan	3
Yunnan	5
Guizhou	2
Subtotal	21

Northern China		
	Tai Er	Double Eggs
Beijing	20	-
Hebei	1	-
Tianjin	5	1 <sup>(2)</sup>
Shanxi	1	-
Liaoning	4	-
Subtotal	31	1

Central and Eastern China	
	Tai Er
Shanghai	35
Anhui	7
Fujian	12
Henan	3
Hubei	8
Hunan	4
Jiangsu	22
Jiangxi	5
Shandong	8
Zhejiang	18
Subtotal	122

Other region	
	Tai Er
Canada	1

Southern China						
	Jiu Mao Jiu	Tai Er	Double Eggs	Cooking Spicy Kebab	Uncle Chef	"Song" Hot-Pot Factory
Guangdong	79	94	36 <sup>(1)</sup>	1	1	2
Hainan	12	13	-	-	-	1
Guangxi	-	3	-	-	-	-
Macau	-	1	-	-	-	-
Subtotal	91	111	36	1	1	3

Note:  
 (1) The 36 Double Eggs restaurants comprise 11 self-operated and 25 franchised Double Eggs restaurants  
 (2) All of these Double Eggs restaurants are franchised restaurants

# Chapter 2

## Review of Key Business Objectives



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

Continue to attract and recruit  
senior management personnel

Recruit and Appoint Gen Y to  
management positions

Build Corporate Management  
Ladder



# Group's Key Objectives – Building Comprehensive Supply Chain

## Bass Traceability System



## Tai Er Agri-Lab



## Tai Er Agri-Lab 2021 first half performance

Traceability Results Satisfactory

- Tested 20+ times by government
- Traced 30+ batches of Bass
- Currently 60+ batches of Bass undergoing traceability tests

## Lab tests for each batch of Bass prior to delivery for use

Completed Lab Tests for 349 batches

- Satisfactory: 270 batches
- Unsatisfactory: 79 batches

# IT SYSTEM – IT Integration

As of June 30, 2021, Front End Solutions are developed internally.

## Front End

Mobile Ordering

Integrated Payments

POS

Food Delivery Platform

In-store Pickup

Online Retail

## 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

## Data Pool

Data services

Big Data Analysis

Business Intelligence

Customer Profile Analysis

Data Center

Software Development

## Back End

Accounting and Finance

Human Resource Management

Training Program

Fixed Assets Management

OA System

Project Management

# Tai Er – Skills Sharpening, Stable Expansion

Monitor rental costs  
when entering new locations

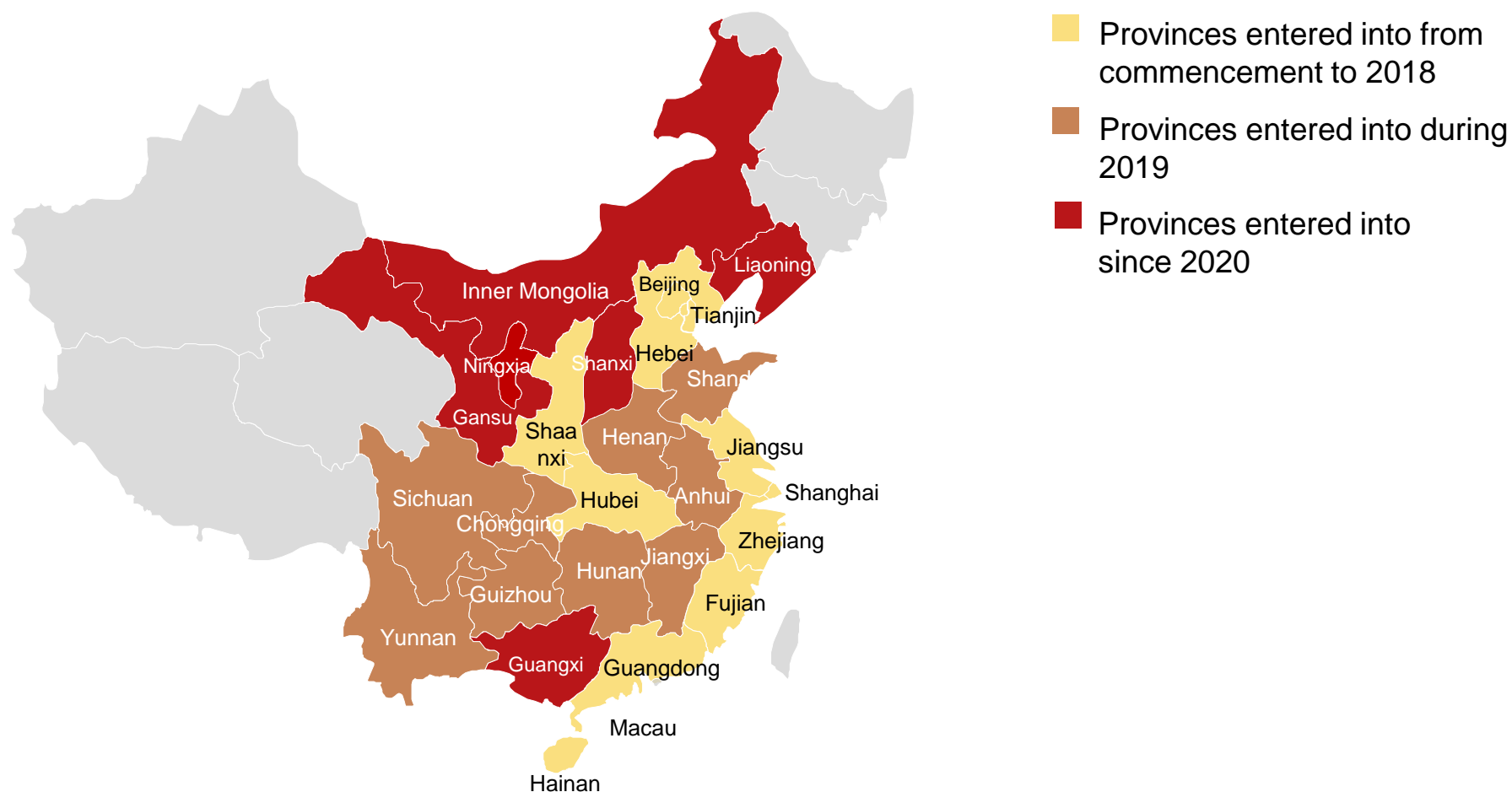
Improve Business Operations  
by Paying Attention to the  
Finer Details

Mitigate Food Safety  
Concerns by Placing  
Greater Emphasis on  
Fish Breeding



# Tai Er continues to expand nationwide

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



# “Song” – From 0 to 1, or from 1 to N?

From delicious to constantly delicious

Develop Standards, Team Building

More experimenting from choosing locations to renovation



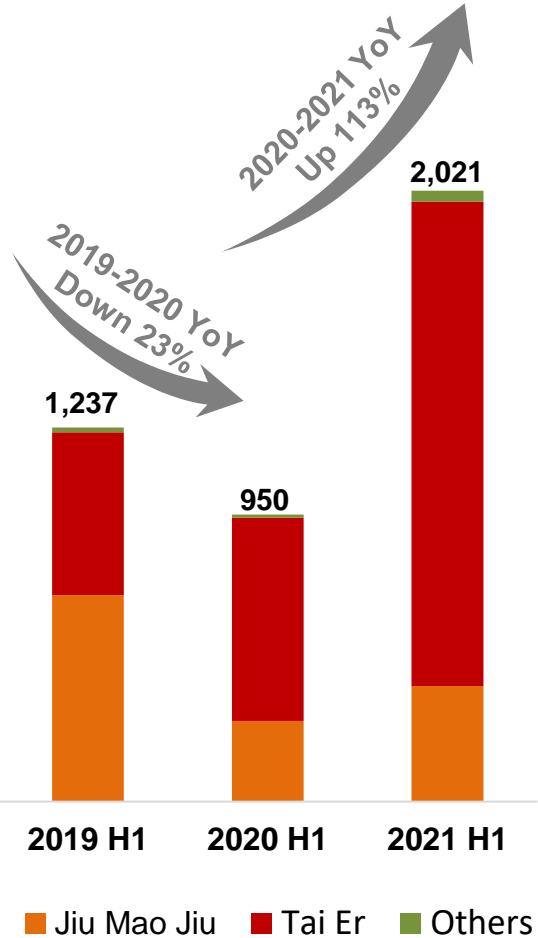
# Chapter 3

## 2021 Interim Financial Review

# Financial Overview

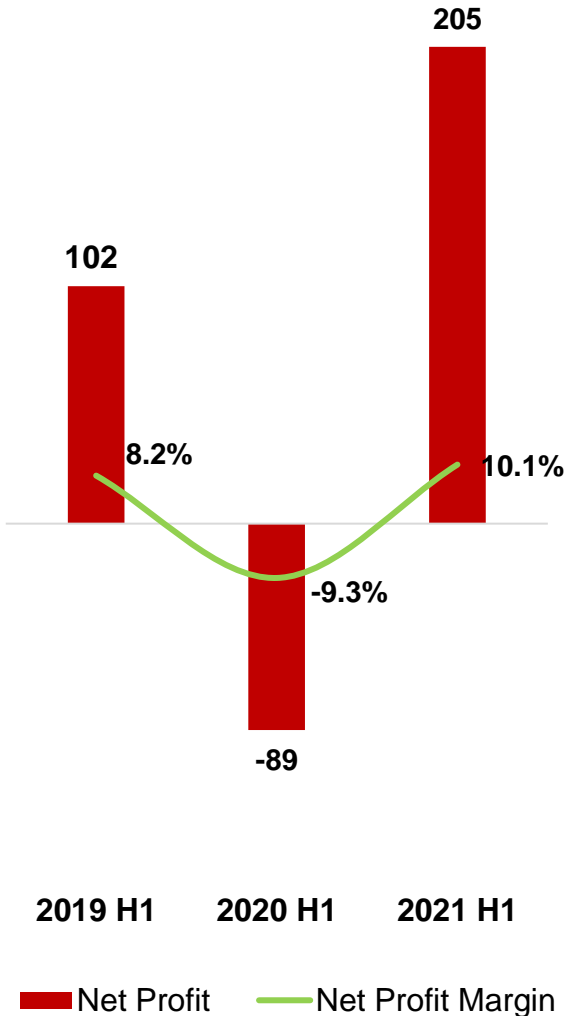
## Revenue and Revenue Growth

(RMB in million)



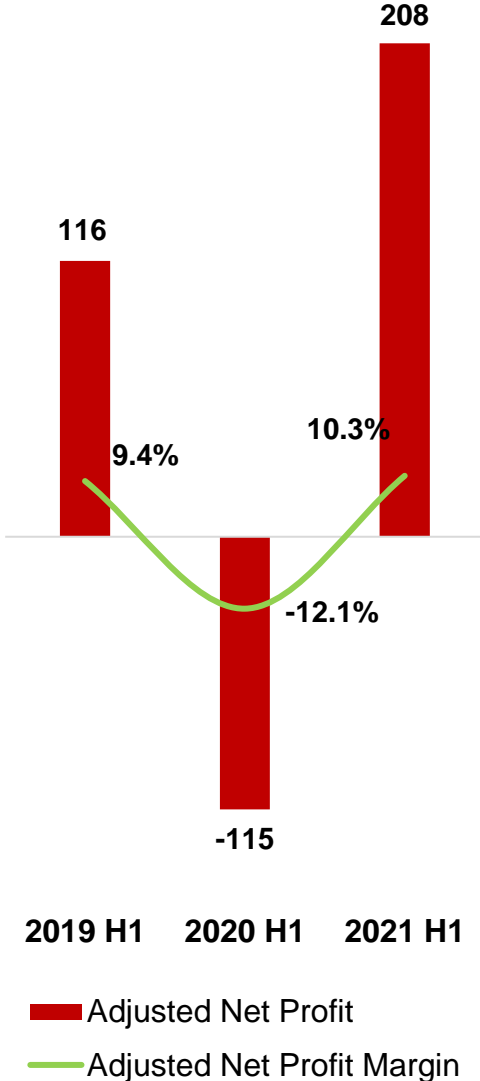
## Net Profit and Net Profit Margin

(RMB in million)



## Adjusted Net Profit (1) and Adjusted Net Profit Margin

(RMB in million)

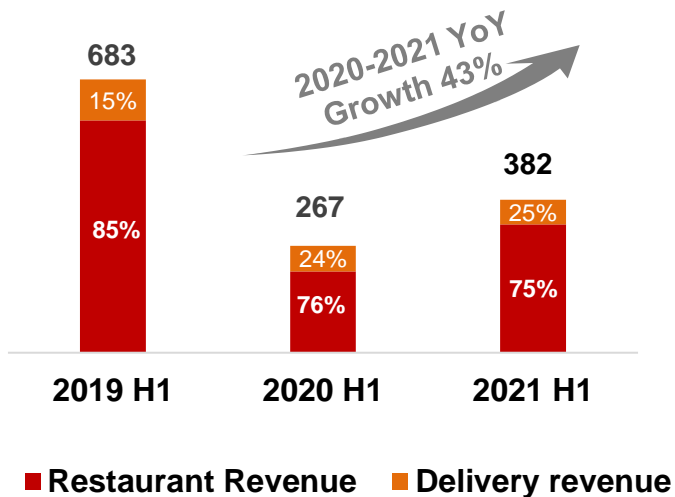


Note: (1) Adjusted net profit = Net Profit + equity settled share-based payment expenses + listing expenses - interest income on subscription monies received from initial public offering



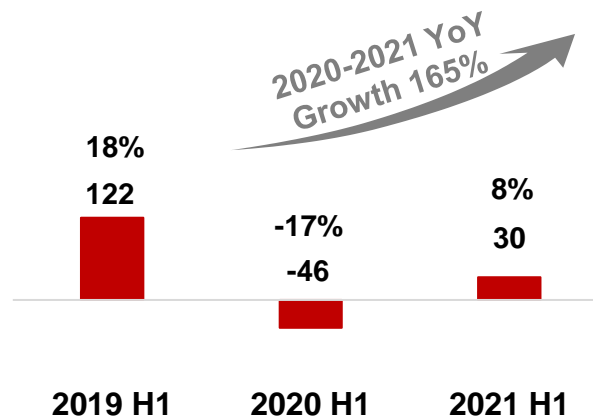
## Revenue

(RMB in million)

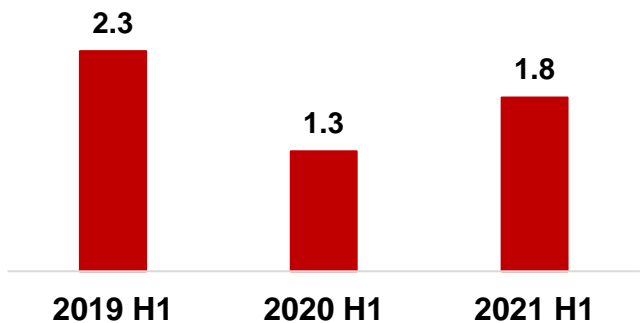


## Store-level operating profit and operating profit margin

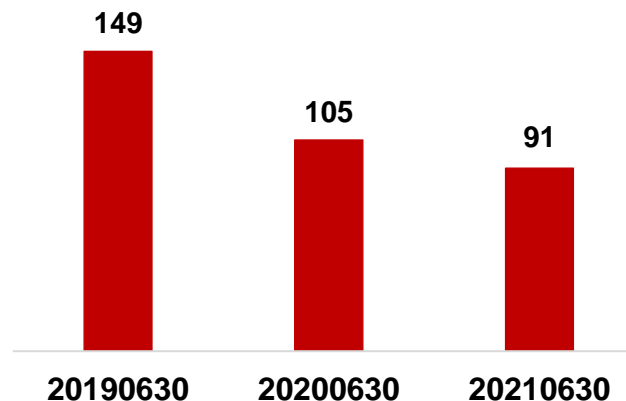
(RMB in million)



## Seat turnover rate

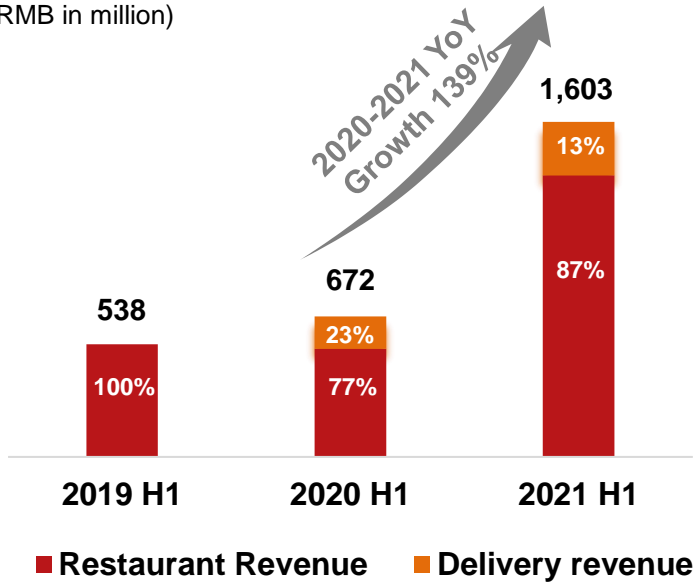


## Number of restaurants



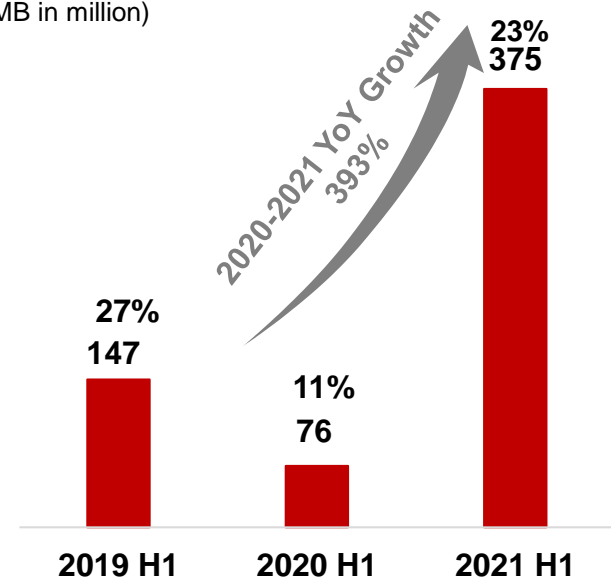
## Revenue

(RMB in million)

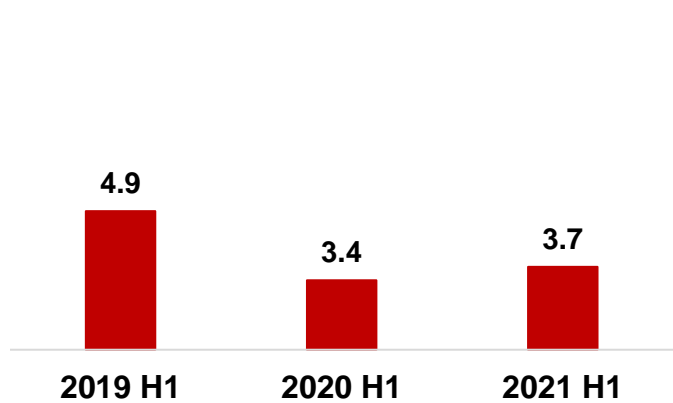


## Store-level operating profit and operating profit margin

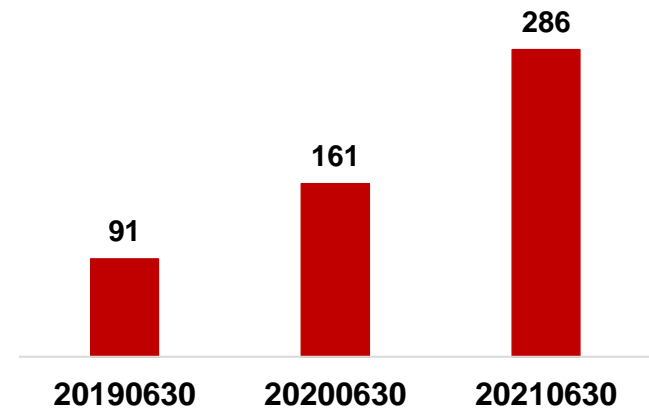
(RMB in million)



## Seat turnover rate



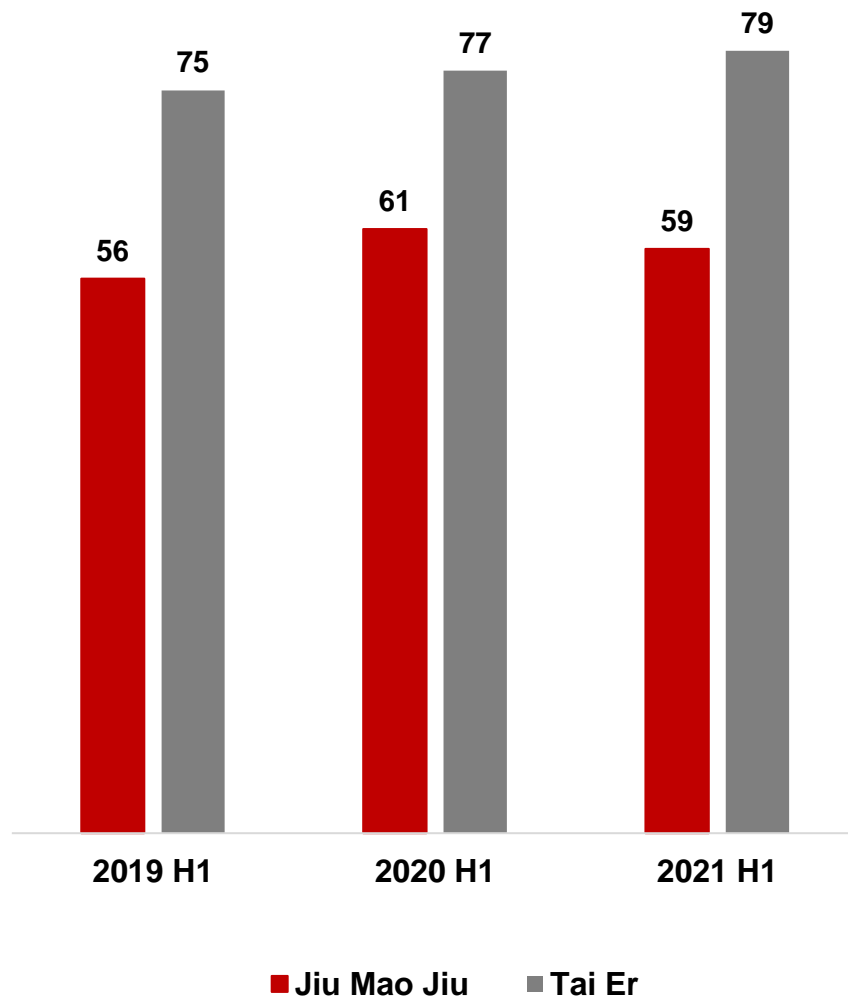
## Number of restaurants



# Business Overview

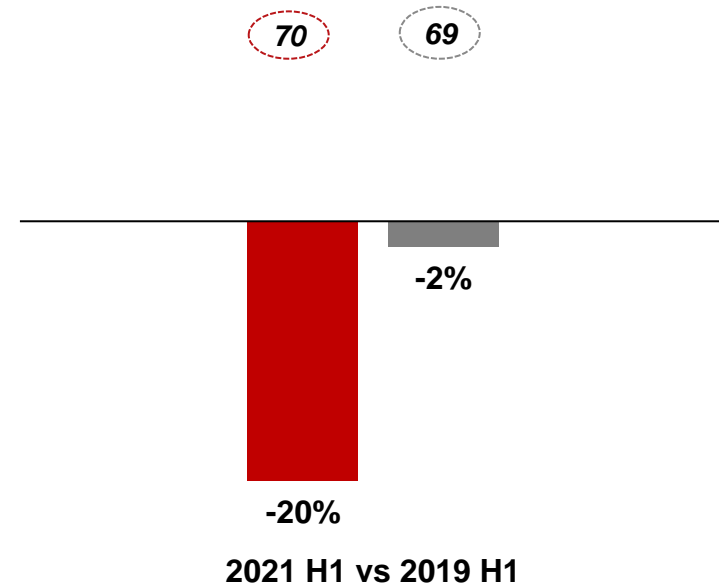
## Steady average spending per customer

(RMB)



## Same store sales of different brands

(%)



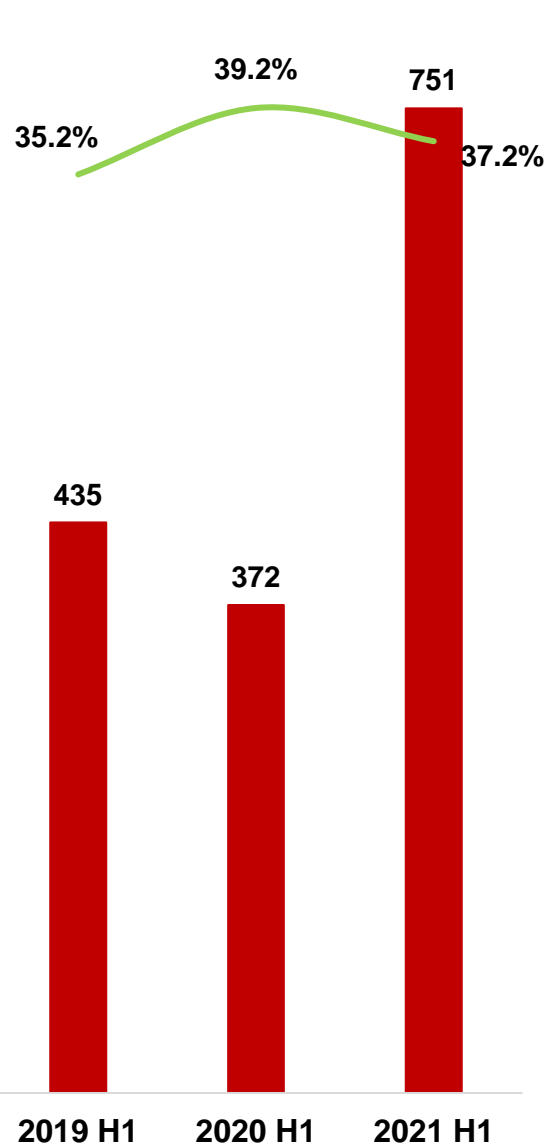
■ Jiu Mao Jiu ■ Tai Er ○ Number of same store

Note: (1) The comparison was made between the same-store audited sales revenue in the first half of 2019 and that of 2021, where the number of operating days exceeded 150 days.

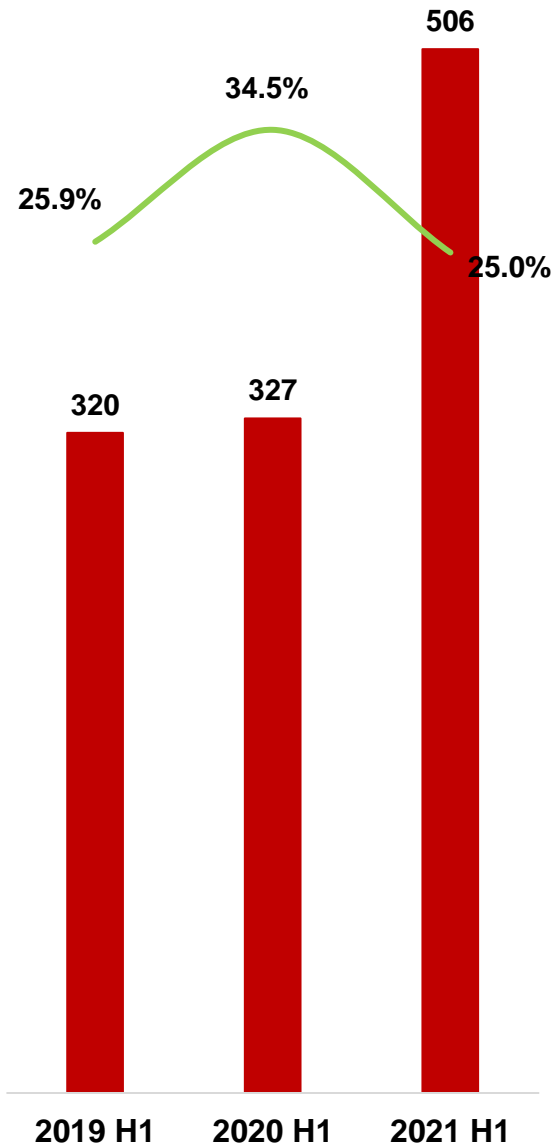
(2) Affected by the COVID-19 pandemic, no same store sales in the first half of 2020 are available for comparison.

# Breakdown of Operating Expenses

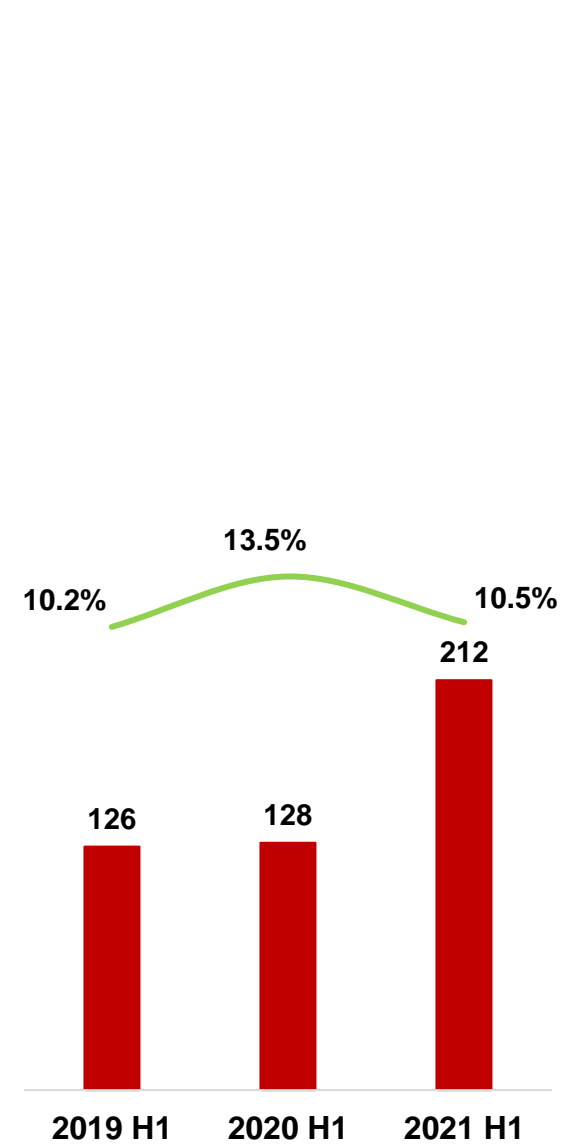
Raw materials and consumables used



Staff costs



Rental and related expenses <sup>(1)</sup>

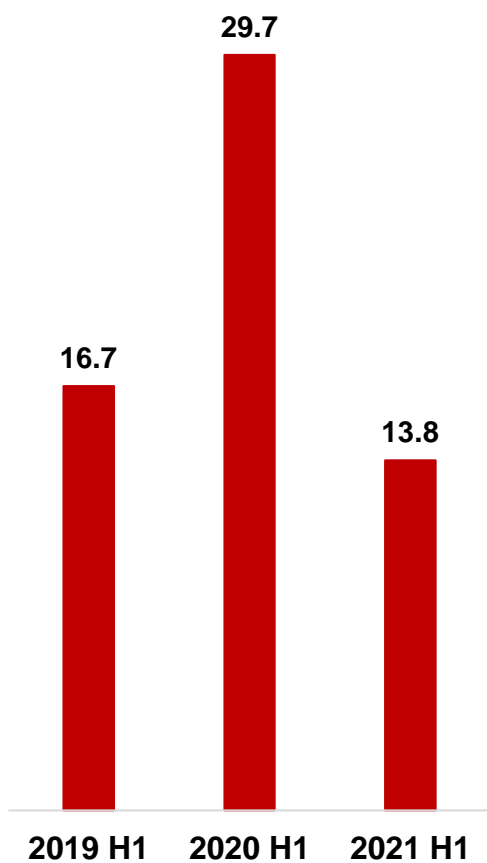


Note: (1) Depreciation of right-of-use assets + Other rentals and related expenses

# Turnover Days Analysis

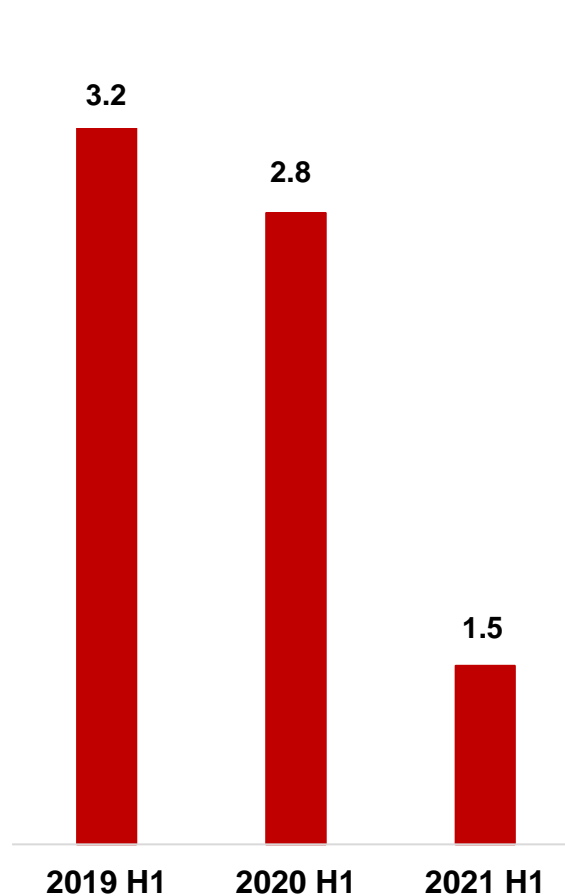
## Inventory turnover days

(Days)



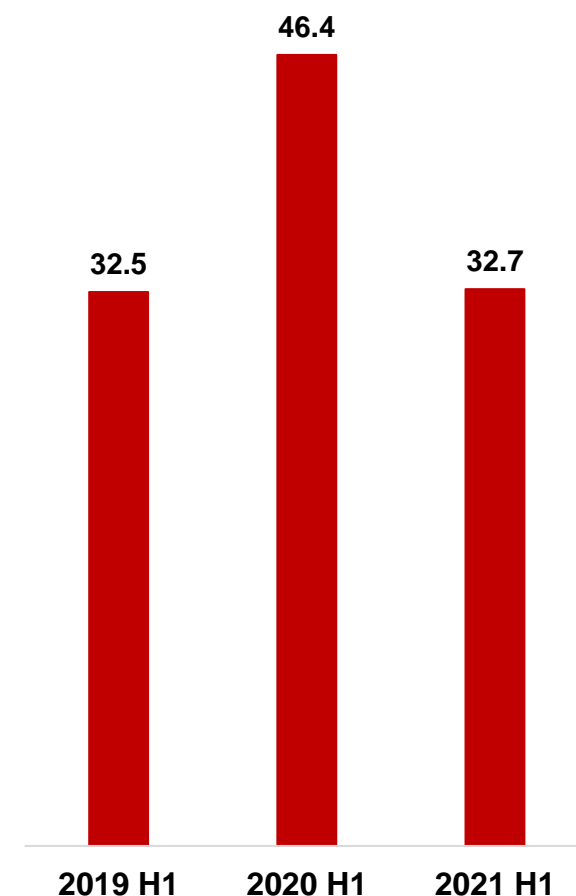
## Trade debtors turnover days

(Days)



## Trade payables turnover days

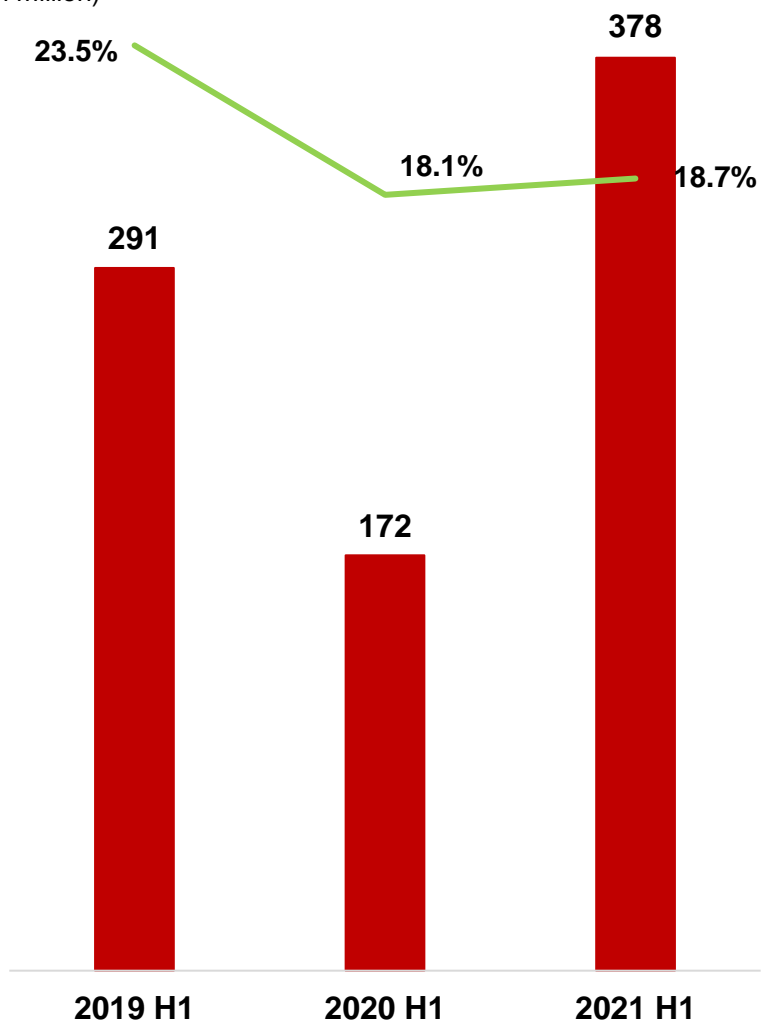
(Days)



# Cash Flow Analysis

## Operating Cash Flow

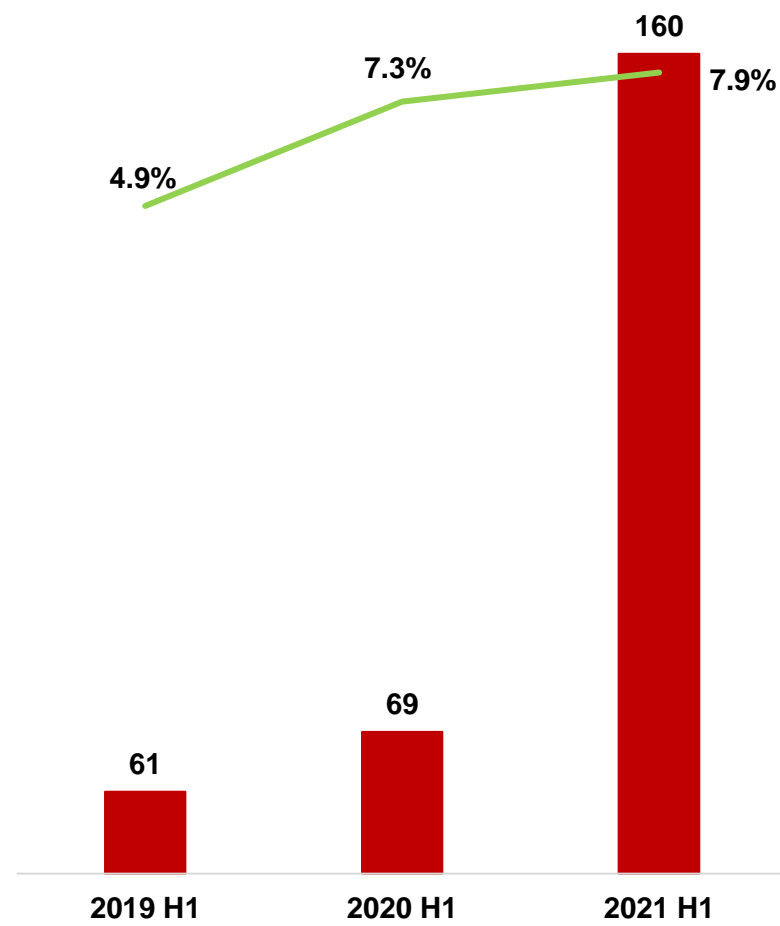
(RMB in million)



Operating Cash Flow % of Revenue

## Capital Expenditure

(RMB in million)



Capital Expenditure % of Revenue

# Chapter 4

## Advocate to Social Responsibilities

# Advocate to Social Responsibilities

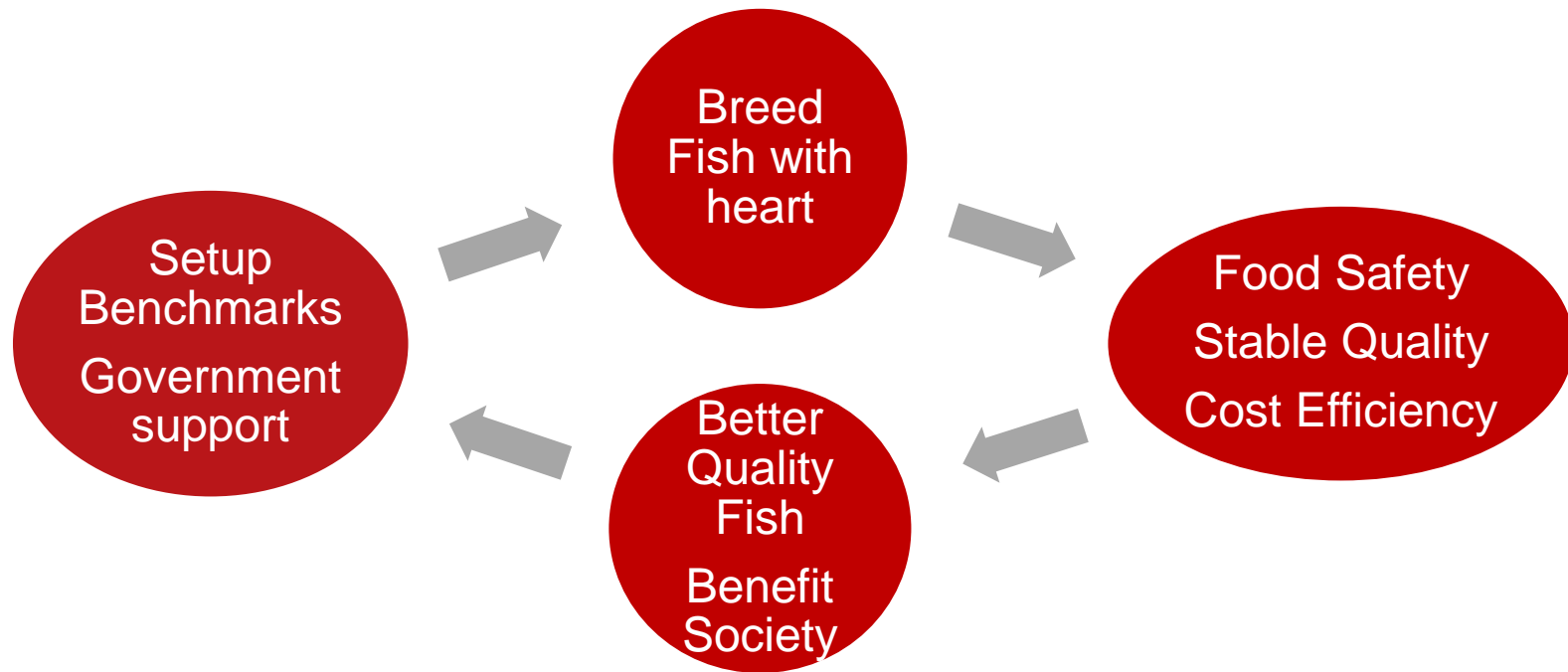
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## Our Understanding:

**Not the traditional style of public welfare, but to Create Value through our Commercial Activities. Reflecting value from our Corporate Strategies, Business Development and Resource Allocation, allowing the Company to simultaneously achieve Sustainable Growth and Devoting more to the Society. This should lead to a Win-Win situation.**



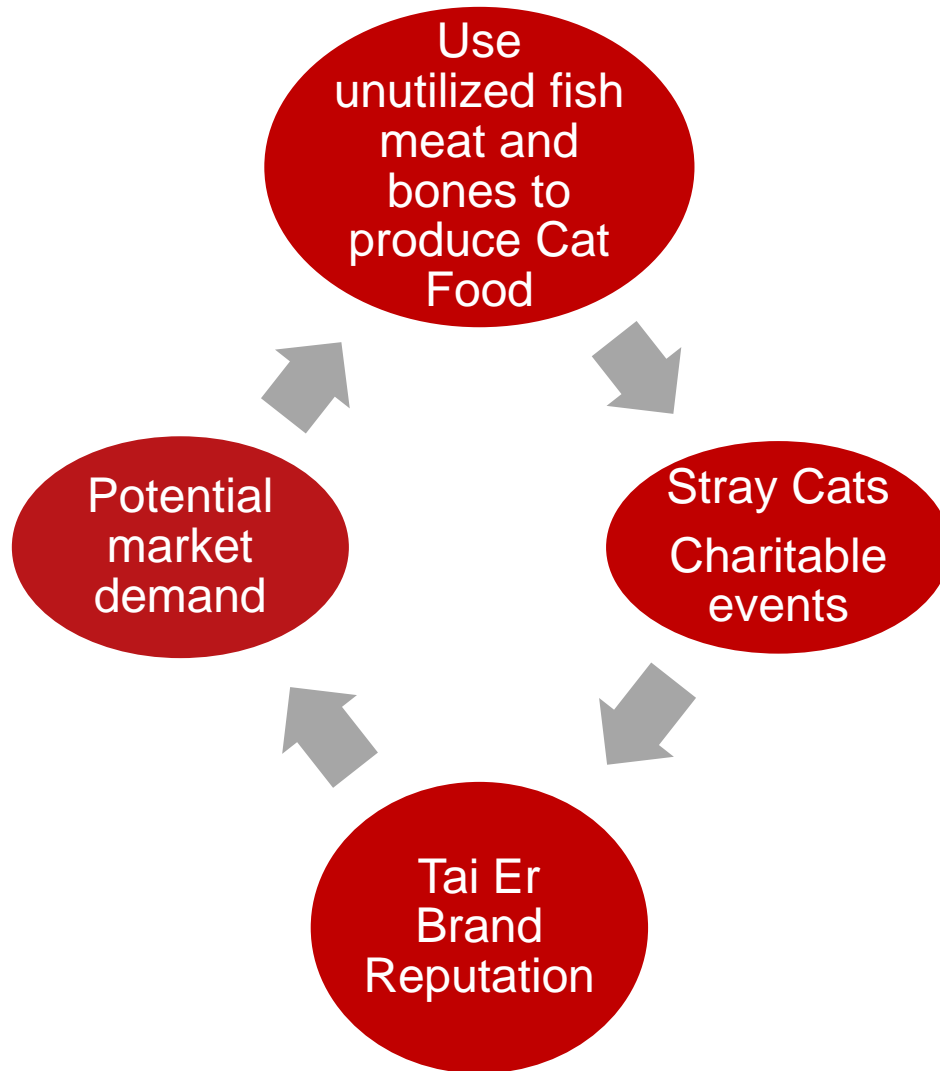
# Advocate to Social Responsibilities – Fish Breeding



# Advocate to Social Responsibilities – Cat Food for Stray Cats

九毛九·集团

Jiu Mao Jiu Group

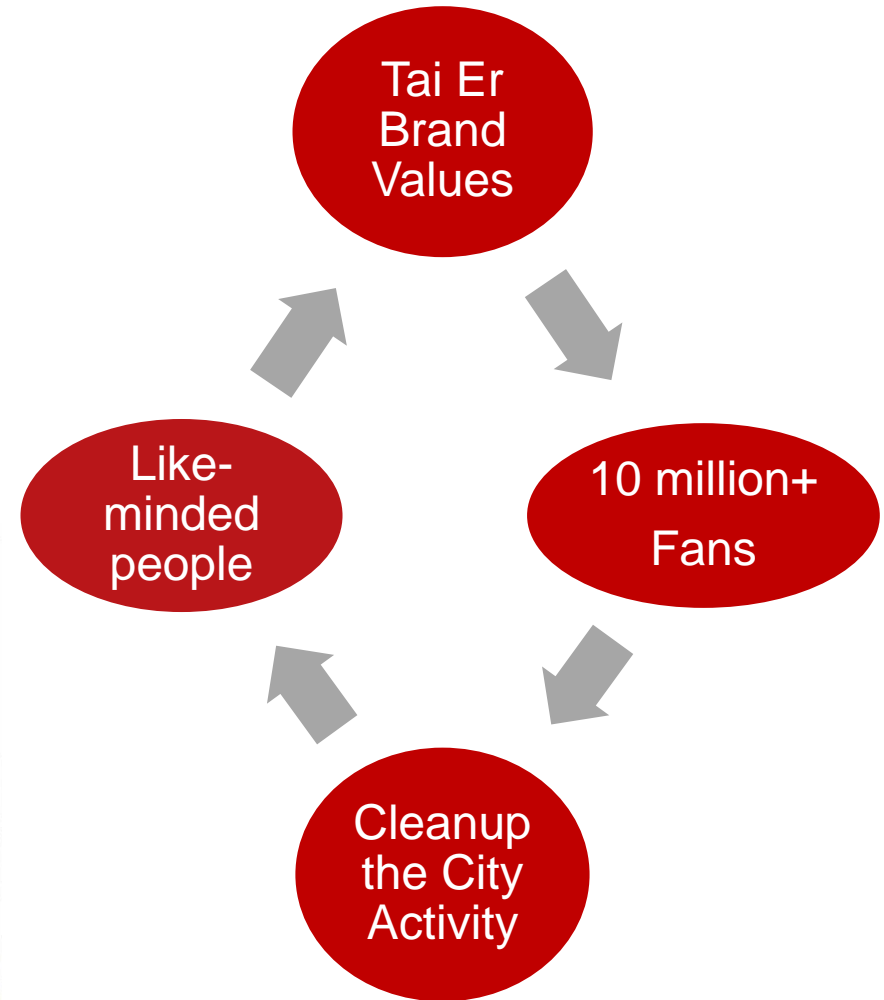


# Advocate to Social Responsibilities – Help Clean Up rather than waste time on mobile phones



太二酸菜鱼 太二酸菜鱼超话  
7-18 来自荣耀20 PRO

正所谓众人拾柴火焰高  
第六期的垃圾侠们很优秀！  
不仅专注力强而且动作还十分敏捷  
昨天在广州河沙地铁站附近的河滩清理了70.43斤垃圾！  
哥要向所有公益环保人敬礼！Salute!!!!



**THANK YOU**