

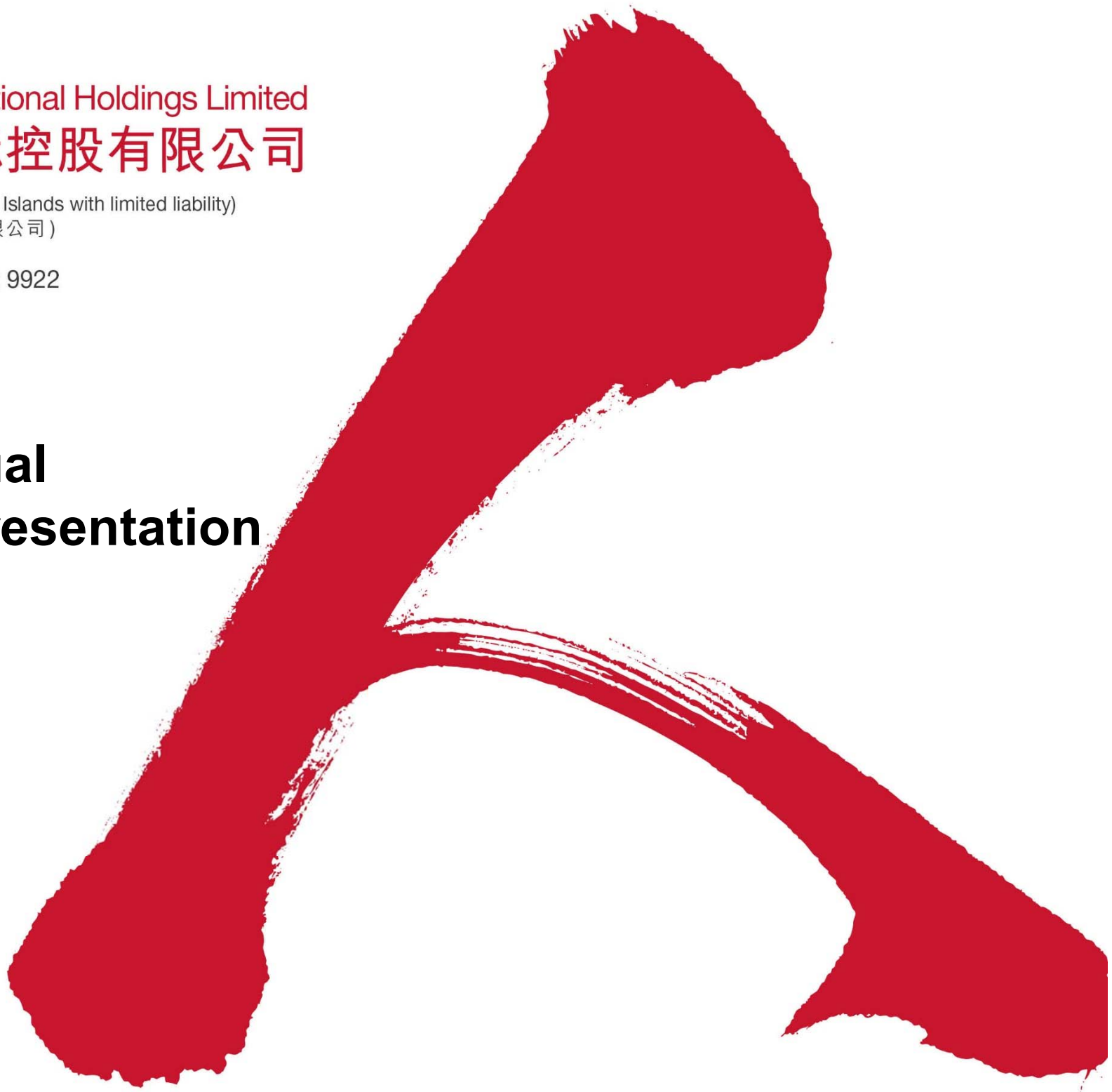
Jiumaojiu International Holdings Limited
九毛九国际控股有限公司

(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

**2020 Annual
Results Presentation**

March 2021



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Contents

Chapter 1

Company Overview

P. 03

Chapter 2

2020 Business Review

P. 06

Chapter 3

2020 Financial Review

P. 15

Chapter 4

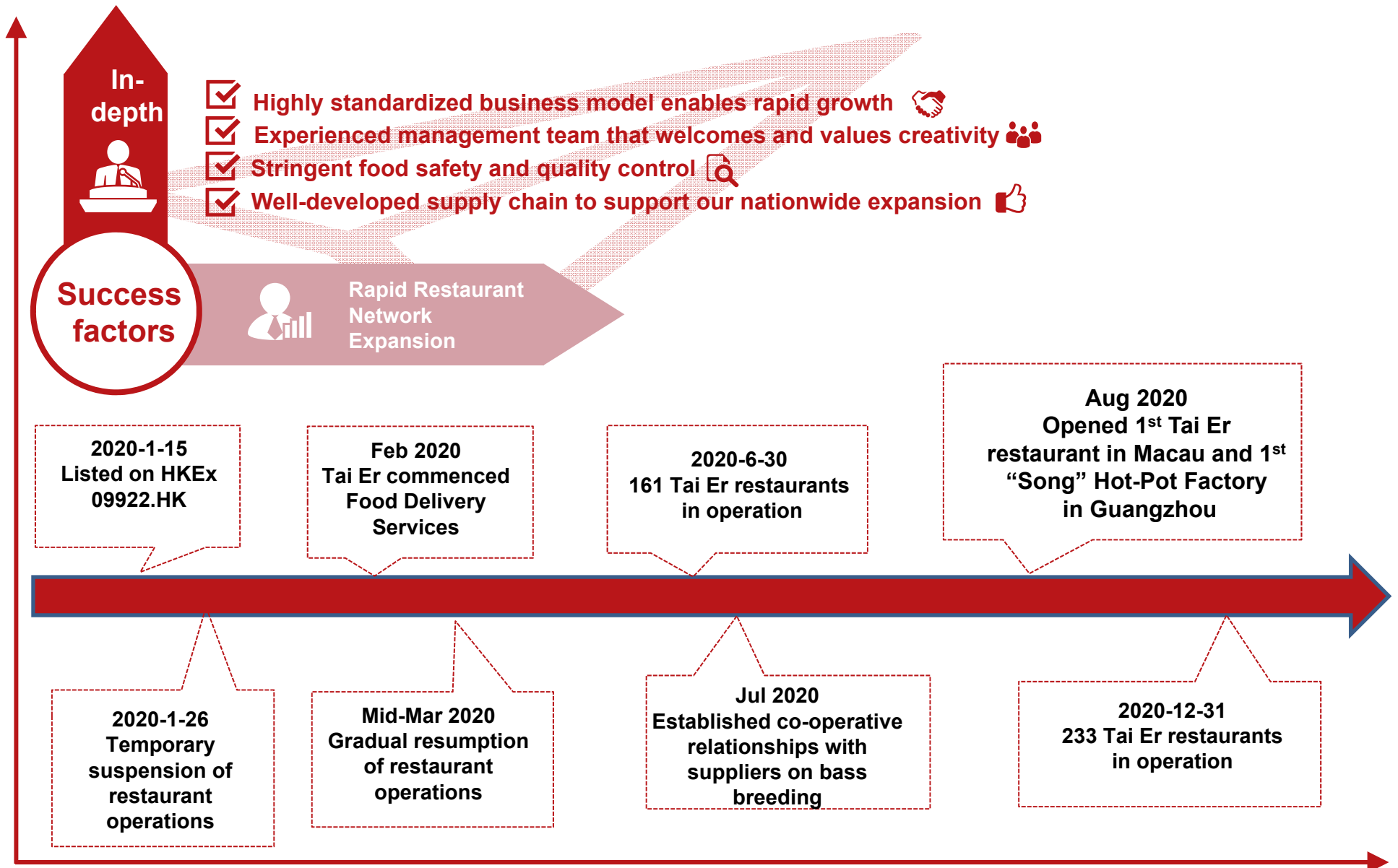
Future Development Strategies

P. 23

Chapter 1

Company Overview

The Group's Key Milestones



Leading Chinese cuisine restaurant brand manager and operator

九毛九·集团

Jiu Mao Jiu Group



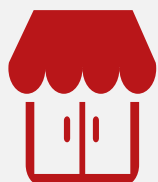
Jiumaojiu International Holdings Limited (“Our Group” or “Company”) is a leading Chinese cuisine restaurant brand manager and operator in China, fully devoted to offer high quality food and dining experience, in different sub-segments within the Chinese cuisine industry.



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



349+32 Restaurants

As of December 31st, 2020, our Group operated **349** restaurants and managed **32** franchised restaurants.



100+ Shopping Malls

As of December 31st, 2020, our Group has partnered with more than **100** shopping malls for over four years.



60+ Cities

As of December 31st, 2020, our restaurant network covered **61** cities in China and **1** city overseas.



13 Million+ Fans

As of December 31st 2020, the number of subscribers of “Jiu Mao Jiu” and “Tai Er”’s official WeChat accounts reached over **13 million**.

Chapter 2

2020 Business Review

Working Environment

We create Superior Customer Experience by providing Excellent Working Environment.



在太二，工作环境咋样呀？



Supply Chain - Established co-operative relationships with suppliers of key ingredients – Bass and Sauerkraut



Food Safety



Stable Quality



**Stable Supply
at Stable Prices**



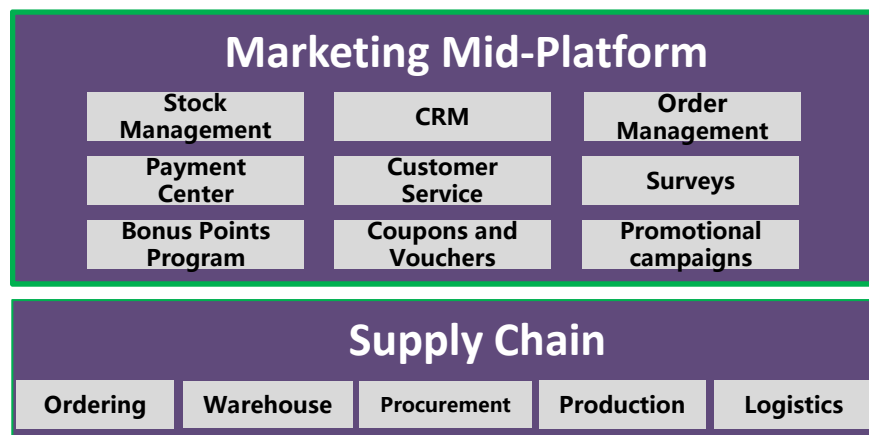
IT SYSTEM – IT Integration

Resolve two key issues: Customer Experience and Operational Efficiency

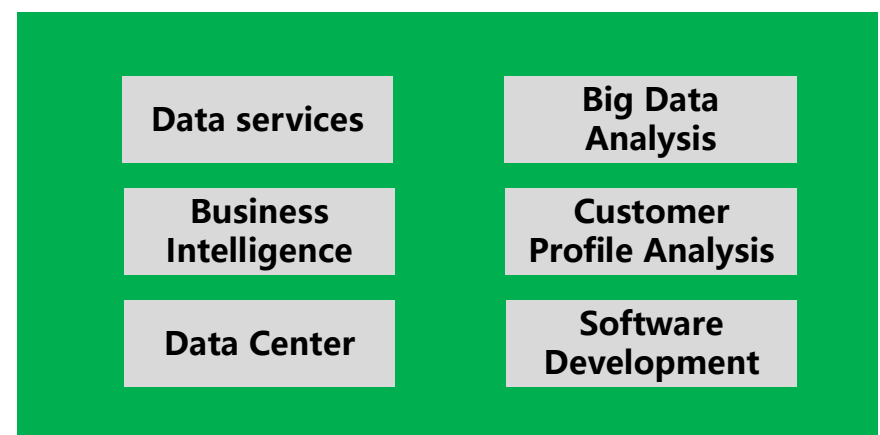
Front End



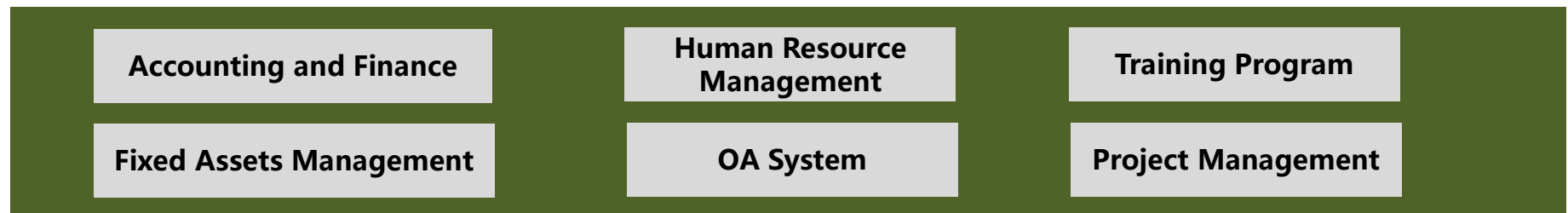
Business Operations Platform



Data Pool



Back End



Restaurant Network



As of December 31st, 2020, we had **381** restaurants.

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



Western China	
	Tai Er
Chongqing	3
Gansu	1
Inner Mongolia	1
Shaanxi	5
Sichuan	4
Yunnan	4
Guizhou	1
Subtotal	19

Northern China		
	Tai Er	Double Eggs
Beijing	15	-
Hebei	1	-
Tianjin	3	1 ⁽²⁾
Shanxi	1	-
Liaoning	2	-
Subtotal	22	1

Central and Eastern China		
	Tai Er	Double Eggs
Anhui	6	-
Fujian	10	-
Henan	3	-
Hubei	5	1 ⁽²⁾
Hunan	4	-
Jiangsu	15	-
Jiangxi	3	-
Shandong	3	-
Shanghai	31	-
Zhejiang	13	-
Subtotal	93	1

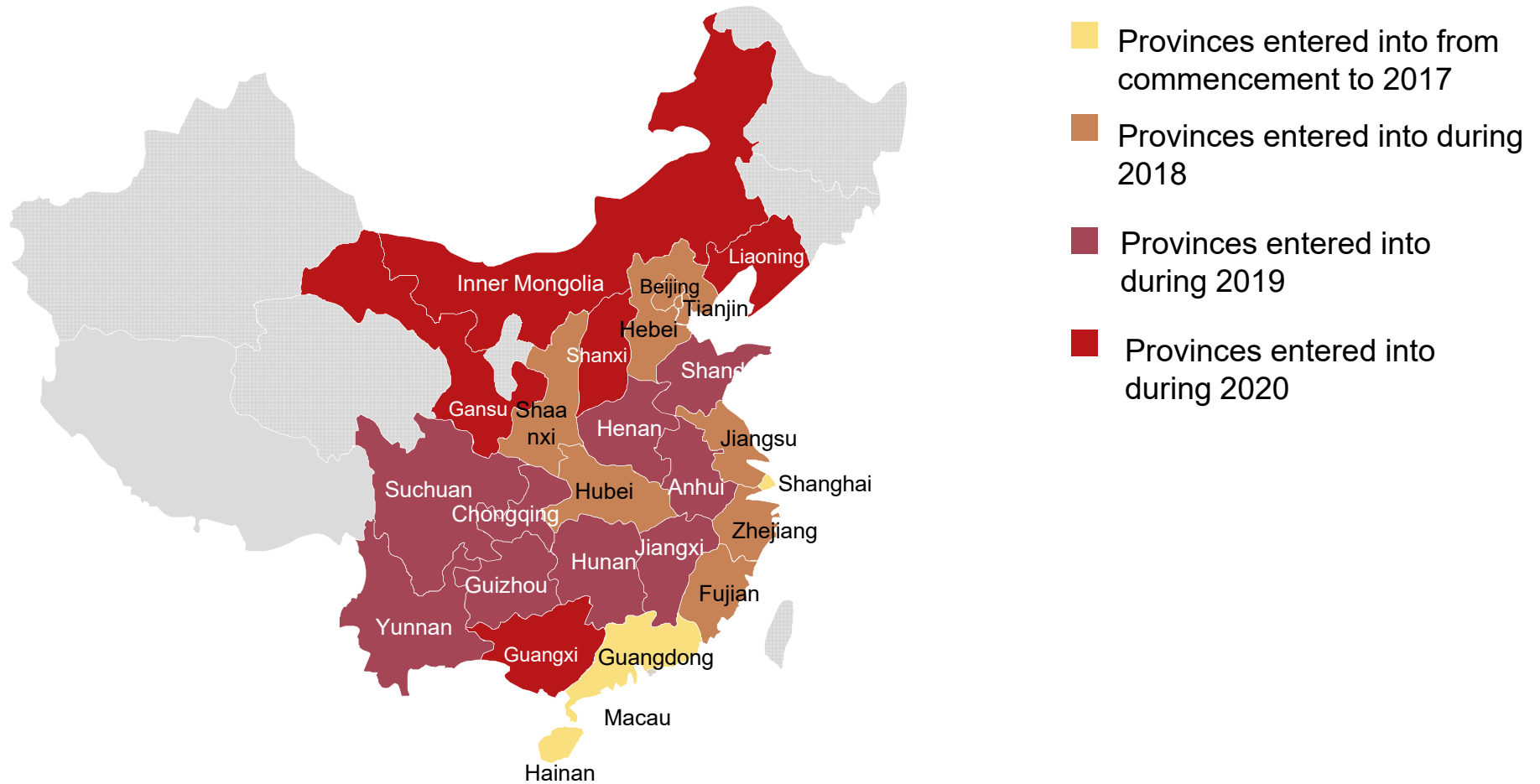
Other region	
	Tai Er
Canada	1

Southern China						
	Jiu Mao Jiu	Tai Er	Double Eggs	Cooking Spicy Kebab	Uncle Chef	"Song" Hot-Pot Factory
Guangdong	86	82	44 ⁽¹⁾	1	1	1
Hainan	12	12	-	-	-	1
Guangxi	-	3	-	-	-	-
Macau	-	1	-	-	-	-
Subtotal	98	98	44	1	1	2

Note:
 (1) The 44 Double Eggs restaurants comprise 14 self-operated and 30 franchised Double Eggs restaurants
 (2) All of these Double Eggs restaurants are franchised restaurants

Tai Er continues to expand nationwide

Continue to Enter New Provinces, while also tapping down into Lower Tier Cities.



Tai Er – Rapid Expansion while Laying Solid Foundation



Marketing Campaigns that fit Brand Culture



Strengthen Supply Chain and Build Talent Pool



Balance Quality as well as Quantity of Restaurant Network Expansion



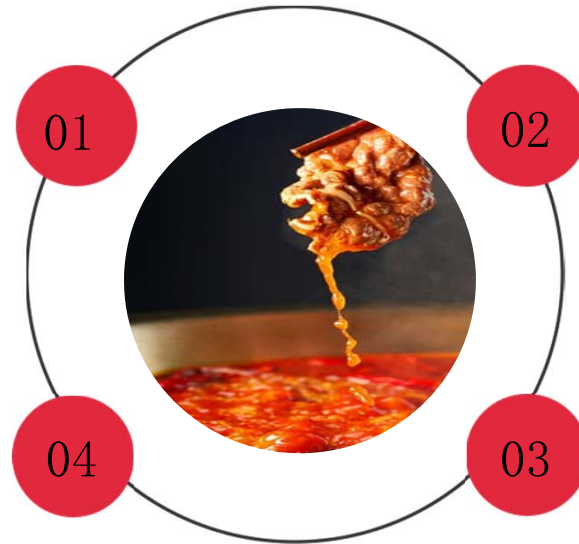
“Song” Chongqing Hot-Pot Factory – HOT POT for Youth

Focus on Staff Training

Provide Quality Products
and Services

Steady Restaurant
Network Expansion

Shape Brand Culture



Jiu Mao Jiu – Redefining the Traditional Chinese North Western Cuisine



- **Strategic Contraction of Restaurant Network and Speed up Revamping**
- **Brand Rejuvenation, refine the food dishes and dining environment**
- **Warm ambience, Delicious yet Affordable**



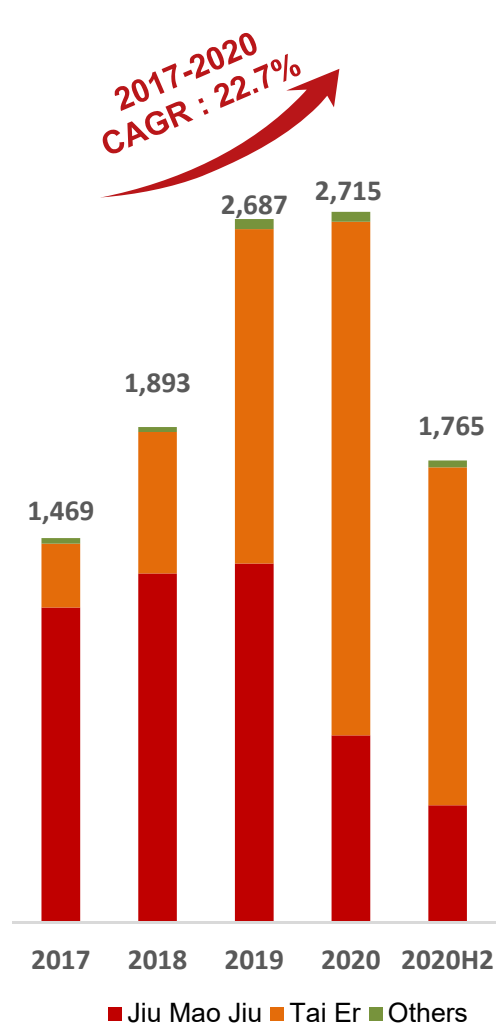
Chapter 3

2020 Financial Review

Financial Overview

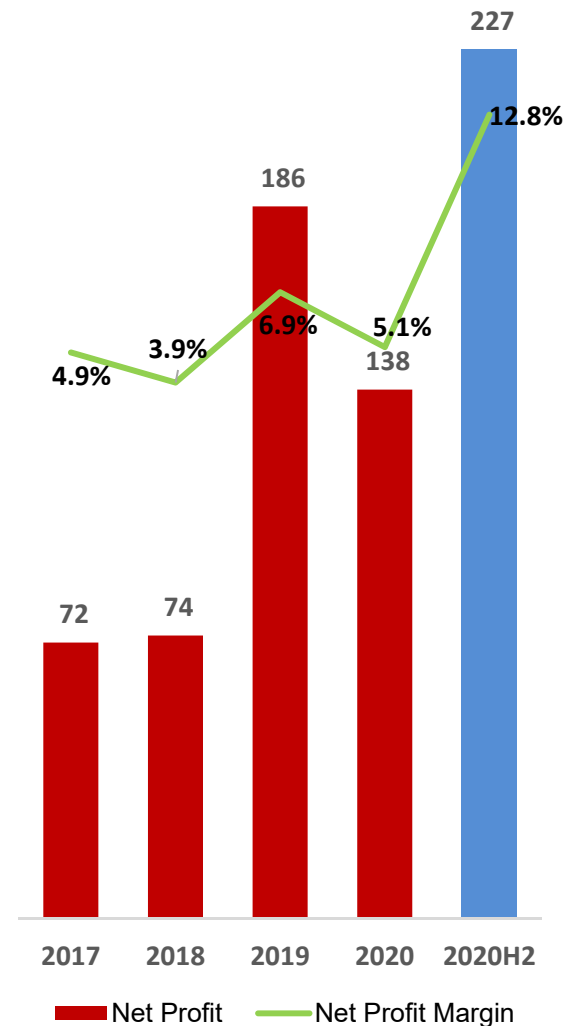
Revenue and Revenue Growth

(RMB in million)



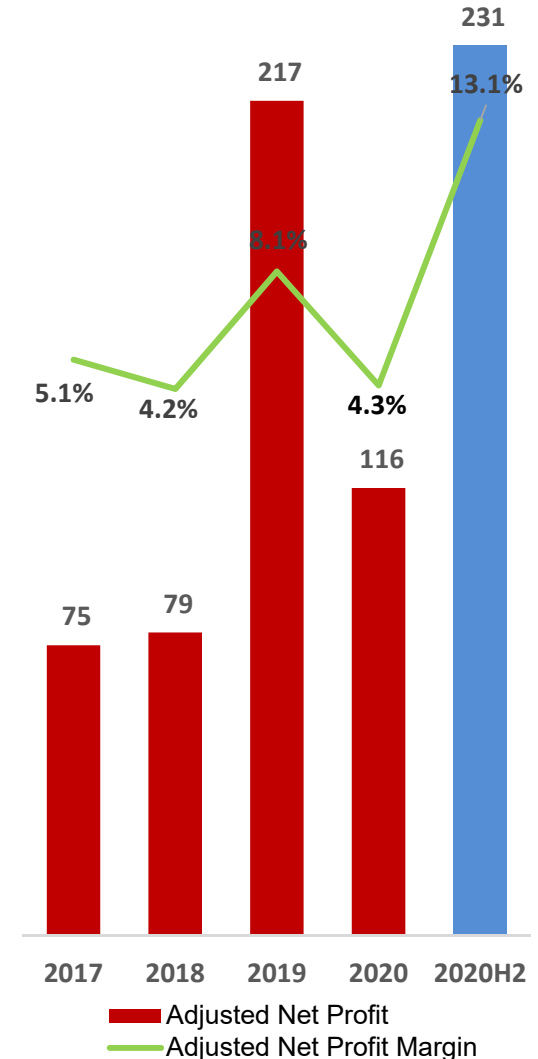
Net Profit and Net Profit Margin

(RMB in million)



Adjusted Net Profit ⁽¹⁾ and Adjusted Net Profit Margin

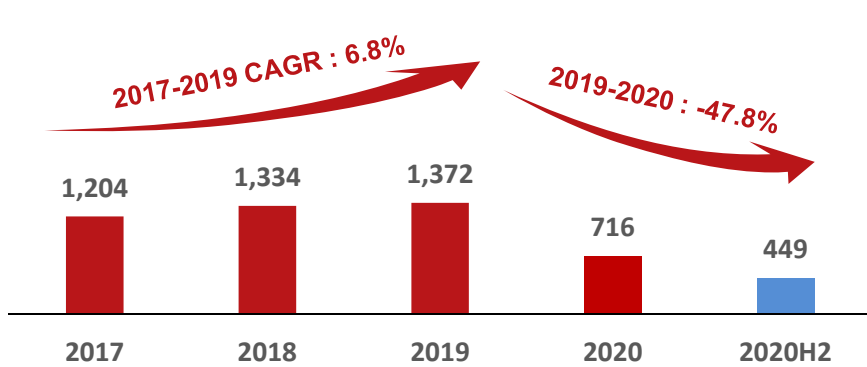
(RMB in million)



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

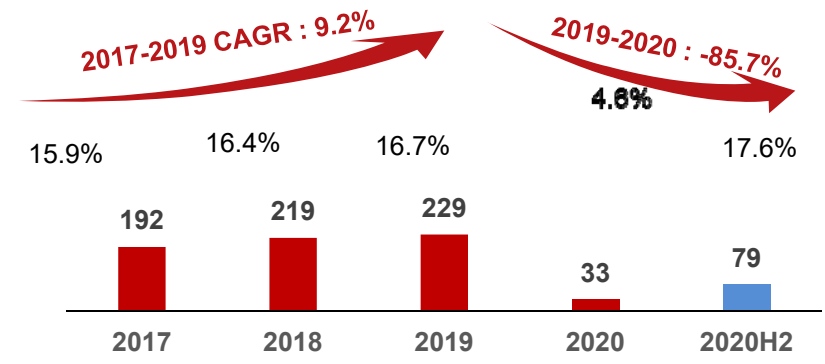
Revenue

(RMB in million)

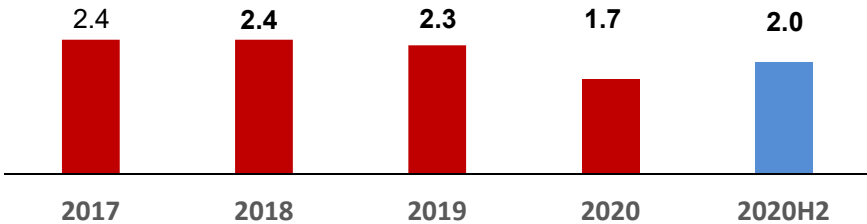


Operating profit and operating profit margin

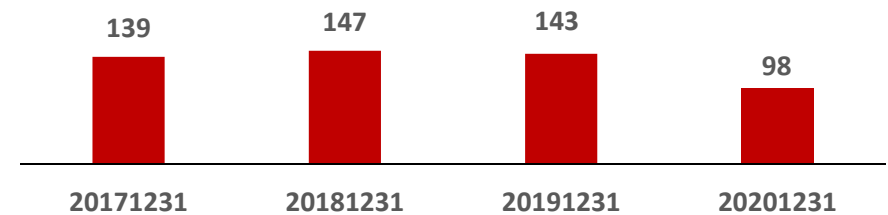
(RMB in million)



Seat turnover rate

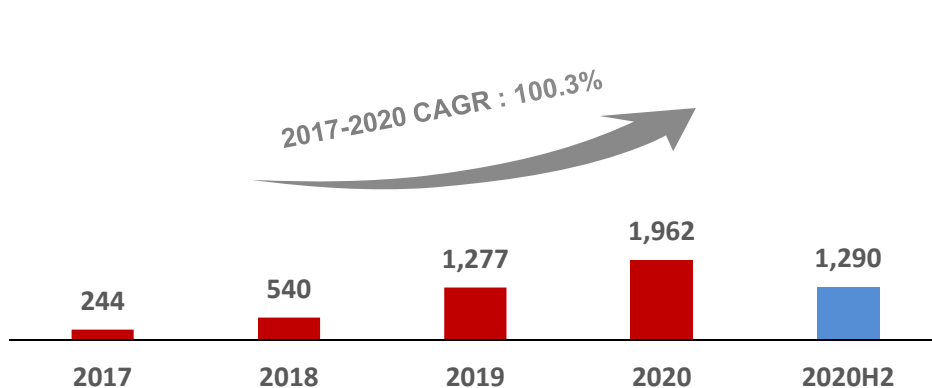


Number of restaurants



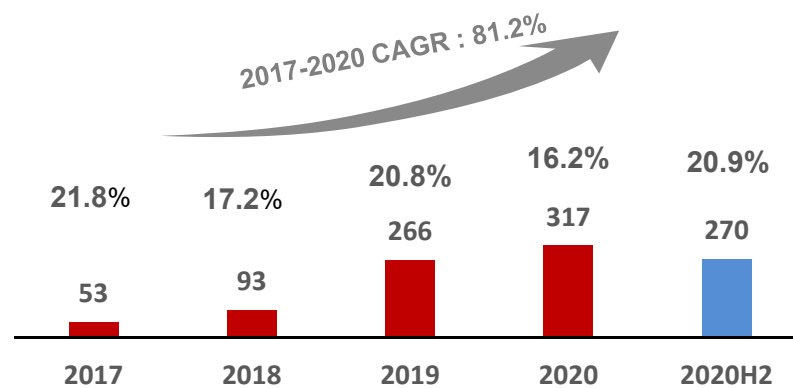
Revenue

(RMB in million)

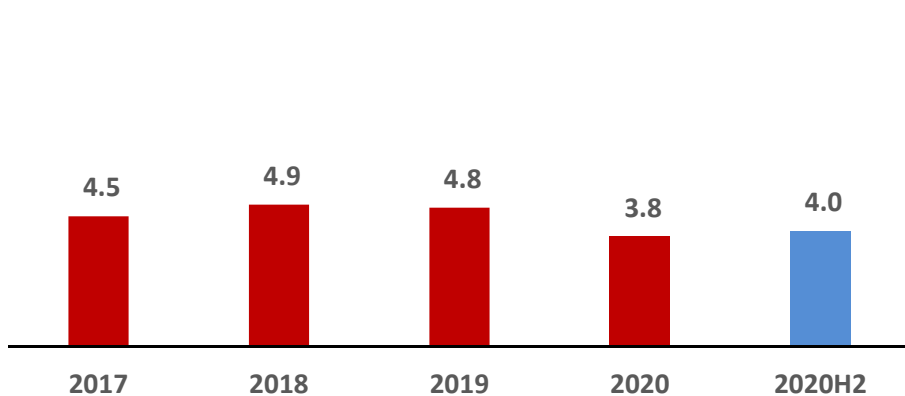


Operating profit and operating profit margin

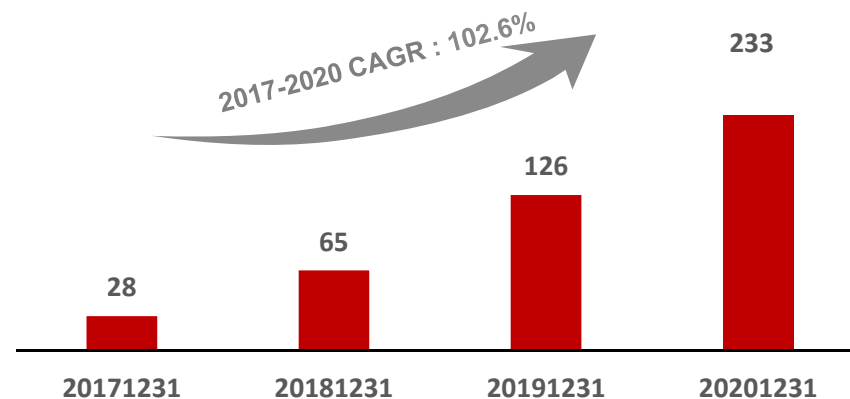
(RMB in million)



Seat turnover rate



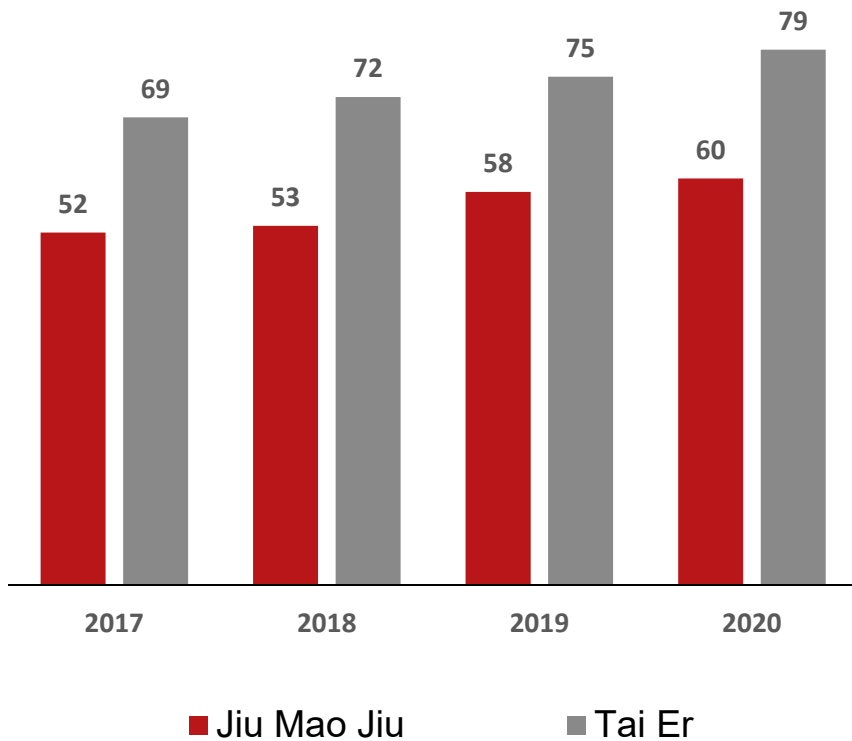
Number of restaurants



Business Overview

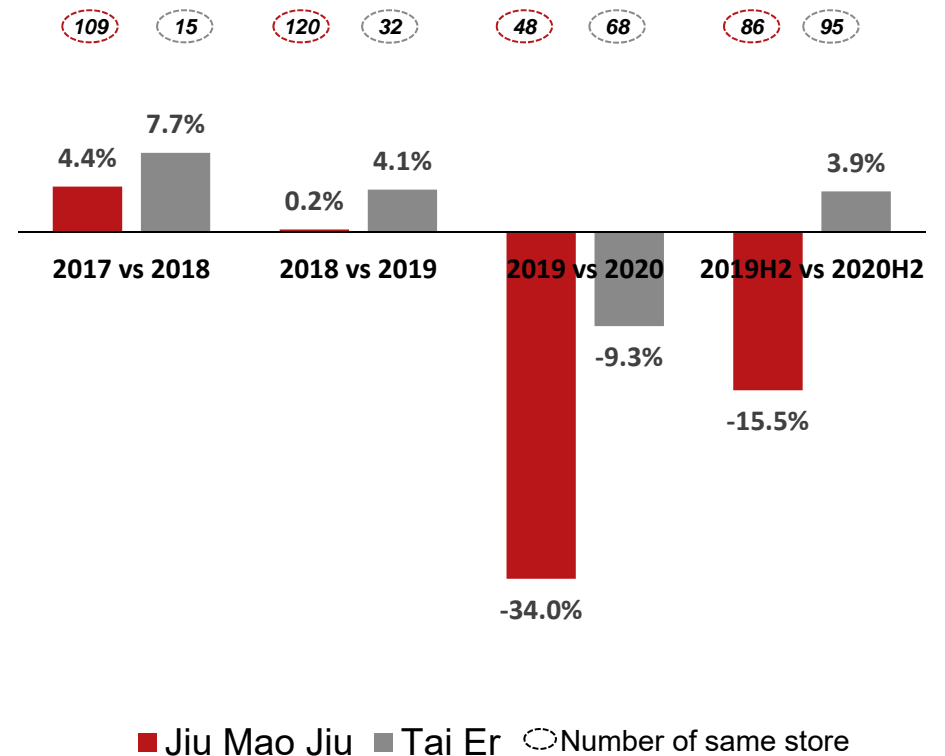
Steady average spending per customer

(RMB)



Same store sales of different brands

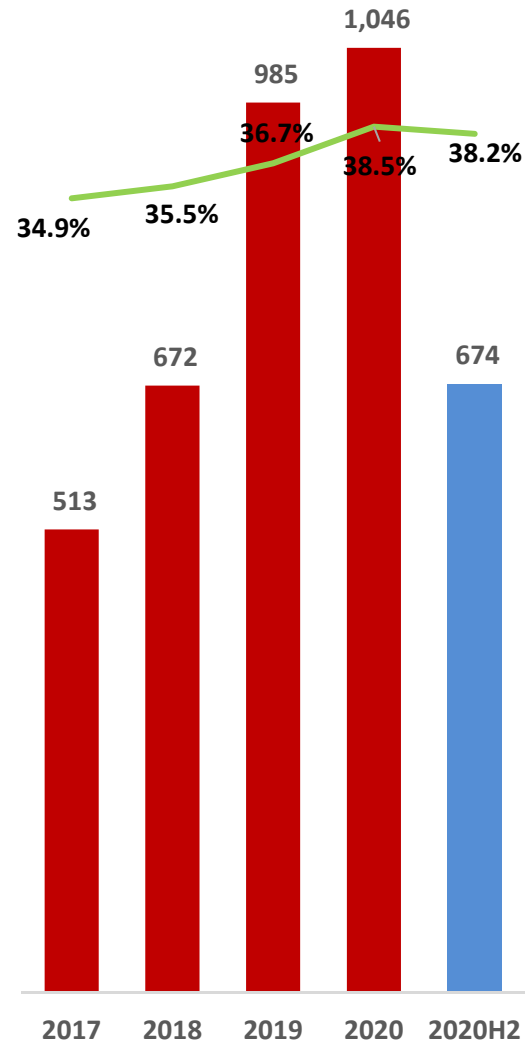
(%)



Breakdown of Operating Expenses

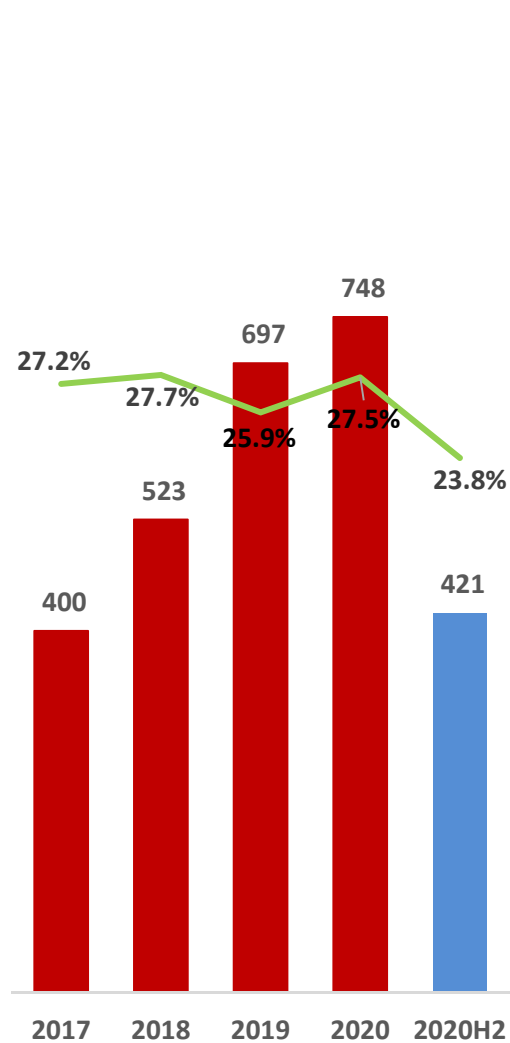
Raw materials and consumables used

(RMB in million)



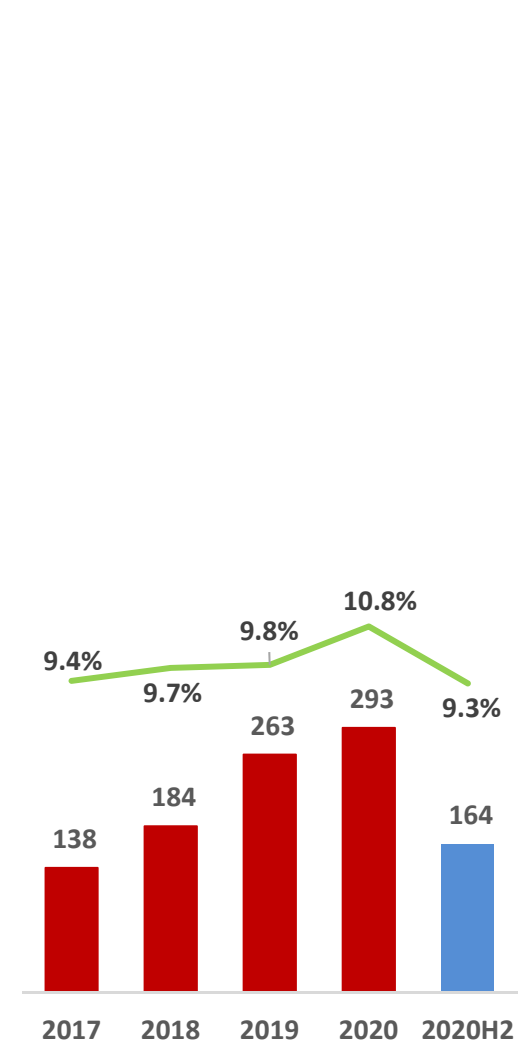
Staff costs

(RMB in million)



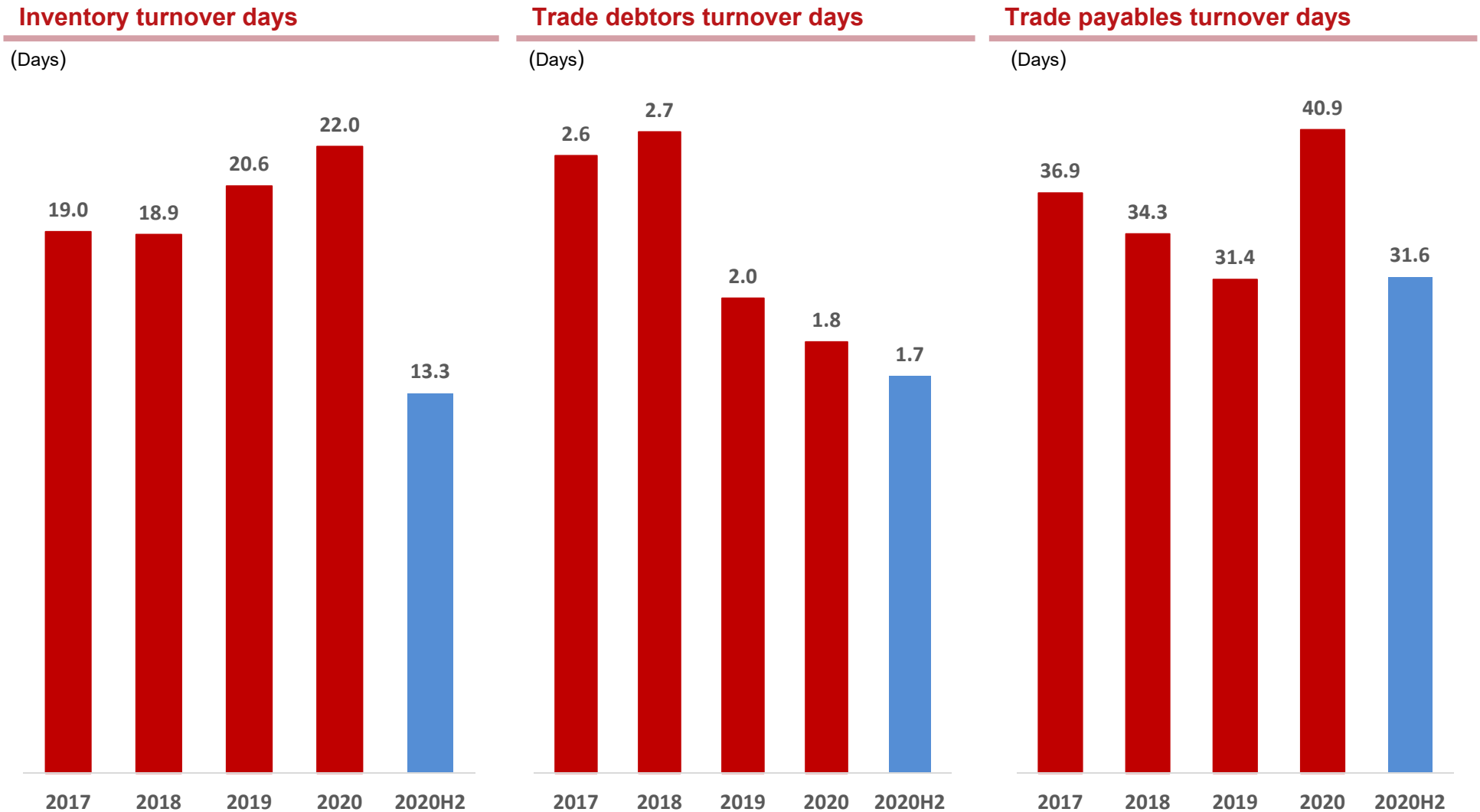
Rental and related expenses ⁽¹⁾

(RMB in million)



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

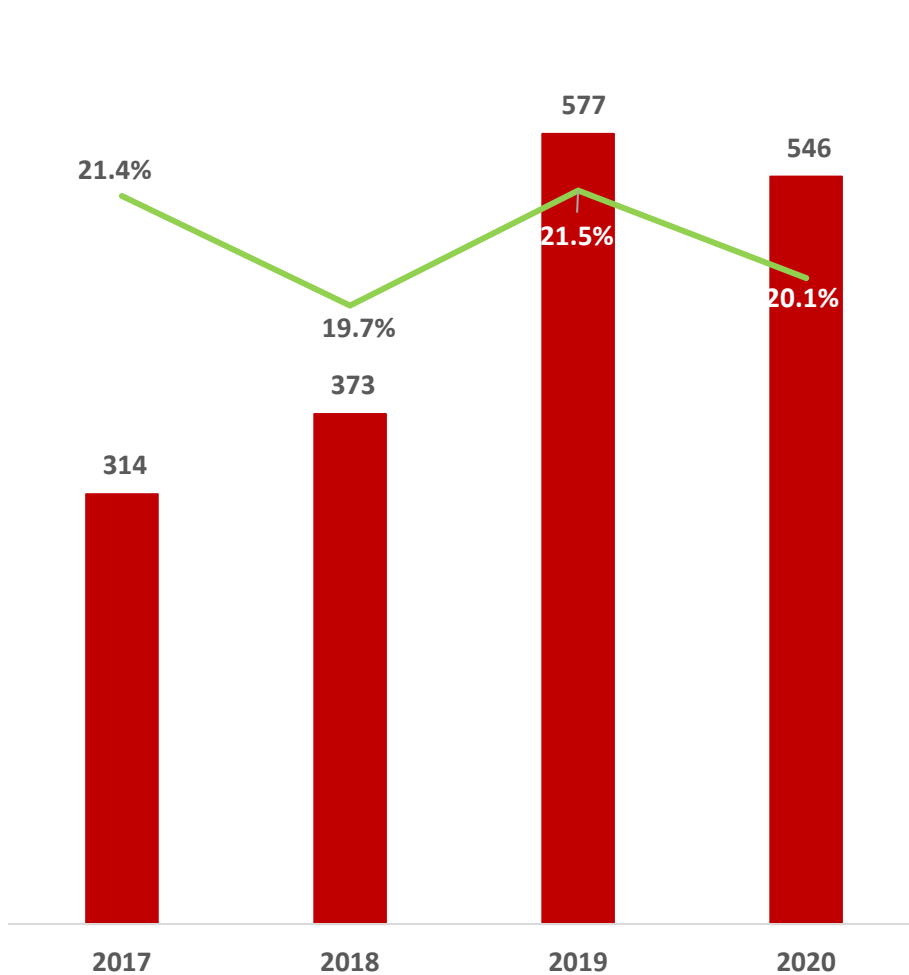
Turnover Days Analysis



Cash Flow Analysis

Operating Cash Flow

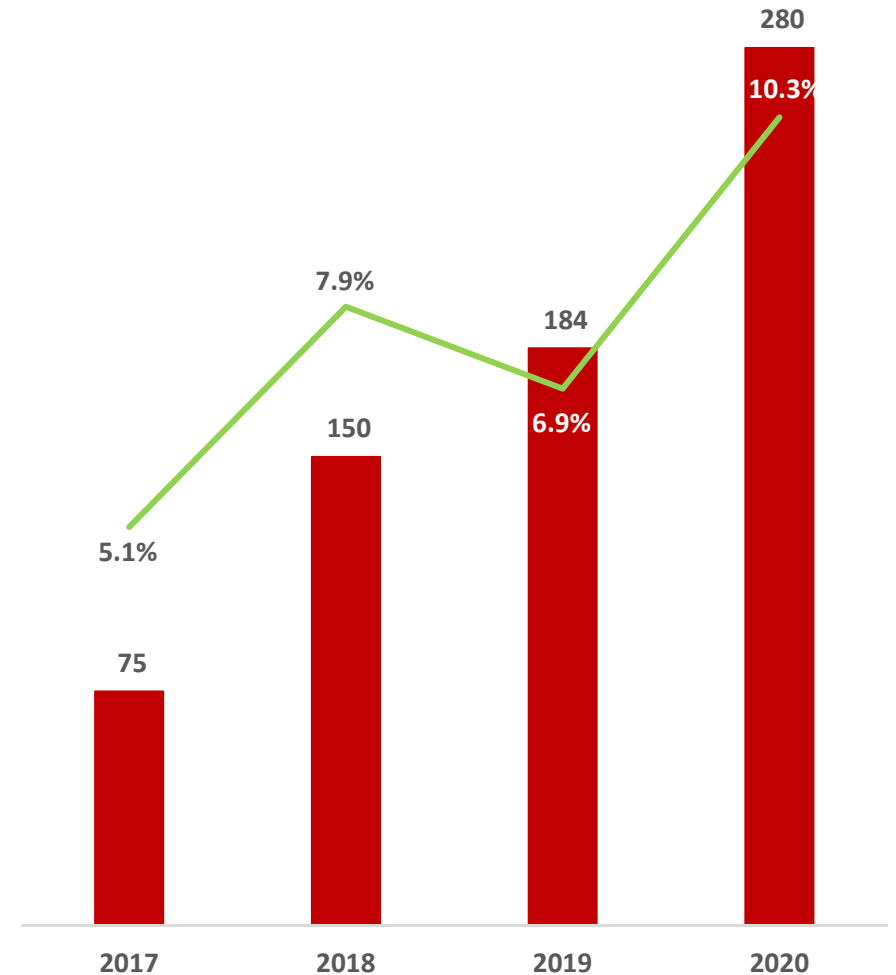
(RMB in million)



Operating Cash Flow % of Revenue

Capital Expenditure

(RMB in million)



Capital Expenditure % of Revenue

Chapter 4

Future Development

Strategies

Future Development Strategies



Fashionable



Technologically Advanced



Distinctive Culture

Thank You!