

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 —



2022年业绩发布会

2022 Results Presentation

March 2023

那未大叔 是大厨
THE UNCLE CHEF

怂

重庆火锅厂
Hot-pot Factory

赖美丽
藤椒烤鱼

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Chapter 1

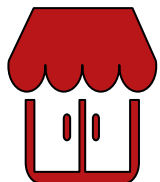
Company Overview

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.



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



556 Restaurants

As of December 31st, 2022, our Group self-operate 556 restaurants.



100+ Shopping Malls

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



109+2 Cities

Our restaurant network covered **109** cities in China and **2** cities overseas.



8 Million+ Members

The number of registered members in our system reached over **8 million**.

Multi-Brand Restaurant Network Coverage



As of December 31st, 2022, we had **556** 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	8
Sichuan	3
Yunnan	8
Guizhou	2
Qinghai	1
Subtotal	30

Northern China		
	Tai Er	Song Hot Pot
Beijing	22	1
Hebei	7	-
Tianjin	9	-
Shanxi	2	-
Liaoning	8	-
Heilongjiang	2	-
Jilin	3	-
Subtotal	53	1

Central and Eastern China		
	Tai Er	Song Hot Pot
Shanghai	47	4
Anhui	14	-
Fujian	27	1
Henan	3	-
Hubei	13	-
Hunan	6	-
Jiangsu	38	-
Jiangxi	11	1
Shandong	18	-
Zhejiang	40	1
Subtotal	217	7

Other regions	
	Tai Er
Canada	1
Singapore	3
Subtotal	4

Southern China					
	Jiu Mao Jiu	Tai Er	Uncle Chef	Song Hot Pot	Lai Meili Grilled Fish
Guangdong	65	123	1	18	2
Hainan	11	16	-	1	-
Guangxi	-	5	-	-	-
Macau	-	2	-	-	-
Subtotal	76	146	1	19	2



Chapter 2

2022 Business Focus & Review

Business Review Key Highlights – Gen Z recruitment, We Need High Calibre Young Talent

九毛九·集团

Jiu Mao Jiu Group



100% Retention
Rate of
Management
Trainees

70% Retention
Rate of
Undergraduate
Recruitment

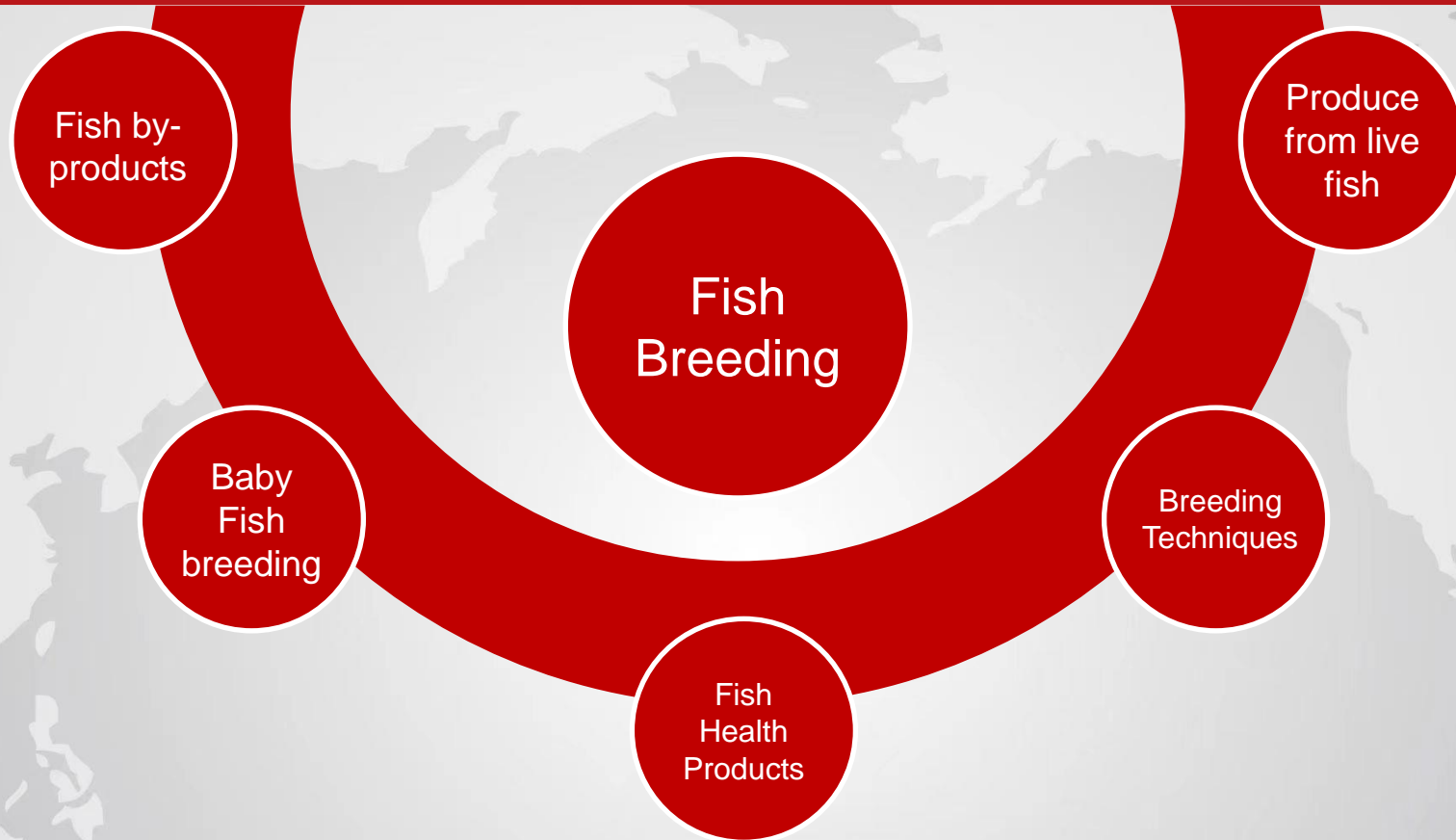


1200+ Cooking &
Food Major
Professionals

Business Review Key Highlights – Make Fish Easier to Breed, Breed Better Fish

九毛九·集团

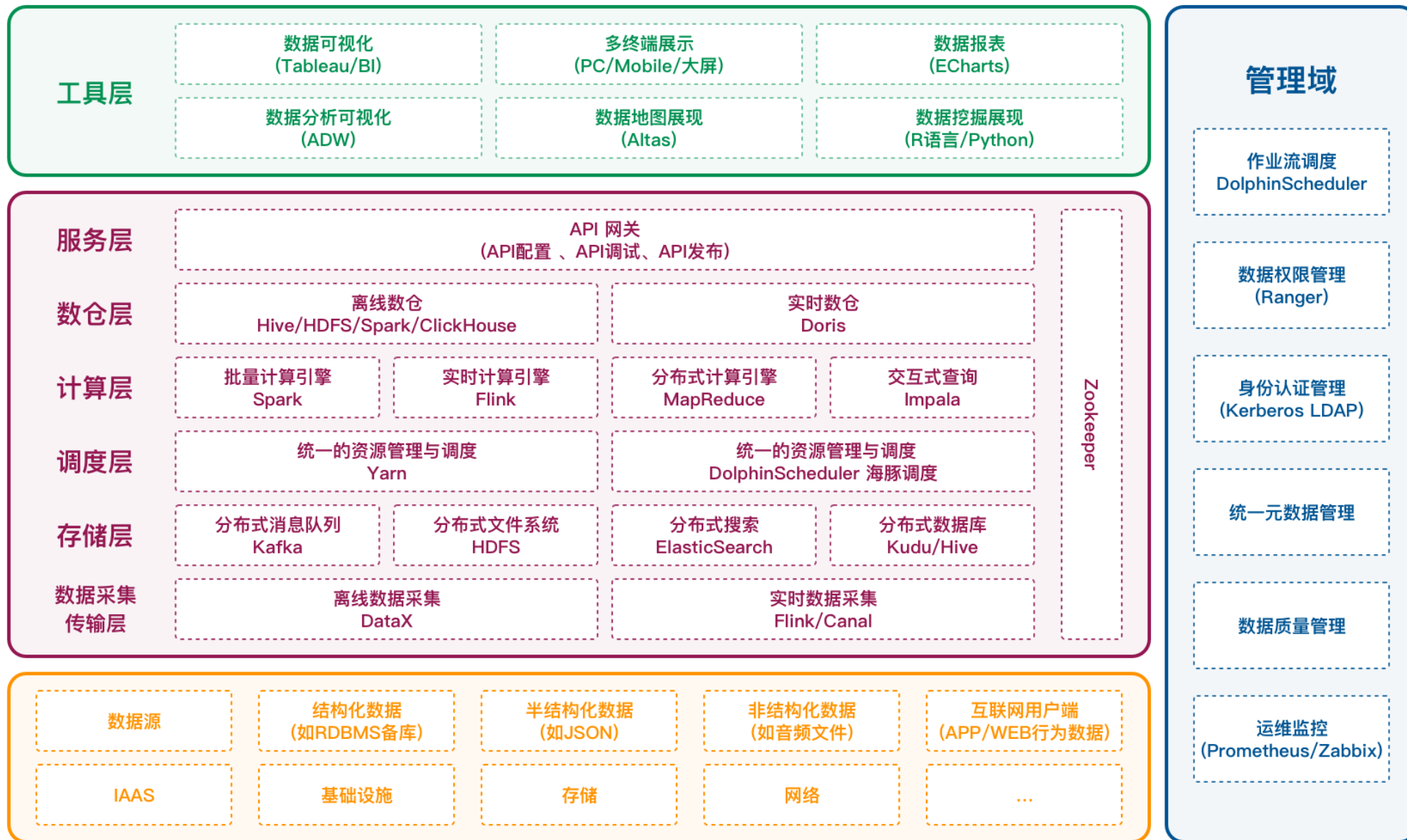
Jiu Mao Jiu Group



Business Review Key Highlights – Big Data Empowerment

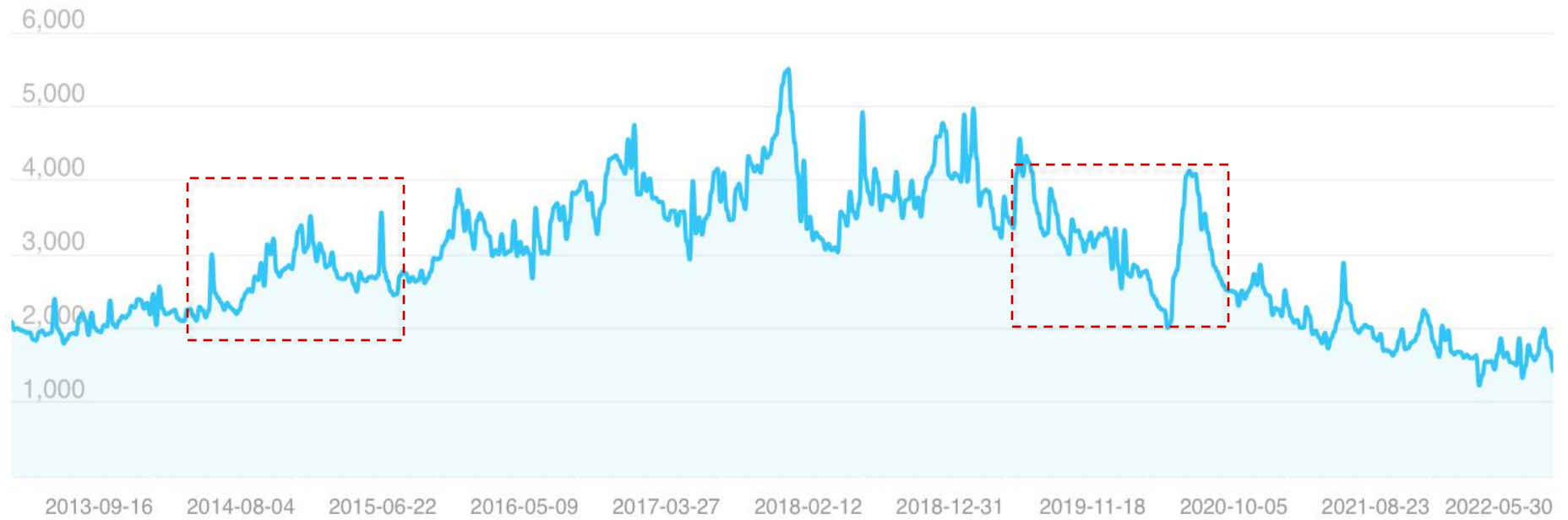
九毛九·集团

Jiu Mao Jiu Group

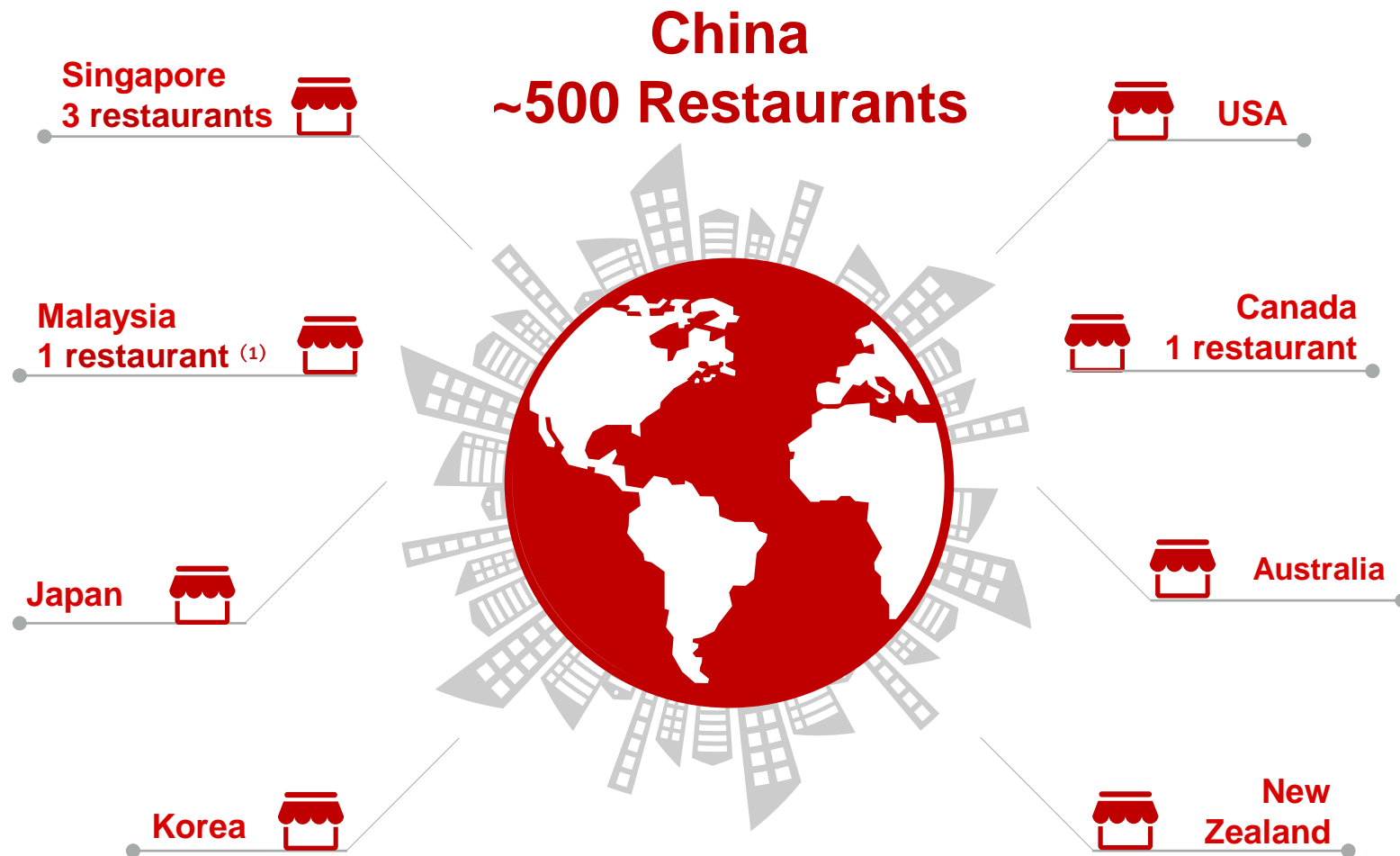


Search Index – Suancai & Fish

酸菜鱼搜索指数



China's Taier, The World's Sichuan Cuisine



Note: (1) Taier Malaysia restaurant opened in January 2023

SONG Hotpot = Everyone Happy

☺ Dance, Dolls, Ice cream – Everyone Happy

🏠 Comprehensively Optimize Restaurant Business Operations

🌐 Based in Southern China, Nationwide Expansion



Lai Mei Li – We Only Sell Live Fish

Live Fish, Live Fish,
Live Fish

Brand Image :
Stay True

Refine Food Dishes,
We Do Live Fish Right





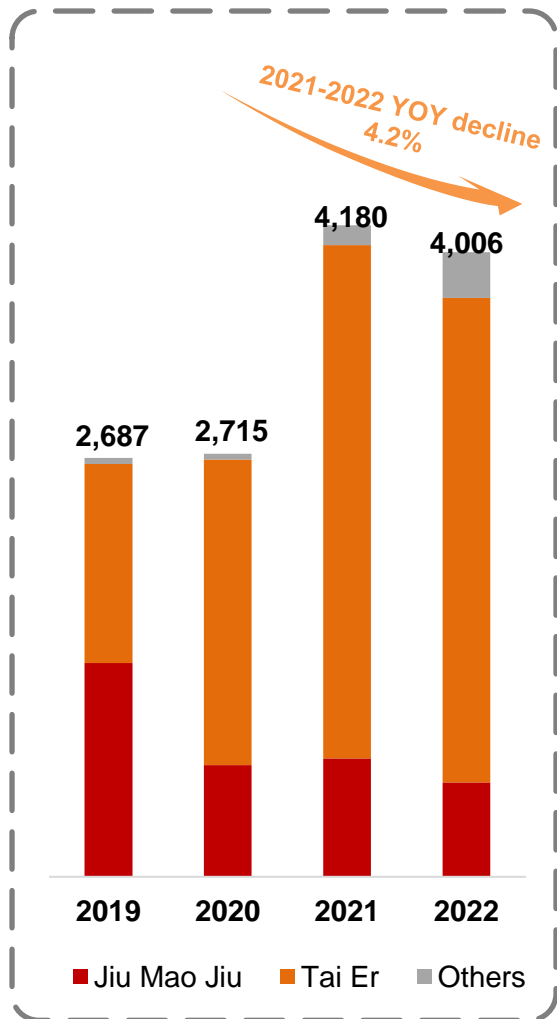
Chapter 3

2022 Financial Review

Financial Overview

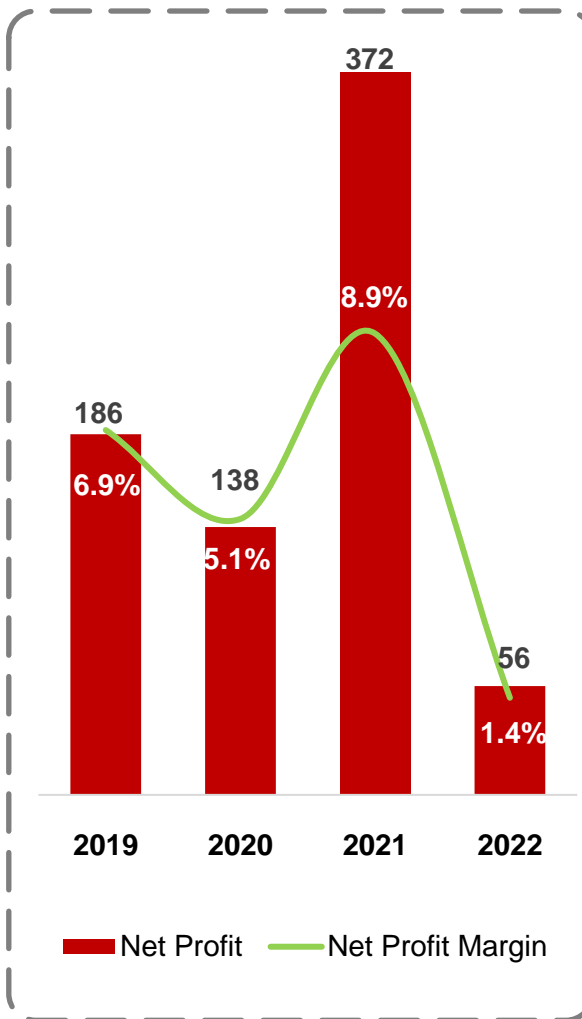
Revenue and Revenue Growth

(RMB in million)



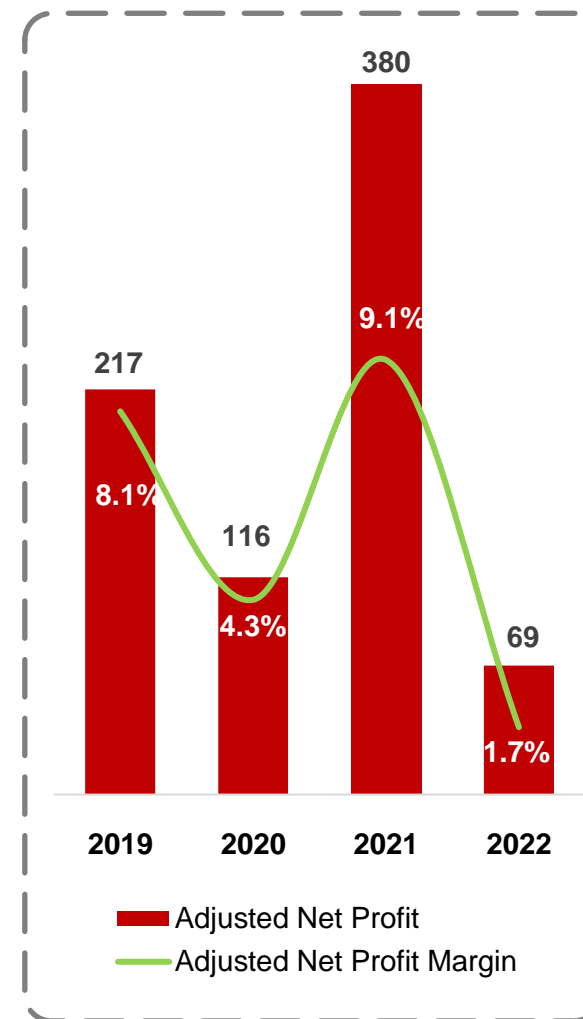
Net Profit and Net Profit Margin

(RMB in million)



Adjusted Net Profit ⁽¹⁾ and Adjusted Net Profit Margin

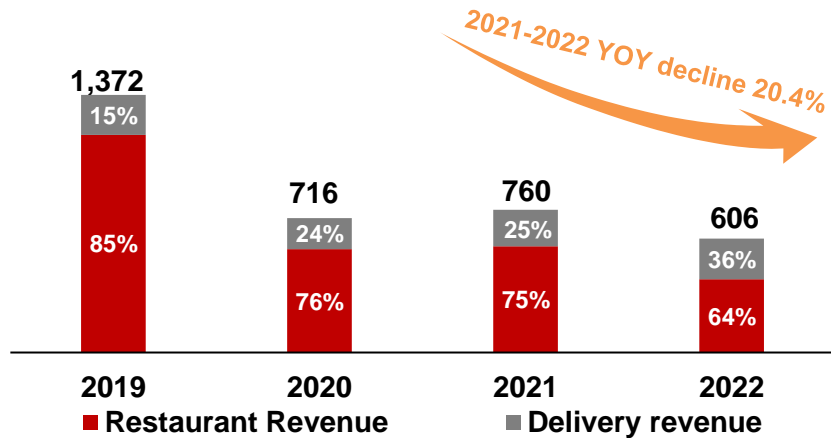
(RMB in million)



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

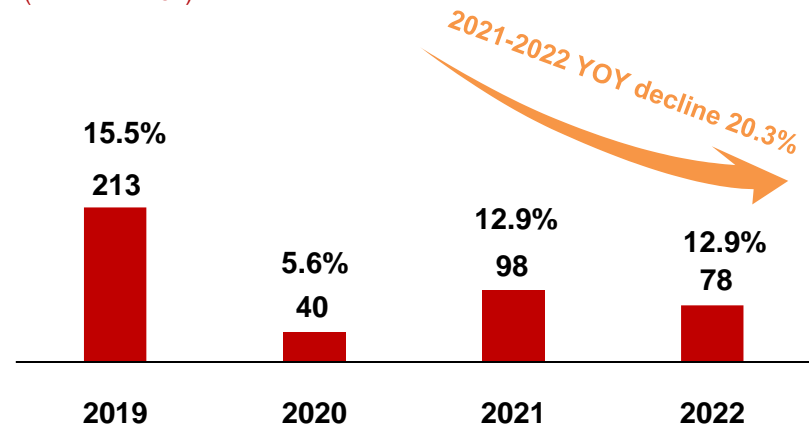
Revenue

(RMB in million)

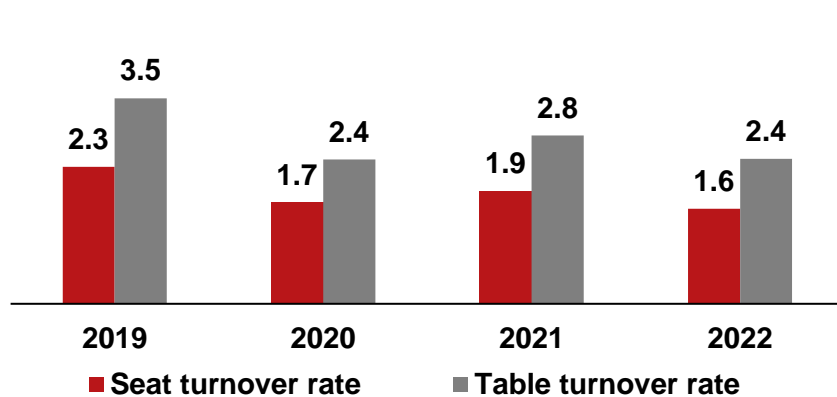


Store-level operating profit and operating profit margin

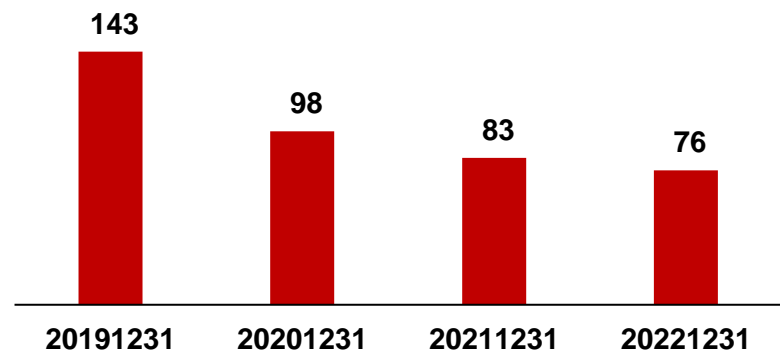
(RMB in million)



Seat turnover rate

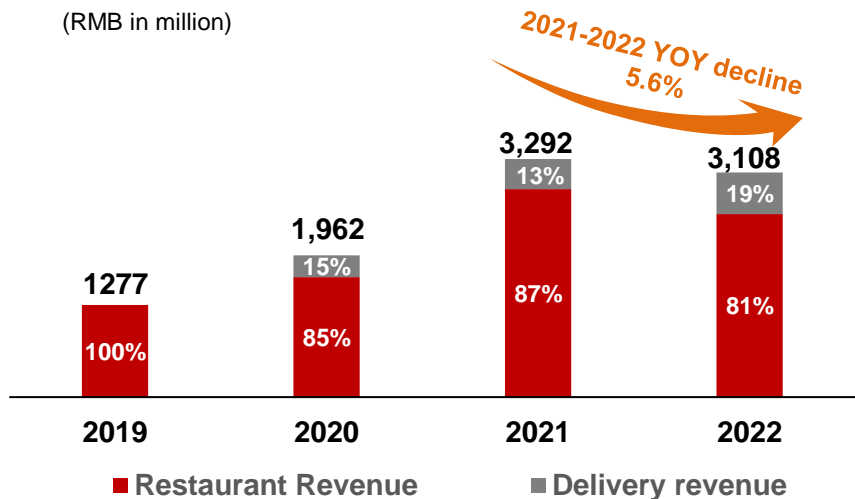


Number of restaurants



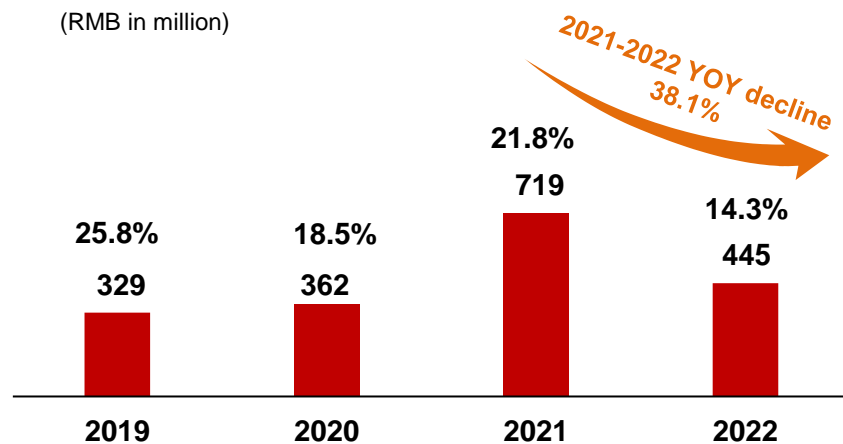
Revenue

(RMB in million)

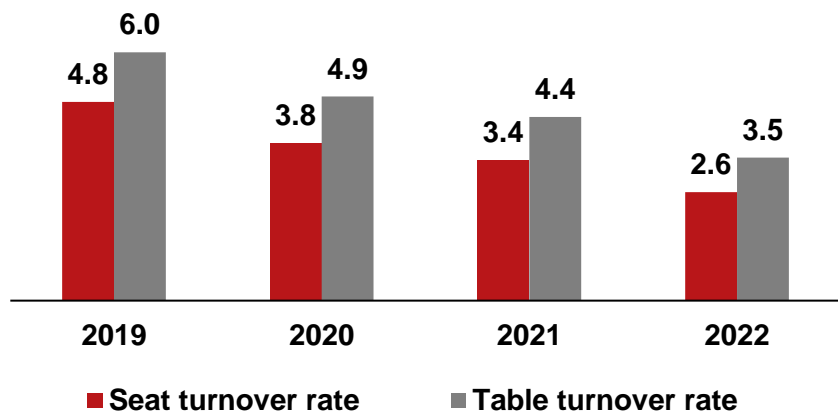


Store-level operating profit and operating profit margin

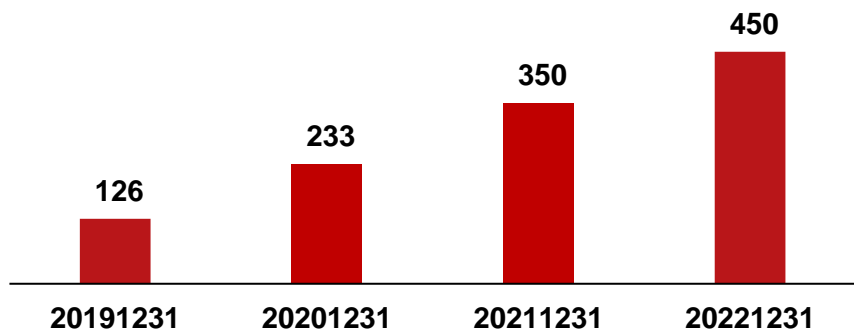
(RMB in million)



Seat turnover rate



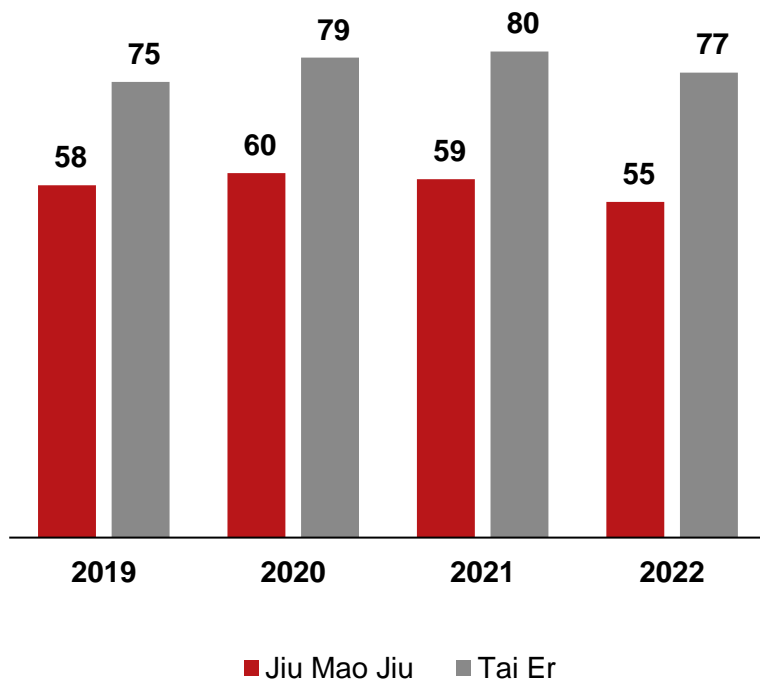
Number of restaurants



Business Overview

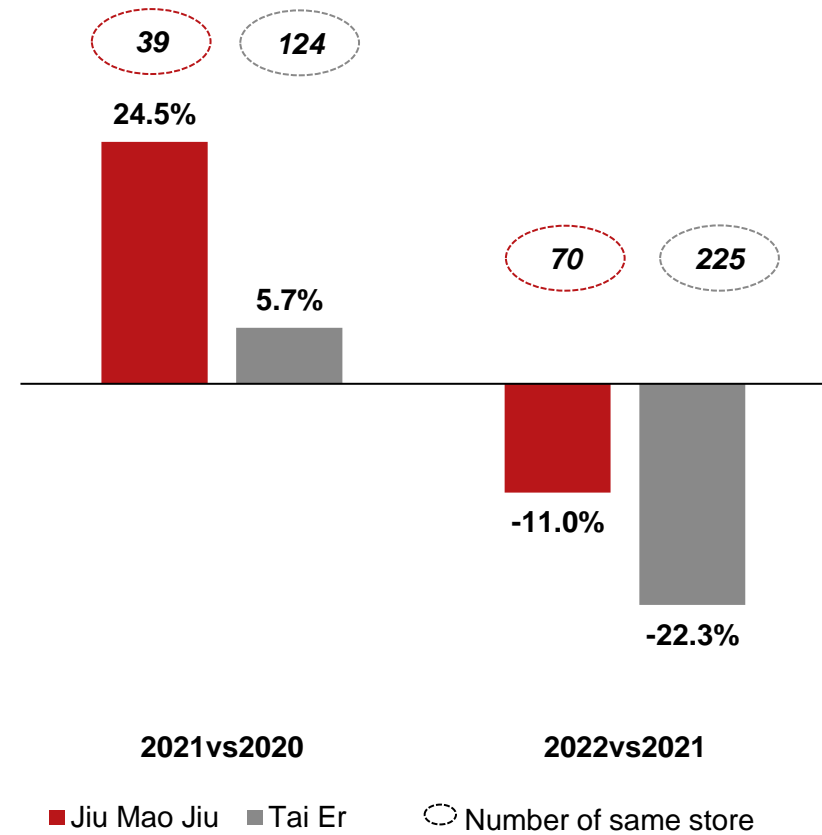
Average spending per customer

(RMB)



Same store sales of different brands

(%)

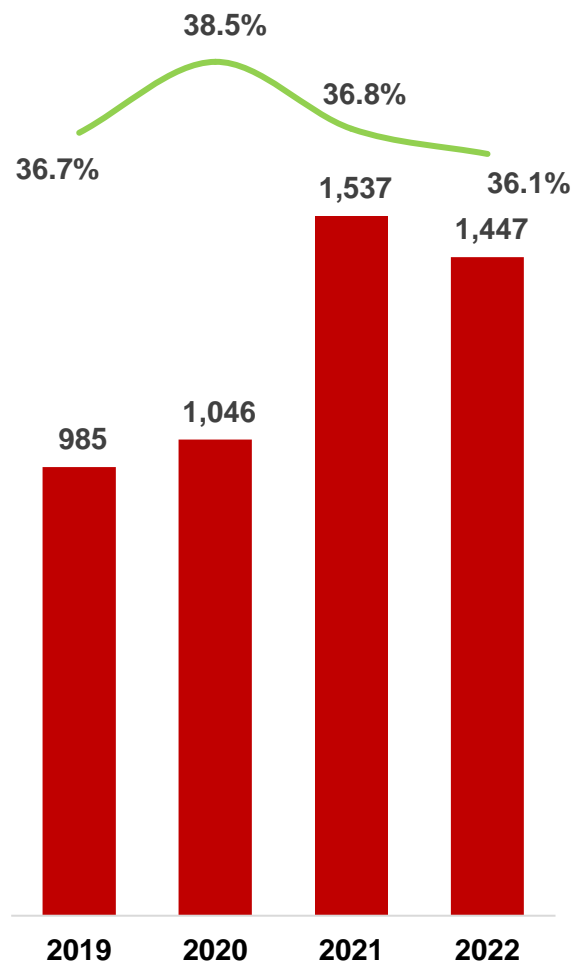


Note: (1) Same store base to be those restaurants that opened for at least 300 days in both 2020 and 2021, and in both 2021 and 2022

Breakdown of Operating Expenses

Raw materials and consumables used

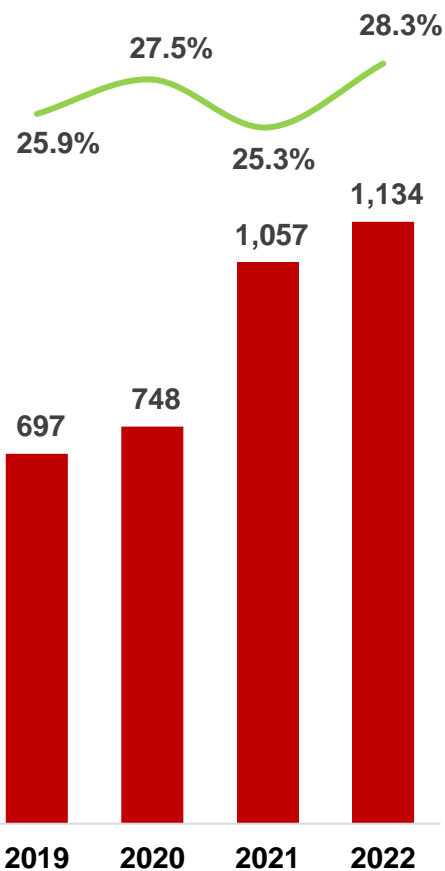
(RMB in million)



■ Raw materials and consumables used
 — % of Revenue

Staff costs

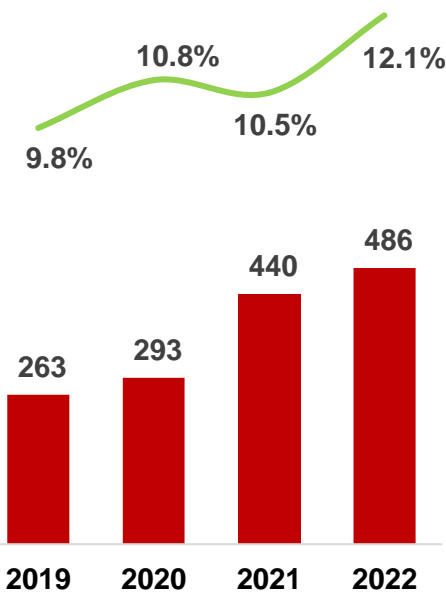
(RMB in million)



■ Staff Costs — % of Revenue

Rental and related expenses ⁽¹⁾

(RMB in million)



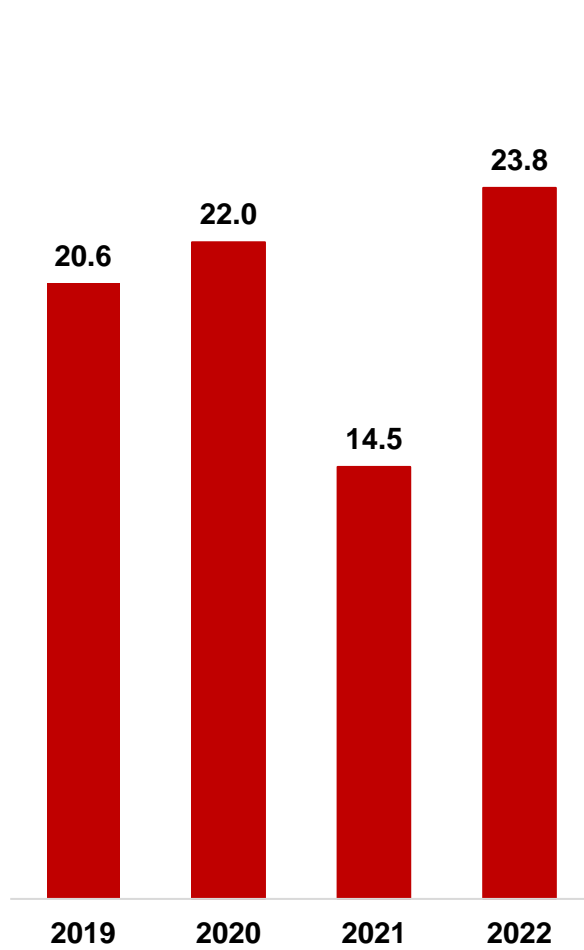
■ Rental and related expenses
 — % of Revenue

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

Turnover Days Analysis

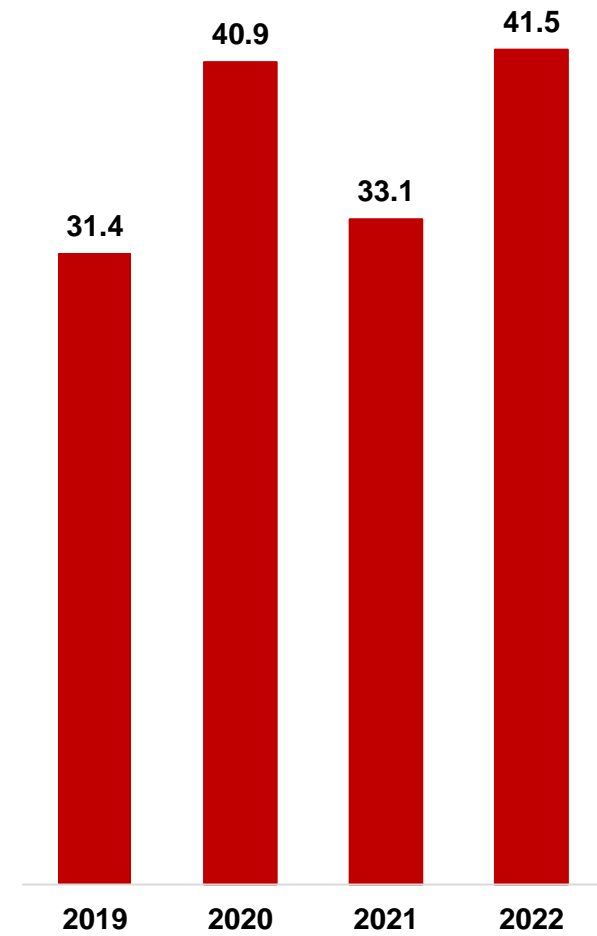
Inventory turnover days

(Days)



Trade payables turnover days

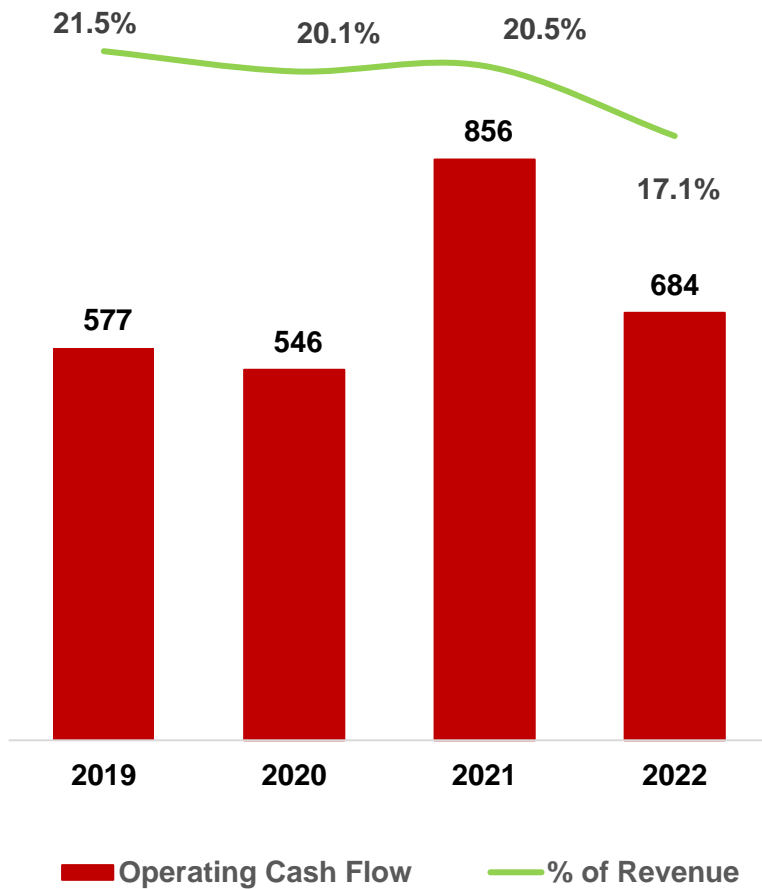
(Days)



Cash Flow Analysis

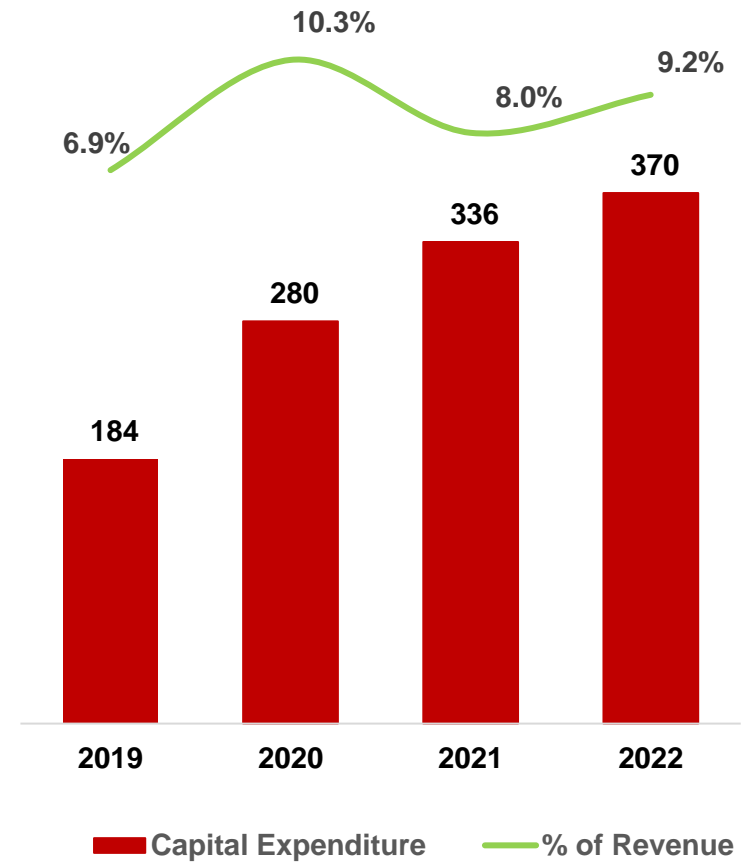
Operating Cash Flow

(RMB in million)



Capital Expenditure

(RMB in million)



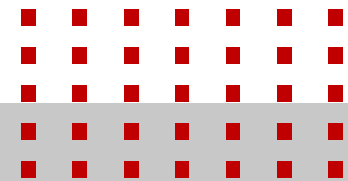


Chapter 4

Recent Thoughts

Recent thoughts

TEN Years On, What Will Change and What Remains Unchanged





Thank You!

