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MINISO Group Holding Limited

名創優品集團控股有限公司

(A company incorporated in the Cayman Islands with limited liability)

(Stock Code: 9896)

VOLUNTARY ANNOUNCEMENT

MINISO GROUP'S CHIEF FINANCIAL OFFICER ACQUIRES MORE COMPANY'S SHARES IN THE OPEN MARKET

This announcement is made by MINISO Group Holding Limited (the “**Company**”) on a voluntary basis to provide its shareholders and potential investors with information in relation to the latest developments regarding the Company.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company has been informed by Mr. Jingjing Zhang, the Chief Financial Officer of the Company, that he has acquired the Company's ordinary shares in the open market using his personal funds in the amount of approximately HK\$2.7 million on September 29, 2026, in addition to his previous acquisition of the Company's ordinary shares in the amount of approximately US\$400,000 in December 2023. The Company believes that the additional acquisition re-affirms the Company's management commitment and confidence in the value and long-term development of the Company. The Company understands that the Company's management may further increase their shareholding in the Company as and when appropriate and subject to compliance with the applicable laws and regulations and the Company's policies.

Based on information available to the Company and to the best knowledge and belief of the Board, the share purchase was conducted in compliance with applicable laws, rules and regulations, including the Management Trading of Securities Policy adopted by the Board and the applicable provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Shareholders and potential investors of the Company should note that any share purchase by the Company's management may be done subject to market conditions and at the individual's absolute discretion. Shareholders and potential investors of the Company should therefore exercise caution when dealing in the shares of the Company.

By order of the Board
MINISO Group Holding Limited
Mr. YE Guofu
Executive Director and Chairman

Hong Kong, September 29, 2026

As of the date of this announcement, the Board comprises Mr. YE Guofu as executive Director, Ms. XU Lili, Mr. ZHU Yonghua and Mr. WANG Yongping as independent non-executive Directors.