

MINISO Group Holding Limited

Responsible Marketing Policy

1. Objective

MINISO Group Holding Limited (hereinafter referred to as "MINISO" or "we") has formulated this Responsible Marketing Policy (hereinafter referred to as "the Policy") to clarify the principles and commitments in marketing activities, regulate marketing behavior, conduct advertising and marketing activities in a responsible and honest manner, actively practice sustainable development, and drive business as a force for good.

2. Scope of Application

The Policy applies to MINISO and its subsidiaries, covering all marketing and promotion-related activities including product promotion, brand publicity, advertising placement, market research, customer relationship management, etc. It specifically regulates employees who undertake communication functions such as product planning, design, and marketing promotion.

3. Basis for Formulation

The Policy is formulated with reference to the *Advertising Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, the *Anti-Monopoly Law of the People's Republic of China*, the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests*, the *Product Quality Law of the People's Republic of China*, the *Measures for the Administration of Internet Advertising*, and other applicable laws, regulations, and industry standards at the national and local levels where we operate.

We have established internal systems related to marketing, advertising, and privacy protection, clearly stipulating that marketing behavior, content, and methods in daily marketing activities must comply with MINISO's internal guidelines. We commit to conducting marketing activities based on the principles of truthfulness, integrity, accuracy, and non-discrimination, avoiding exaggerated claims about environmental and social benefits, protecting vulnerable groups, and opposing unfair competition, in accordance with consumer rights protection principles, to effectively protect the legitimate rights and interests of consumers.

4. Responsible Marketing Commitments

MINISO ensures that all marketing communications released are legal, truthful, and scientifically substantiated. We hereby commit to:

- The content released complies with advertising-related laws and regulations applicable within the People's Republic of China and other countries and regions

where we operate.

- When creating marketing and advertising content, we ensure that all claims regarding product ingredients, functions, and other information are accurate, clear, and objective, and do not contain any false or misleading content.
- We do not adopt deceptive practices or strategies to disparage competitors, and promise not to misrepresent competitors' work or products.
- We follow the principle of prudence in communications, in accordance with the requirements of applicable regulations, and avoid exaggerating or making unsubstantiated claims about the positive impacts of MINISO's products and services on society or the environment.
- For vulnerable groups in the market such as minors, we comply with the requirements of applicable regulations and make the following commitments:
 - We do not use children below the minimum age stipulated by relevant laws and regulations as advertising endorsers.
 - We impose strict age-based sales restrictions on blind boxes and trading cards, clearly stipulating that they shall not be sold to minors under the age of 8.

5. Responsible Marketing Management

To ensure that marketing activities are legal and compliant, we implement the following responsible marketing management measures:

5.1 Strict Review of Marketing Activity Content

MINISO actively identifies potential marketing risks in its business processes and incorporates advertising review into its internal risk management system. For IP products, internal cross-review is implemented to ensure that consumers are provided with genuine, accurate and complete product and service information. We adhere to principles such as truthfulness, integrity, and non-discrimination that are in line with consumer rights protection, and we strictly prevent false advertising, misleading statements, and the concealment of material information, in order to protect consumers' legitimate rights and interests such as the right to know, the right to choose, the right to fair trade, and the right to safety.

5.2 Improving Customer and Consumer Services

MINISO strictly complies with local laws and regulations such as the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests* and the *Advertising Law of the People's Republic of China*, clarifying operational standards for each stage of marketing to achieve compliant and standardized management of marketing behavior. We continuously improve our customer service system, clarify customer service processes, efficiently respond to customer and consumer requests, and continuously enhance customer satisfaction.

5.3 Marketing Compliance Training

MINISO conducts pre-campaign training sessions covering interpretation of key legal provisions and responsible marketing requirements on an irregular basis for its marketing system staff and the platforms it collaborates with. These sessions cover the dissemination of relevant policies and requirements, aiming to ensure that both the employees and the external collaborating platforms adhere to and meet the standards of responsible marketing in their actual business operations.

6. Supervision and Reporting of Violations

MINISO conducts supervision and evaluation of responsible marketing on an irregular basis, covering aspects such as the implementation of responsible marketing policies, the compliance of marketing promotion activities, and the compliance of third-party cooperation. For any issues identified during the review, the improvement results will be regularly tracked until the rectification is completed. Continuous improvement of relevant systems and enhanced publicity and education will be carried out. For violations, corresponding disciplinary actions will be taken based on the nature and severity of the offense.

We have established a whistleblower protection system and welcome employees and third parties to report violations of marketing laws and regulations, industry standards, or company policies. Employees and third parties may choose their reporting channels freely, and the company strictly maintains the confidentiality of whistleblowers' personal information and all materials provided. Specific reporting channels are as follows:

- Official Customer Service Hotline: 400-700-5553
- Official Compliance Hotline: 020-32306713
- Reporting Email for Marketing Violations: jubao@miniso.com

7. Supplementary Provisions

The Policy has been reviewed and approved by the Audit Committee and shall come into effect on the date of issuance.