



LKNCY 2024Q1 Earnings Presentation

April 30, 2024



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FINANCIAL HIGHLIGHTS

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**BUSINESS
UPDATE**



Robust revenue growth despite fierce competition

Total net revenues

RMB6.3 billion

+41.5% YoY increase

Average monthly transacting customers⁽¹⁾

59.9 million

+103.2% YoY increase

SSSG⁽²⁾ (self-operated stores)

(20.3)%

Store-level operating profit⁽³⁾ (self-operated stores)

7.0%

store-level profit margin⁽⁴⁾

RMB320.8 million

GAAP operating income/(loss)

(1.0)%

operating profit/(loss) margin

RMB(65.1) million

Store footprint worldwide⁽⁵⁾

18,590 stores

+2,342 net new store openings⁽⁶⁾ QoQ

Notes:

- (1) The total of each month's number of transacting customers divided by the number of months during the period (includes those of partnership stores and those only paid with free-coupons).
- (2) Defined as the growth rate of total revenue from self-operated stores that (i) were in operation at the beginning of the comparable period and were not closed before the end of the current period and (ii) maintained an average of at least 15 operating days per month over both the current and comparable periods.
- (3) Store level operating profit - self-operated stores. Calculated by deducting cost for self-operated stores including cost of direct materials (including wastage in stores), cost of delivery packaging materials, storage and logistics expenses, commissions to third-party delivery platforms related to revenues from self-operated stores, store depreciation expense (including decoration loss for store closure), store rental and other operating costs, delivery expense, transaction fees, store preopening and other expenses from the Company's self-operated store revenues. Before the first quarter of 2023, commissions to third-party delivery platforms related to revenues from self-operated stores was not deducted when calculating this term. Comparative figures from previous periods presented were also adjusted to be consistent.
- (4) Calculated by dividing store level operating profit by total revenues from self-operated stores, which include net revenue from the sales of freshly brewed and non-freshly brewed items through self-operated stores, and delivery fees derived from self-operated stores paid by the Company's customers.
- (5) The number of stores (including stores in the overseas market) open at the end of the period, excluding unmanned machines.
- (6) The number of gross new stores (including stores in the overseas market) opened during the period minus the number of stores (including stores in the overseas market) permanently closed during the period.

Record high store counts with more than 2,340 net new stores opened in 2024Q1



Notes:
* As of March 31, 2024
(1) The number of gross new stores opened during the quarter minus the number of stores permanently closed during the quarter.

Continued product innovation to better serve our ever-enlarging customer base

2024Q1 new SKU launched

22 SKUs

2024Q1 average monthly transacting customers⁽¹⁾

~60 million

2024Q1 new transacting customers

~23 million

2024 宁波亚洲羽毛球锦标赛

LUCKIN SPRING

LUCK in HANDBAG AUSTRALIAN OPEN 2024

luckin coffee x 线条小狗

「小白梨拿铁」首周销量突破 **724万杯!**

喝杯小白梨 润进你心脾

众测冠军 瑞幸春季

Pear Flavored Velvet Latte

7.24+ million cups sold in first week

luckin coffee

生椰拿铁 3周年 单品销量突破 **7亿杯!**

0糖 0脂 真果汁 低负担

乳糖冷榨椰浆，源自东南亚成熟生椰

IAC金奖咖啡巨·WBC冠军拼配

SOFT MEDAL AWARDS IACS 年金家

Coconut Milk Latte

700+ million cups sold in three years

luckin coffee

0糖 0脂 真果汁 低负担

橙C美式 年销量破 **100,000,000杯**

1杯橙汁含量≈1个橙子* 采用 IAC 金奖豆浓缩咖啡

Orange Americano

100+ million cups sold in one year

Notes:
(1) The total of each month's number of transacting customers divided by the number of months during the period (includes those of partnership stores and those only paid with free-coupons).

Sustainability throughout all stages of productions and operations

Green Coffee Bean Processing Plant

 Located in Baoshan, Yunnan

 Capacity : 5,000 tons per year



- ✓ Water-efficient coffee cherry processing production lines
- ✓ Zero discharge of industrial sewage
- ✓ Significantly reduce exhaust gas emissions
- ✓ Train and convey the concepts of regenerative agriculture and sustainable productions

Luckin Coffee (Jiangsu) Roasting Plant

 Located in Kunshan, Jiangsu

 Capacity : 30,000 tons per year



- ✓ Sponge city design
- ✓ Solar photovoltaic power generation system
- ✓ Energy intelligent monitoring
- ✓ Regenerative Thermal Oxidizer (RTO)

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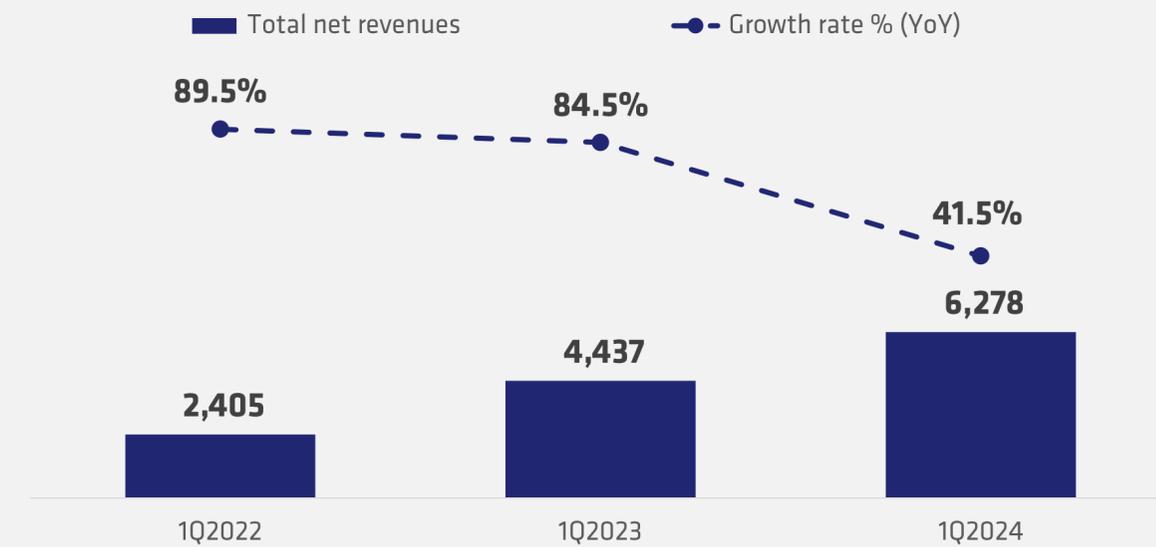
**FINANCIAL
HIGHLIGHTS**



Continued revenue growth amid market headwinds

Total net revenues

(in million RMB)



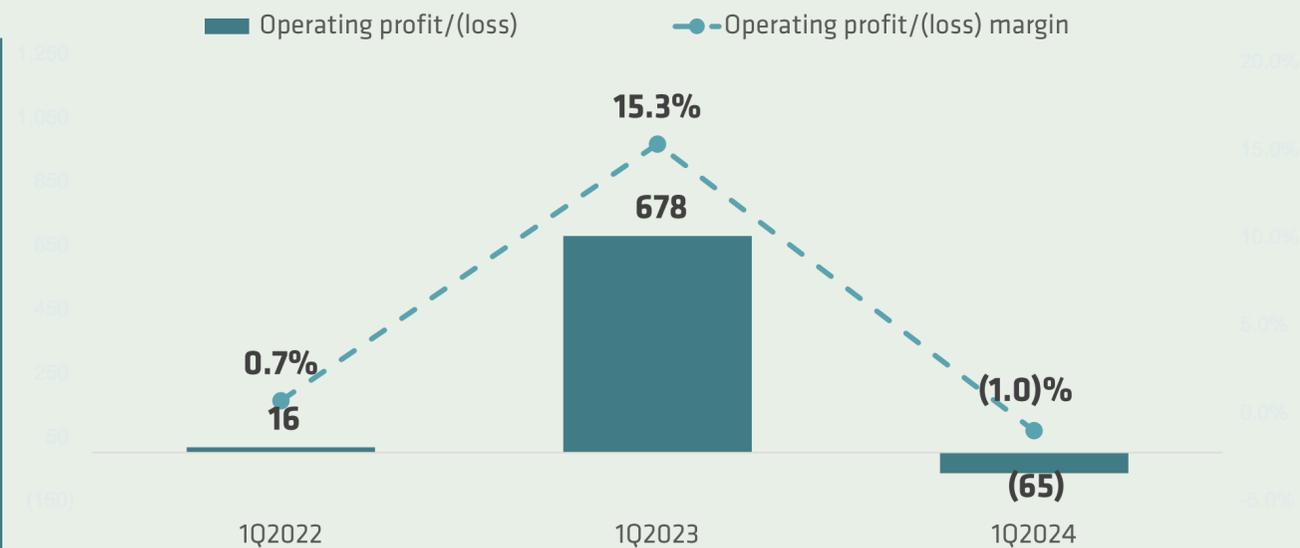
Self-operated stores

(in million RMB)



Operating profit/(loss)

(in million RMB)



Partnership stores

(in million RMB)



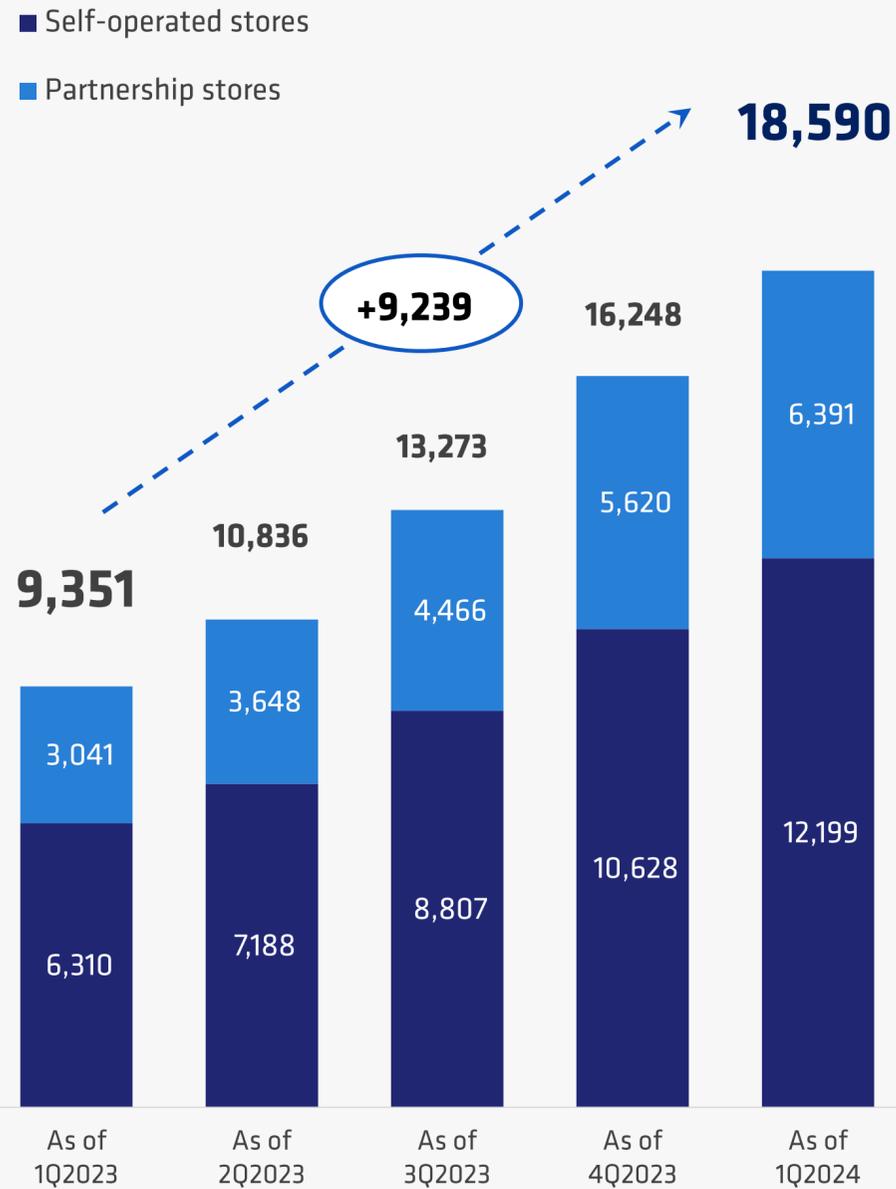
Notes:

(1) Revenues from self-operated stores include net revenue from the sales of freshly brewed and non-freshly brewed items through self-operating stores, and delivery fees derived from self-operated stores paid by the Company's customers. Before the first quarter of 2023, revenues from self-operated stores only included net revenue from the sales of freshly brewed and non-freshly brewed items through self-operating stores, and beginning from the first quarter of 2023, we added delivery fees derived from self-operated stores paid by the Company's customers to this definition. Comparative figures from previous periods presented were also adjusted to be consistent.

(2) Defined as the growth rate of total revenue from self-operated stores that (i) were in operation at the beginning of the comparable period and were not closed before the end of the current period and (ii) maintained an average of at least 15 operating days per month over both the current and comparable periods.

Attracting more customers with increasing store penetration in China and overseas

Number of stores⁽¹⁾



Net new store openings⁽²⁾



Cities or markets entered as of 2024Q1

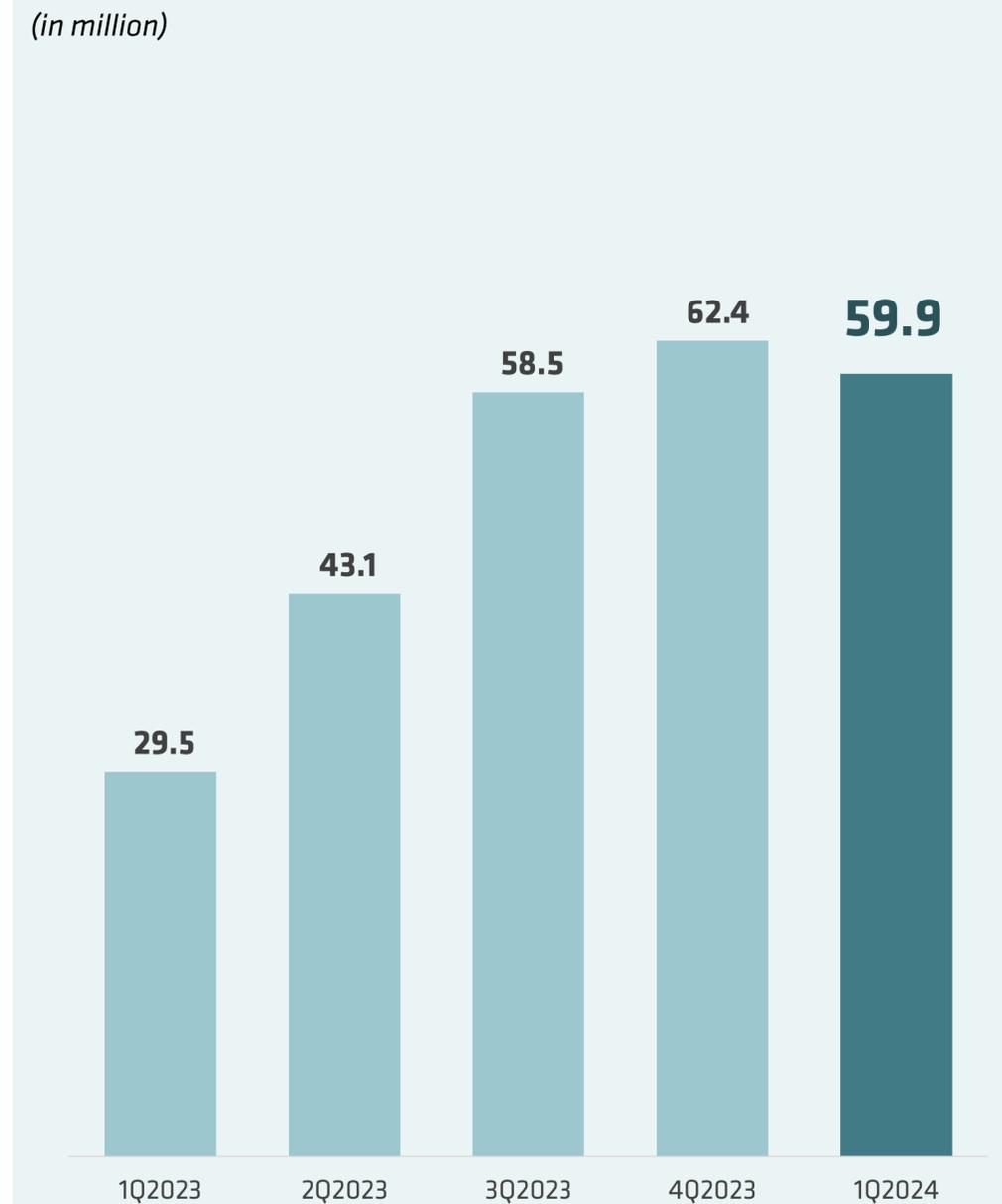
Self-operated stores

78 cities in China
1 overseas market

Partnership stores

292 cities in China

Average monthly transacting customers⁽³⁾



Notes:
 (1) The number of stores (including stores in the overseas market) open at the end of the period, excluding unmanned machines.
 (2) The number of gross new stores (including stores in the overseas market) opened during the period minus the number of stores (including stores in the overseas market) permanently closed during the period.
 (3) The total of each month's number of transacting customers divided by the number of months during the period (includes those of partnership stores and those only paid with free-coupons).

Margin erosion resulting from seasonality and competition

Operating profit/(loss) margin

2024Q1

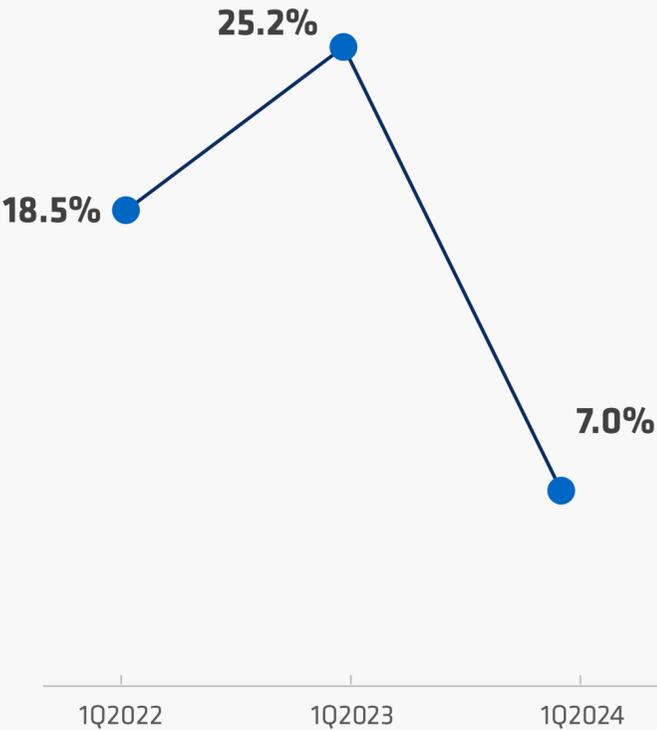
(1.0)%

Net profit/(loss) margin

2024Q1

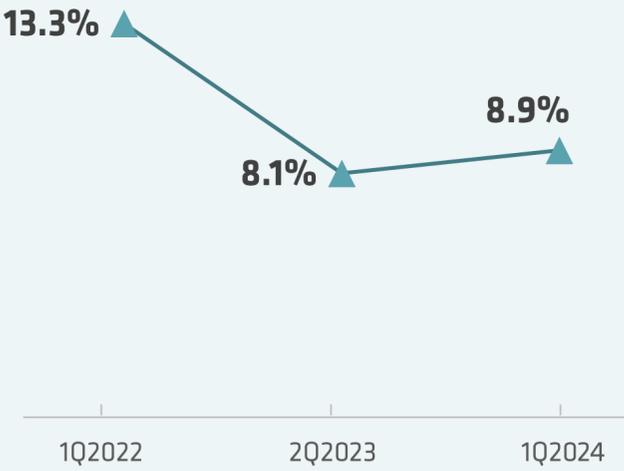
(1.3)%

Store-level operating profit margin⁽¹⁾ (self-operated stores)



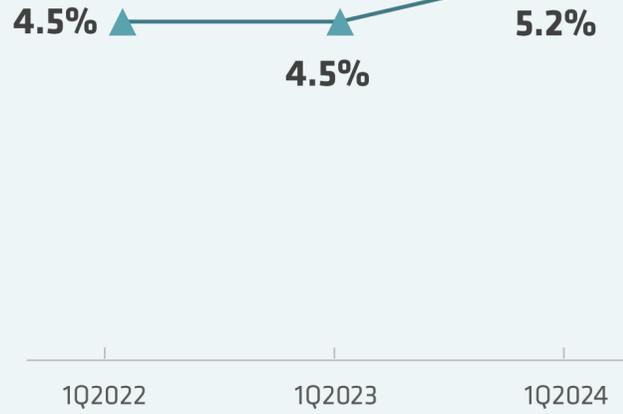
General & administrative expenses

% Total net revenue ⁽²⁾



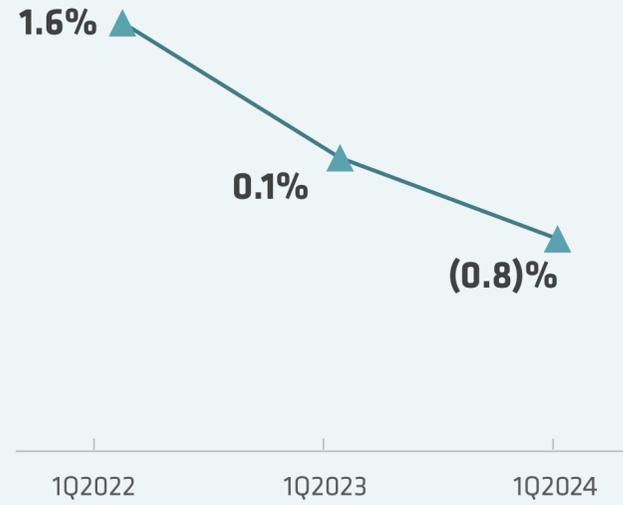
Sales & marketing expenses (excl. free cup)

% Total net revenue ⁽²⁾



Restructuring-related expenses

% Total net revenue ⁽²⁾



Notes:
 (1) Calculated by dividing store level operating profit by total revenues from self-operated stores.
 (2) As a percentage of net revenue.

Healthy balance sheet to support further expansion and operations

Cash at bank and on hand ⁽¹⁾	Cash inflow/(outflow) from operating activities	Interest-bearing debt
		
RMB 2,439.1 million	RMB (264.4) million	RMB 0 <i>Full redemption of Senior Notes B in 2022Q3.</i>

Notes:
(1) Includes Cash and cash equivalents, restricted cash, term deposits and short-term investments.



Thank you !



Q&A