

## PRESS RELEASE

### DEBUT 'MINI-MINISO' CONCEPT LAUNCHES AT CHINATOWN LONDON

**2 October 2023**

Shaftesbury Capital has announced that MINISO, the globally recognised lifestyle retailer, has launched its debut MINI MINISO concept at Chinatown London, its first in Central London.

MINI MINISO has been custom designed for the Chinatown London unit, a 400 sq ft store at 78 Shaftesbury Avenue, with a bespoke fit-out and a more dedicated 'fan-favourite' product offer. It provides a treasure trove of the retailer's best-selling items, from Blind Boxes to Mini Plushies, accessories, and collections from lines such as Sanrio characters, all following the MINISO mantra of high-quality items at great value and affordable prices.

Founded in China, MINISO now operates more than 5,700 shops in over 100 countries. The Chinatown London store delivers a unique shopping experience to the West End as a debut concept, showcasing the destination's pull for brands based on ESEA trends.

**Andrew Price, Executive Director at Shaftesbury Capital** commented: *"We're delighted to welcome MINISO to Chinatown London, introducing a new retail concept as part of their growth within the UK market. Chinatown proves time and time again to be location of choice for best-in-class operators, those that truly reflect what is either on trend or traditional across the ESEA region. MINI MINISO is a fantastic and fun addition, adding a completely unique retail environment to Chinatown London."*

**Saad Usman, Chief Operating Officer at MINISO**, added: *"The Shaftesbury Avenue store represents quite a few milestones for us – our first MINI MINISO and the first time we have looked at dedicating a store to a more curated edit of our fans' favourite items. So you could say we're pretty excited to be open, bringing the MINISO joy to London's Chinatown."*

The signing of MINISO adds to a growing retail offer at Chinatown London, joining the likes of world-renowned gaming tech store Razer and leading collectibles brand House of Spells, tailored to showcase shopping trends from across the ESEA region alongside its hugely diverse and authentic dining options.

-Ends-

@chinatownlondon

#ChinatownLondon

#### Notes to Editors

#### Chinatown London

As the largest Chinatown in Europe, Chinatown London is the go-to destination for regional Chinese and Pan-Asian cuisine. Its twelve predominately pedestrianised and interconnected streets, lined with iconic red lanterns, are home to an ever-evolving mix of traditional and new concepts that reflect emerging dining trends from cities such as Shanghai, Beijing, Tokyo, and Seoul.



Equally thriving day and night, the area's restaurants, bars, shops and cafés, as well as its unique mix of ESEA supermarkets, authentic Asian retail stores and more, attract large numbers of Londoners, tourists, international students and local workers.

## 中国城

作为欧洲最大的中国城，伦敦中国城是追求地道中餐和亚洲美食的热门去处。这里有十二条以步行为主、互相连接的街道，路边挂满了标志性的红灯笼。中国城的美食也在不断演变，融合了传统与新潮的美食概念，将来自上海、北京、东京和首尔等城市的新兴餐饮趋势带给大家。

无论白天还是夜晚，这里的餐厅、酒吧、商店和咖啡馆，以及特色的东南亚超市、正宗亚洲零售店等，无不吸引着在伦敦学习，工作，旅游和生活的每一个人。

### About Shaftesbury Capital PLC:

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

Shaftesbury Capital shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange.  
[www.shaftesburycapital.com](http://www.shaftesburycapital.com)

### Our purpose

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

### About MINISO

MINISO Group is a global lifestyle brand offering a variety of design-led lifestyle products. The Company serves consumers primarily through its large network of MINISO stores, and promotes a relaxing, treasure-hunt and engaging shopping experience full of delightful surprises that appeals to all demographics. Aesthetically pleasing design, quality and affordability are at the core of every product in MINISO's wide product portfolio, and the Company continually and frequently rolls out products with these qualities. Since the opening of its first store in China in 2013, the Company has built its flagship brand "MINISO" as a globally recognized retail brand and established a massive store network worldwide.