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For Immediate Release

MINISO Australia donates over AU\$ 10,000 to support local children and the community

On 28 May, a donation ceremony was held by Variety – The Children’s Charity at their Sydney headquarters. At this event, MINISO Australia donated cash and items totaling more than AU\$ 10,000 to Variety, with the aim of fostering ties with the local community and helping children in need. Variety has been dedicated to helping children in Australia since 1975.

Representatives from MINISO and Variety attended this happy event. Receiving the cheque for AU\$ 4,000 was David Small, Executive Director of Variety. Also in attendance were three children, currently supported by the organisation, and their parents.

In the first quarter of this year, MINISO organised a donation campaign which ran for four weeks across its physical stores in NSW, VIC, QLD and WA. In this campaign, 10% of all Sesame Street sales was pledged and the goal was to raise funds to support Australian children suffering from sickness, poverty and disabilities.

David paid tribute to MINISO and its customers for such a wonderful result, one that will positively impact the lives of many children. "Without the great support of companies like MINISO, Variety would not be able to assist the thousands of children and their families that we do each year. We are grateful for the support of MINISO and on behalf of the kids Variety helps, thank you."

In addition to this cash donation, MINISO also donated hygiene products valued over AU\$ 6,000 to Variety in support of local communities trying to cope with the challenges of COVID-19. Gift hampers with Sesame Street goods and more were also presented to the children who attended the event.

"MINISO Australia is all about spreading love and happiness to the people and the community. Since we established our brand in Australia back in 2016, we have been actively engaging in various community projects," said Angeline Yan, the Country Manager of MINISO Australia and New Zealand.

Back in early 2020, when Australia was hit by the devastating bushfires, MINISO responded by raising funds for the rural fire services. At the height of the COVID-19 pandemic, MINISO also donated 40,000 masks to a local



disability organisation.

“This year,” added Angeline, “we hope to play a role in giving back to society and spreading positivity through this LOVE campaign. We are all responsible for doing what we can to make the world better.”

About MINISO Australia (www.miniso-au.com)

In 2016, MINISO Australia was established. As a Japanese-inspired lifestyle product retailer, MINISO aims to offer high-quality products at affordable prices and bring happiness to all Australian consumers. At present, there are a total of 34 stores in New South Wales, Victoria, Queensland and Western Australia.

About Variety (www.variety.org.au)

Variety – the Children’s Charity supports kids aged 0-18 who are sick, disadvantaged or have special needs to overcome challenges and reach their full potential. Each year, thousands of kids in need get support from Variety when they need it most. Variety helps when others can’t.