



## Missfresh Limited to Host Its Virtual Investor Event on December 14, 2021

December 8, 2021

### - Online Event Scheduled at 9:00 AM Beijing Time -

BEIJING, Dec. 08, 2021 (GLOBE NEWSWIRE) -- Missfresh Limited ("Missfresh" or the "Company") (NASDAQ: MF), an innovator and leader in China's neighborhood retail industry, today announced that the Company will host a virtual investor event on Tuesday, December 14, 2021, beginning at 9:00 AM Beijing/Hong Kong time (8:00 PM EST on Monday, December 13, 2021).

The virtual event will feature presentations led by Mr. Zheng Xu, Founder, Chairman and Chief Executive Officer, and Ms. Catherine Chen, Co-Chief Financial Officer, including a discussion of the Company's latest business developments, market opportunities and future growth plans. Attendees can submit questions when signing up for this event and the management will address investors' frequently asked questions following the presentation session. Attendees will also have an opportunity to participate in a live Q&A with the management team.

For those who are interested in joining the conference, please click [here](#) for pre-registration. A confirmation email with joining information for the event will be circulated in due course. Presentation materials from the event will be available online following the completion of the event at <http://ir.missfresh.cn>.

### About Missfresh Limited

Missfresh Limited is an innovator and leader in China's neighborhood retail industry. The Company invented the Distributed Mini Warehouse (DMW) model to operate an integrated online-and-offline on-demand retail business focusing on offering fresh produce and fast-moving consumer goods (FMCGs). Through the "Missfresh" mobile application and Mini Program embedded in third-party social platforms, consumers can easily purchase quality groceries at their fingertips and have the finest products delivered to their doorstep in 36 minutes, on average.

Leveraging its core capabilities, Missfresh launched an intelligent fresh market business in the second half of 2020. This innovative business model is dedicated to standardizing and transforming fresh markets into smart fresh malls. Missfresh has also built up a full stack of proprietary technologies that empower a wide range of participants in the neighborhood retail business, such as supermarkets, fresh markets and local retailers, to jumpstart and efficiently operate their business digitally.

For more information, please visit: <http://ir.missfresh.cn>.

### Safe Harbor Statement

This announcement contains statements that may constitute "forward-looking" statements which are made pursuant to the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "aims," "future," "intends," "plans," "believes," "estimates," "likely to," and similar statements. Statements that are not historical facts, including statements about the Company's beliefs, plans, and expectations, are forward-looking statements. The Company has based these forward-looking statements largely on its current expectations and projections about future events and financial trends, which involve known or unknown risks, uncertainties and other factors, all of which are difficult to predict and many of which are beyond the Company's control. Forward-looking statements involve inherent risks and uncertainties. Further information regarding these and other risks is included in the Company's filings with the SEC. All information provided in this press release is as of the date of this press release, and the Company does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

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