POP MART INTERNATIONAL GROUP LIMITED
泡泡瑪特國際集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9992)

PROFIT WARNING ANNOUNCEMENT

This announcement is made by the board of directors (the "**Board**") of Pop Mart International Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

Based on the information currently available to the Company and the preliminary review by the Board on the unaudited management accounts of the Group for the six months ended 30 June 2022, which have not been reviewed or audited by the independent auditors and/or the audit committee of the Company, it is expected that the Group's revenue for the six months ended 30 June 2022 (the "**Period**") may increase by no less than 30% as compared with that for the six months ended 30 June 2021 (the "**Corresponding Period Last Year**"), and that the Group's profit for the Period will decrease by no more than 35% as compared to the Corresponding Period Last Year.

The Board considers that the change in the Group's operating results is primarily due to the following factors:

(a) During the first half of 2022, in response to the resurgence of the COVID-19 pandemic in Mainland China, the Group temporarily closed certain physical stores and roboshops in some areas in compliance with the guidelines and requirements of local governments. As most of the Group's physical stores were concentrated in the first and second tier cities, the operations of the Group for the first half of this year were therefore more vulnerable to the pandemic as compared to the Corresponding Period Last Year; the Group's online sales were also impacted due to the pandemic which affected the timeliness of logistics in some areas; and the performance growth rate of the Group was declined as a significant drop in foot traffic and weakened consumer sentiment due to the pandemic.

(b) As a result of the expansion of the Group's business in the previous period, the expenses increased as compared to the Corresponding Period Last Year, therefore, it is expected that the Group's profit for the Period will decline as compared to the Corresponding Period Last Year. The Group's expenses as a percentage of revenue are expected to decrease in the future as the pandemic is effectively controlled.

The information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited management accounts of the Group for the Period, which have not been reviewed or audited by the independent auditors and/or the audit committee of the Company. Therefore, the actual financial results of the Group for the Period may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully about the announcement of the Company for the interim results for the Period.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
POP MART INTERNATIONAL GROUP LIMITED
Wang Ning
Executive Director, Chairman of the Board and Chief Executive Officer

The PRC, 15 July 2022

As at the date of this announcement, the executive Directors are Mr. Wang Ning, Ms. Yang Tao, Ms. Liu Ran and Mr. Si De, the non-executive Directors are Mr. Tu Zheng and Mr. He Yu, and the independent non-executive Directors are Mr. Zhang Jianjun, Mr. Wu Liansheng and Mr. Ngan King Leung Gary.