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POP MART

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)

LATEST BUSINESS UPDATE FOR THE FIRST QUARTER OF 2024

This announcement is made by the board of directors (the “**Board**”) of Pop Mart International Group Limited (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, the “**Group**”) on a voluntary basis to inform the shareholders of the Company and potential investors about the latest business update of the Group.

Overall Revenue Performance in the First Quarter of 2024

Overall revenue (unaudited) for the first quarter of 2024 recorded a period-on-period increase of 40%-45% as compared to the first quarter of 2023, among which, revenue attributed from operations in Mainland China recorded a period-on-period increase of 20%-25% and revenue attributed from operations in Hong Kong, Macao, Taiwan and overseas recorded a period-on-period increase of 245%-250%.

Revenue Performance by Each Respective Channel of Operations in the Mainland China in the First Quarter of 2024

The revenue (unaudited) attributed from each respective channel of the operations in the Mainland China for the first quarter of 2024 as compared to the first quarter of 2023 is as follows:

- (i) for retail stores operations, a period-on-period increase of 20%-25% was recorded;
- (ii) for roboshops operations, a period-on-period increase of 15%-20% was recorded;
- (iii) for Pop Draw operations, a period-on-period increase of 0%-5% was recorded;
- (iv) for the operations of e-commerce platforms and other online platforms, a period-on-period increase of 20%-25% was recorded, of which the operations for Tik-Tok flagship store recorded a period-on-period increase of 95%-100% and the operations for Tmall flagship store recorded a period-on-period increase of 0%-5%; and
- (v) for the operations in wholesales and other channels, a period-on-period increase of 50%-55% was recorded.

This announcement is based on the Board’s preliminary review of the relevant management accounts of the Group and the information currently available to the Board, and it is not based on any figures and information which have been audited or reviewed by the Group’s auditors. The information contained in this announcement may be subject to change and adjustment. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Company’s securities.

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

Hong Kong, April 22, 2024

As at the date of this announcement, the executive Directors are Mr. Wang Ning, Ms. Liu Ran, Mr. Si De and Mr. Moon Duk Il, 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.