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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 THIRD 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 Third Quarter of 2024**

Overall revenue (unaudited) for the third quarter of 2024 recorded a period-on-period increase of 120%-125% as compared to the third quarter of 2023, among which, revenue attributed from operations in Mainland China recorded a period-on-period increase of 55%-60% and revenue attributed from operations in Hong Kong, Macao, Taiwan and overseas recorded a period-on-period increase of 440%-445%.

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

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

- (i) for retail stores operations, a period-on-period increase of 30%-35% was recorded;
- (ii) for roboshops operations, a period-on-period increase of 20%-25% was recorded;
- (iii) for Pop Draw operations, a period-on-period increase of 55%-60% was recorded;
- (iv) for the operations of e-commerce platforms and other online platforms, a period-on-period increase of 135%-140% was recorded, of which the operations for Douyin platform recorded a period-on-period increase of 115%-120% and the operations for Tmall flagship store recorded a period-on-period increase of 155%-160%; and
- (v) for the operations in wholesales and other channels, a period-on-period increase of 45%-50% 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, October 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.*