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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 2025

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 2025

Overall revenue (unaudited) for the first quarter of 2025 recorded a period-on-period increase of 165%-170% as compared to the first quarter of 2024, among which, revenue attributed from operations in the PRC recorded a period-on-period increase of 95%-100% and revenue attributed from operations overseas¹ recorded a period-on-period increase of 475%-480%.

Revenue Performance by Each Respective Channel of Operations in the PRC in the First Quarter of 2025

The revenue (unaudited) attributed from each respective channel of the operations in the PRC for the first quarter of 2025 as compared to the first quarter of 2024 is as follows:

- (1) for offline channels, a period-on-period increase of 85%-90% was recorded; and
- (2) for online channels, a period-on-period increase of 140%-145% was recorded.

¹ Refers to countries and regions other than the Mainland China, Hong Kong, Macau and Taiwan

Revenue Performance by Each Respective Region of Operations Overseas in the First Quarter of 2025

The revenue (unaudited) attributed from each respective region of the operations overseas for the first quarter of 2025 as compared to the first quarter of 2024 is as follows:

- (1) for Asia Pacific², a period-on-period increase of 345%-350% was recorded;
- (2) for America, a period-on-period increase of 895%-900% was recorded; and
- (3) for Europe, a period-on-period increase of 600%-605% 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, 2025

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.

² *Refers to other countries and regions in Asia and Oceania other than the PRC.*