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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)

POSITIVE PROFIT ALERT

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 2023, which have not been reviewed nor 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 2023 (the “**Period**”) may increase by no less than 18% as compared with that for the six months ended 30 June 2022 (the “**Corresponding Period Last Year**”), and that the Group’s profit for the Period (excluding unaccounted profit or loss from changes in the fair value of financial instruments) will increase by no less than 40% as compared to the Group’s profit for the Corresponding Period Last Year.

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

- (a) constant product costs optimization undertaken by the Group, which in turn increased the gross profits of newly-launched products, and thus improved the overall gross margin;
- (b) the implementation of a strict control on expense, which improved the Company’s profitability; and
- (c) more efficient use of funds and increased interest income from bank deposits.

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, 18 July 2023

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.