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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)

**(I) RESIGNATION OF EXECUTIVE DIRECTOR; AND
(II) APPOINTMENT OF EXECUTIVE DIRECTOR**

RESIGNATION OF EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Director(s)**”) of Pop Mart International Group Limited (the “**Company**”) announces that Ms. Yang Tao (“**Ms. Yang**”) tendered her resignation as an executive Director with effect from March 20, 2024, in order to focus on IP operation and product R&D. She will remain as the vice president of the Company.

Ms. Yang confirmed that she has no claim against the Company and has no disagreement with the Board and there are no other matters with respect to her resignation that need to be brought to the attention of shareholders of the Company or the The Stock Exchange of Hong Kong Limited.

The Board would like to express its sincere gratitude to Ms. Yang for her valuable efforts and contributions to the Company during her tenure of office.

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board hereby further announces that Mr. Moon Duk Il (“**Mr. Moon**”) has been appointed as an executive Director of the Company with effect from March 20, 2024 (the “**Appointment Date**”).

The biographical details of Mr. Moon are set out below:

Mr. Moon Duk Il (文德一), aged 45, is the vice president and president of international business of the Company. Mr. Moon joined our Group in August 2018, responsible for overseeing the overseas business department of our Company. Prior to that, Mr. Moon served successively as a global business planning specialist, global business planning senior specialist and global business planning junior manager at the business development department of CJ CheilJedang Corporation from July 2013 to July 2018, and a manager of the global strategy department of CJ ENM from January 2009 to May 2013. From December 2004 to December 2008, Mr. Moon served at the planning management department of Lotte Cinema Co., Ltd.

Mr. Moon received his bachelor's degree in Chinese from Konkuk University in Korea in February 2005, and his master's degree in business administration from Peking University in the PRC in July 2018.

Mr. Moon has entered into a service agreement with the Company. The initial term of his service agreement shall commence from the Appointment Date and continue for a period of three years, and shall be subject to re-election as and when required under the articles of association of the Company, until terminated in accordance with the terms and conditions of the service agreement or by either party giving to the other not less than three months' prior notice in writing. Mr. Moon will not receive any director's fee from the Company as the remuneration of Mr. Moon will be covered by his current employment in the Company with reference to his responsibilities and performance and the prevailing market conditions and trends.

To the best knowledge and belief of the Board and having made all reasonable enquiries, as of the date of this announcement, Mr. Moon was interested in (i) 247,614 shares of the Company ("Shares") beneficially owned by Mr. Moon; (ii) 621,328 Shares held by Justin Moon Holding Limited, a company wholly owned by Mr. Moon; and (iii) 575,676 unvested restricted share units, equivalent to the same number of Shares. Save as disclosed above, Mr. Moon does not have any interest in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above and as at the date of this announcement, Mr. Moon (i) has not held any directorship in other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years; (ii) does not have any relationship with any director, senior management or substantial shareholders of the Company, nor does he hold any other positions in the Company or any of its subsidiaries or consolidated affiliated entities; and (iii) does not have any relationship with any other Directors, senior management, substantial shareholders or controlling shareholders (as respectively defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules")) of the Company.

Save as disclosed in this announcement, there are no other matters which need to be brought to the attention of the shareholders of the Company regarding the appointment of Mr. Moon or any other information that need to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board would like to express its warmest welcome to Mr. Moon.

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

Hong Kong, 20 March 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.