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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 and consolidated affiliated entities, 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 2024, it is expected that the Group’s revenue for the six months ended 30 June 2024 (the “**Period**”) may increase by no less than 55% as compared with that for the six months ended 30 June 2023 (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) may increase by no less than 90% 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) the increased global recognition of POP MART brand and its IPs, and diversified product categories boosting the Group’s revenue growth, among which revenue from Hong Kong, Macao and Taiwan and overseas grew rapidly; and
- (b) a substantial increase in profit due to constant product costs optimization, strengthened expense control, improved profitability and economies of scale.

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*

Hong Kong, 18 July 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.*