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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 FIRST QUARTER OF 2026

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 and Regional Revenue Performance in the First Quarter of 2026

Overall revenue (unaudited) for the first quarter of 2026 recorded a period-on-period increase of 75%-80% as compared to the first quarter of 2025, among which, revenue attributed from operations in the PRC recorded a period-on-period increase of 100%-105%, revenue attributed from operations in Asia-Pacific¹ recorded a period-on-period increase of 25%-30%, revenue attributed from operations in America recorded a period-on-period increase of 55%-60%, and revenue attributed from operations in Europe and other regions recorded a period-on-period increase of 60%-65%.

Revenue Performance by Each Respective Channel of Operations in the PRC in the First Quarter of 2026

The revenue (unaudited) attributed from each respective channel of the operations in the PRC for the first quarter of 2026 as compared to the first quarter of 2025 is as follows:

- (1) for offline channels, a period-on-period increase of 75%-80% was recorded; and
- (2) for online channels, a period-on-period increase of 150%-155% was recorded.

¹ *Refers to other countries and regions in Asia and Oceania other than the PRC*

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, May 12, 2026

As at the date of this announcement, the executive Directors are Mr. Wang Ning, Ms. Liu Ran, Mr. Si De and Mr. Moon Duk II, the non-executive Directors are Mr. Tu Zheng and Mr. Wu Andrew Yue, and the independent non-executive Directors are Mr. Zhang Jianjun, Mr. Wu Liansheng and Mr. Ngan King Leung Gary.