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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)

**ELECTION OF MEANS OF RECEIPT AND
LANGUAGE OF CORPORATE COMMUNICATIONS**

The Company is making arrangement to provide Shareholders with the options in respect of means of receipt and language of future Corporate Communications in accordance with Rules 2.07A and 2.07B of the Listing Rules and the Articles of Association.

INTRODUCTION

In support of environmental protection and for better operational efficiency, POP MART INTERNATIONAL GROUP LIMITED (the “**Company**”) is making the arrangements described below, in compliance with Rules 2.07A and 2.07B of the Listing Rules and the Articles of Association, to ascertain Shareholders’ preferences as to the choice of means of receipt (in printed form or Website Version) and language (in English only, in Chinese only or in both English and Chinese) of the future Corporate Communications.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules and the Articles of Association, the following arrangements will be made by the Company:

1. Sending Letter to Shareholders for their Election of Means of Receipt and Language of Corporate Communications

The Company will send to the Shareholders a letter on March 8, 2021 (the “**First Letter**”) together with a reply form, prepared in English and Chinese, with a mailing label for posting within Hong Kong, to provide them with the following options in respect of means of receipt and language of future Corporate Communications:

- (1) to read all future Corporate Communications published on the Company’s website at www.popmart.com and the website of the Hong Kong Exchanges and Clearing Limited at www.hkexnews.hk (the “**Website Version**”) in place of receiving printed copies, and receive a printed notification letter of the publication of the Corporate Communications on the Company’s website and the website of the Hong Kong Exchanges and Clearing Limited; or

- (2) to receive the printed English version of all future Corporate Communications only; or
- (3) to receive the printed Chinese version of all future Corporate Communications only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communications.

The First Letter explains that if the Company does not receive the enclosed Reply Form duly completed and signed or a response indicating the objection from a Shareholder by April 5, 2021, such Shareholder will be deemed to have consented to receiving Website Version of all future Corporate Communications. The Company will send out a letter of notification of publication of the Corporate Communications to such a Shareholder in the future.

2. Change of Means of Receipt and Language

(1) For All Shareholders

All Shareholders are entitled at any time to change the means of receipt and language of Corporate Communications by giving instruction in writing (mailing address: 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong) or by email (email address: popmart.ecom@computershare.com.hk) to the Hong Kong Share Registrar.

(2) For Shareholders Who Choose to Read the Website Version

When the Company issues the Website Version in the future, it will send out a letter of notification (the "**Second Letter**") and a change request form, to notify Shareholders that the Website Version has been published, and to provide such Shareholders with options to change the means of receipt and language of future Corporate Communications. Change request form shall be submitted in writing or by email to the Hong Kong Share Registrar.

If, for any reason, any Shareholder experiences difficulties in reading the Website Version, such Shareholder may request the Hong Kong Share Registrar in writing or by e-mail to send them printed copies of the Corporate Communications free of charge.

(3) For Shareholders Who Choose to Receive Printed Copies

The Company will send the Corporate Communications in the chosen language to such Shareholders. While mailing the Corporate Communications, the Company will also send out the Second Letter and a change request form, in order to provide such Shareholders with options to change the means of receipt and language of future Corporate Communications. Change request form shall be submitted in writing or by email to the Hong Kong Share Registrar based on the instructions printed thereon.

3. Others

Please note that (a) printed copies of the English and Chinese versions of all future Corporate Communications will be available from the Company c/o the Hong Kong Share Registrar upon request; and (b) the English and Chinese versions of all future Corporate Communications will also be available on the Company's website at www.popmart.com and the website of Hong Kong Exchanges and Clearing Limited at www.hkexnews.hk.

The Company is providing a dial-up hotline service through the Hong Kong Share Registrar (Tel: (852) 2862 8688) during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays) to enable Shareholders to make enquiry of the Company's proposed arrangements set out above.

The First Letter and the Second Letter will mention (1) both language versions of the Corporate Communications are available on the respective websites of the Company and Stock Exchange; and (2) dial-up hotline service has been provided by the Company through the Hong Kong Share Registrar.

DEFINITIONS

In this announcement, unless otherwise specified, the following expressions have the meanings set out below:

“Articles of Association”	the articles of association of the Company as amended from time to time
“Corporate Communications”	in accordance with Rule 1.01 of the Listing Rules, any document issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to: (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim reports; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form
“Hong Kong Share Registrar”	Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange, as amended or supplemented or otherwise modified from time to time

“Shareholder(s)” holder(s) of the shares of the Company
“Stock Exchange” The Stock Exchange of Hong Kong Limited

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

Hong Kong, March 5, 2021

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.