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*Unless otherwise defined herein, capitalised terms in this announcement shall have the same meanings as those defined in the prospectus dated December 1, 2020 (the “**Prospectus**”) issued by POP MART INTERNATIONAL GROUP LIMITED (the “**Company**”).*

This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for any Shares or other securities of the Company. Potential investors should read the Prospectus for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares thereby being offered. Any investment decision in relation to the Offer Shares should be taken solely in reliance on the information provided in the Prospectus.

*This announcement is not for release, publication or distribution, directly or indirectly, in or into the United States. This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States or any other jurisdictions. The Offer Shares have not been, and will not be, registered under the United States Securities Act of 1933, as amended from time to time (the “**U.S. Securities Act**”) or any state securities law in the United States and may not be offered, sold, pledged or transferred within the United States or to, or for the account or benefit of U.S. persons (as defined in Regulation S under the U.S. Securities Act (the “**Regulation S**”)) except in transactions exempt from, or not subject to, the registration requirements of the U.S. Securities Act. The Offer Shares are being offered and sold (1) solely to qualified institutional buyers as defined in Rule 144A under the U.S. Securities Act pursuant to an exemption from registration under the U.S. Securities Act and (2) outside the United States in offshore transactions in accordance with Regulation S.*

*In connection with the Global Offering, Morgan Stanley Asia Limited, as stabilizing manager (the “**Stabilizing Manager**”), or any person acting for it, on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilizing or supporting the market price of the Shares at a level higher than that which might otherwise prevail for a limited period after the Listing Date. However, there is no obligation on the Stabilizing Manager or any person acting for it, to conduct any such stabilizing action. Such stabilization action, if taken, will be conducted at the absolute discretion of the Stabilizing Manager or any person acting for it, and may be discontinued at any time, and is required to be brought to an end within 30 days of the last day for the lodging of applications under the Hong Kong Public Offering. Any market purchases of the Shares will be effected in compliance with all applicable laws and regulatory requirements. Such stabilization action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).*

Potential investors should be aware that no stabilizing action can be taken to support the price of the Shares for longer than the stabilization period which will begin on the Listing Date and is expected to expire on Sunday, January 3, 2021, being the 30th day after the last day of closing of the application lists under the Hong Kong Public Offering. After this date, when no further action may be taken to support the price of the Shares, demand for the Shares, and therefore the price of the Shares could fall.

The Hong Kong Offer Shares will be offered to the public in Hong Kong subject to the terms and conditions set out in the Prospectus. The Hong Kong Offer Shares will not be offered to any person who is outside Hong Kong and/or not resident in Hong Kong.

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)

GLOBAL OFFERING

Number of Offer Shares under the Global Offering	: 135,715,200 Shares (subject to the Over-allotment Option)
Number of Hong Kong Public Offer Shares	: 16,286,000 Shares (subject to reallocation)
Number of International Offer Shares	: 119,429,200 Shares (subject to reallocation and the Over-allotment Option)
Maximum Offer Price	: HK\$38.50 Per Offer Share plus brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars, subject to refund)
Nominal value	: US\$0.0001 per Share
Stock Code	: 9992

Joint Sponsors

Morgan Stanley



Joint Global Coordinators, Joint Bookrunners, and Joint Lead Managers

Morgan Stanley



China Renaissance 华兴资本

**IMPORTANT NOTICE TO INVESTORS:
FULLY ELECTRONIC APPLICATION PROCESS**

We have adopted a fully electronic application process for the Hong Kong Public Offering. We will not provide printed copies of the Prospectus or printed copies of any application forms to the public in relation to the Hong Kong Public Offering.

The Prospectus is available at the website of the Hong Kong Stock Exchange at www.hkexnews.hk under the “*HKEXnews > New Listings > New Listing Information*” section, and our website at www.popmart.com. If you require a printed copy of the Prospectus, you may download and print from the website addresses above.

To apply for the Hong Kong Offer Shares, you may:

- (1) apply online through the **White Form eIPO** service at www.eipo.com.hk; or
- (2) apply through **CCASS eIPO** service to electronically cause HKSCC Nominees to apply on your behalf, including by:
 - (i) instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf; or
 - (ii) (if you are an existing **CCASS Investor Participant**) giving **electronic application instructions** through the CCASS Internet System (<https://ip.ccass.com>) or through the CCASS Phone System by calling +852 2979 7888 (using the procedures in HKSCC’s “An Operating Guide for Investor Participants” in effect from time to time). HKSCC can also input **electronic application instructions** for CCASS Investor Participants through HKSCC’s Customer Service Centre at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, HK by completing an input request.

If you have any question about the application for the Hong Kong Offer Shares, you may call the enquiry hotline of our Hong Kong Share Registrar and **White Form eIPO** Service Provider, Computershare Hong Kong Investor Services Limited, both at +852 2862 8600 on the following dates:

Tuesday, December 1, 2020 — 9:00 a.m. to 9:00 p.m.
Wednesday, December 2, 2020 — 9:00 a.m. to 9:00 p.m.
Thursday, December 3, 2020 — 9:00 a.m. to 9:00 p.m.
Friday, December 4, 2020 — 9:00 a.m. to 12:00 noon

We will not provide any physical channels to accept any application for the Hong Kong Offer Shares by the public. The contents of the electronic version of the Prospectus are identical to the printed document as registered with the Registrar of Companies in Hong Kong pursuant to Section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance.

If you are an **intermediary, broker** or **agent**, please remind your customers, clients or principals, as applicable, that the Prospectus is available online at the website addresses above.

Please refer to “How to Apply for Hong Kong Offer Shares” for further details on the procedures through which you can apply for the Hong Kong Offer Shares electronically.

Your application through the **White Form eIPO** service or by giving **electronic application instructions** to HKSCC must be for a minimum of 200 Hong Kong Offer Shares and in one of the numbers set out in the table. You are required to pay the amount next to the number you select.

POP MART INTERNATIONAL GROUP LIMITED (HK\$38.50 per Hong Kong Offer Share) NUMBER OF HONG KONG OFFER SHARES THAT MAY BE APPLIED FOR AND PAYMENTS							
No. of Hong Kong Offer Shares applied for	Amount payable on application	No. of Hong Kong Offer Shares applied for	Amount payable on application	No. of Hong Kong Offer Shares applied for	Amount payable on application	No. of Hong Kong Offer Shares applied for	Amount payable on application
	HK\$		HK\$		HK\$		HK\$
200	7,777.60	4,000	155,551.86	60,000	2,333,277.87	800,000	31,110,371.60
400	15,555.19	5,000	194,439.83	70,000	2,722,157.52	900,000	34,999,168.05
600	23,332.78	6,000	233,327.79	80,000	3,111,037.16	1,000,000	38,887,964.50
800	31,110.37	7,000	272,215.76	90,000	3,499,916.81	1,500,000	58,331,946.75
1,000	38,887.97	8,000	311,103.72	100,000	3,888,796.45	2,000,000	77,775,929.00
1,200	46,665.56	9,000	349,991.69	200,000	7,777,592.90	2,500,000	97,219,911.25
1,400	54,443.16	10,000	388,879.65	300,000	11,666,389.35	3,000,000	116,663,893.50
1,600	62,220.74	20,000	777,759.29	400,000	15,555,185.80	4,000,000	155,551,858.00
1,800	69,998.34	30,000	1,166,638.94	500,000	19,443,982.25	5,000,000	194,439,822.50
2,000	77,775.93	40,000	1,555,518.58	600,000	23,332,778.70	6,000,000	233,327,787.00
3,000	116,663.90	50,000	1,944,398.23	700,000	27,221,575.15	8,143,000 ⁽¹⁾	316,664,694.93
							(1) Maximum number of Hong Kong Offer Shares you may apply for.

No application for any other number of the Hong Kong Offer Shares will be considered and any such application is liable to be rejected.

THE LISTING APPLICATION

Application has been made to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, the Shares in issue and to be issued as described in the Prospectus (including any additional Shares which may be issued pursuant to the exercise of the Over-allotment Option). Assuming the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. on Friday, December 11, 2020, it is expected that dealings in the Shares on the Stock Exchange are to commence at 9:00 a.m. on Friday, December 11, 2020. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the Company's website at www.popmart.com and the Stock Exchange's website at www.hkexnews.hk.

STRUCTURE OF THE GLOBAL OFFERING

The Global Offering comprises the Hong Kong Public Offering of initially 16,286,000 Shares representing approximately 12% of the total number of Offer Shares made available under the Global Offering (subject to reallocation), and the International Offering of 119,429,200 Shares, representing approximately 88% of the total number of Offer Shares under the Global Offering (subject to reallocation and the Over-allotment Option). The allocation of Offer Shares between the Hong Kong Public Offering and the International Offering is subject to reallocation as stated in the section headed “Structure of the Global Offering” in the Prospectus. In particular, Offer Shares may be reallocated from the International Offering to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering. In accordance with Guidance Letter HKEX-GL91-18 issued by the Stock Exchange, if such reallocation is done other than pursuant to clawback mechanism as described in the section headed “Structure of the Global Offering – the Hong Kong Public Offering – Reallocation” in the Prospectus, the maximum total number of Offer Shares available under the Hong Kong Public Offering shall be 32,571,800 Offer Shares, representing not more than twice the number of Offer Shares initially available under the Hong Kong Public Offering and the final Offer Price shall be fixed at the bottom end of the Offer Price range (i.e. HK\$31.50 per Offer Share) stated in the Prospectus.

In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Joint Global Coordinators on behalf of the International Underwriters, to require the Company to allot and issue up to 20,357,200 additional new Shares, representing approximately 15.0% of the total number of Offer Shares initially available under the Global Offering, at the Offer Price, to cover over-allocations in the International Offering and/or to satisfy the obligation of the Stabilizing Manager to return securities to be borrowed under the Stock Borrowing Agreement.

PRICING

The Offer Price will not be more than HK\$38.50 per Offer Share and is expected to be not less than HK\$31.50 per Offer Share unless otherwise announced. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Offer Price of HK\$38.50 per Offer Share together with brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$38.50 per Offer Share.

EXPECTED TIMETABLE

Hong Kong Public Offering commences 9:00 a.m. on
Tuesday, December 1, 2020

Latest time to complete electronic applications
under the **White Form eIPO** service
through the designated website at www.eipo.com.hk 11:30 a.m. on
Friday, December 4, 2020

Application lists open 11:45 a.m. on
Friday, December 4, 2020

Latest time for (a) completing payment for
White Form eIPO applications by effecting
internet banking transfer(s) or PPS payment transfer(s)
and (b) giving **electronic application instructions**
to HKSCC 12:00 noon on
Friday, December 4, 2020

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or
a CCASS Custodian Participant to give **electronic application instructions** via CCASS
terminals to apply for the Hong Kong Offer Shares on your behalf, you are advised to contact
your **broker** or **custodian** for the latest time for giving such instructions which may be
different from the latest time as stated above.

Application lists close 12:00 noon on
Friday, December 4, 2020

Expected Price Determination Date Friday, December 4, 2020

Announcement of the Offer Price, the results of
the applications in the Hong Kong Public Offering,
the level of indications of interest in
the International Offering and the basis of
allocation of the Hong Kong Offer Shares
under the Hong Kong Public Offering
to be published on the websites of the
Stock Exchange at www.hkexnews.hk and
the Company at www.popmart.com on or before. Thursday, December 10, 2020

Results of allocations (with successful
applicants' identification document numbers
or Hong Kong business registration numbers)
in the Hong Kong Public Offering
will be available through a variety
of channels, including:

(1) a full announcement to be published
on the website of the Stock Exchange
at www.hkexnews.hk and the website of
the Company at www.popmart.com from Thursday, December 10, 2020

(2) from the designated results
of allocations website at www.iporesults.com.hk
(alternatively: English <https://www.eipo.com.hk/en/Allotment>;
Chinese <https://www.eipo.com.hk/zh-hk/Allotment>)
with a "search by ID" function from 8:00 a.m. on
Thursday, December 10, 2020
to 12:00 midnight on
Wednesday, December 16, 2020

- (3) from the allocation results telephone enquiry
by calling +852 2862 8555
between 9:00 a.m. and 6:00 p.m. on Thursday, December 10, 2020,
Friday, December 11, 2020,
Monday, December 14, 2020
and Tuesday, December 15, 2020

Dispatch/collection of **White Form** e-Refund payment
instructions/refund checks in respect of wholly or
partially successful (if applicable) and wholly or
partially unsuccessful applications under the
Hong Kong Public Offering on or before Thursday, December 10, 2020

Dispatch/collection of Share certificates in respect of wholly or
partially successful applications under the
Hong Kong Public Offering on or before Thursday, December 10, 2020

Dealings in the Shares on the Stock Exchange
expected to commence at 9:00 a.m. on Friday, December 11, 2020

SETTLEMENT

Subject to the granting of the approval for the listing of, and permission to deal in, the Shares on the Stock Exchange and compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in the Shares on the Stock Exchange or on any other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second Business Day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Shares to be admitted into CCASS.

White Form eIPO

Applicants may apply online through the **White Form eIPO** service by submitting an application through the designated website at www.eipo.com.hk (24 hours daily, except on the last day for applications) from 9:00 a.m. on Tuesday, December 1, 2020 till 11:30 a.m. on Friday, December 4, 2020 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Friday, December 4, 2020, the last application day or such later date as described in the section headed “How to Apply for Hong Kong Offer Shares – 10. Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus.

CCASS EIPO

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:⁽¹⁾

Tuesday, December 1, 2020 — 9:00 a.m. to 8:30 p.m.
Wednesday, December 2, 2020 — 8:00 a.m. to 8:30 p.m.
Thursday, December 3, 2020 — 8:00 a.m. to 8:30 p.m.
Friday, December 4, 2020 — 8:00 a.m. to 12:00 noon

Note:

- (1) These times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants and/or CCASS Investor Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Tuesday, December 1, 2020, until 12:00 noon on Friday, December 4, 2020 (24 hours daily, except on Friday, December 4, 2020, the last application day). The latest time for inputting your **electronic application instructions** will be 12:00 noon on Friday, December 4, 2020, the last application day or such later time as described in the section headed “How to Apply for Hong Kong Offer Shares – 10. Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus.

If you are instructing your broker or custodian who is a CCASS Clearing Participant or a CCASS Custodian Participant to give electronic application instructions via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf, you are advised to contact your broker or custodian for the latest time for giving such instructions which may be different from the latest time as stated above.

The application monies (including the brokerage, SFC transaction levy and the Stock Exchange trading fee) will be held by the receiving bank and on behalf of the Company after the closing of the application lists and the refund monies, if any, will be returned to the applicants without any interest on or before Thursday, December 10, 2020.

Please refer to the sections headed “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares” of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

PUBLICATION OF RESULTS

The Company expects to publish the announcement on the final Offer Price, the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares on the website of the Stock Exchange at www.hkexnews.hk and on the website of the Company at www.popmart.com on Thursday, December 10, 2020. The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants

under the Hong Kong Public Offering will be made available through a variety of channels from Thursday, December 10, 2020 in the manner described in the section headed “How to Apply for Hong Kong Offer Shares – 11. Publication of Results” in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the Offer Price as finally determined is less than the maximum Offer Price of HK\$38.50 per Offer Share (excluding brokerage, SFC transaction levy and the Stock Exchange trading fee payable thereon), or if the conditions of the Hong Kong Public Offering are not fulfilled in accordance with the section headed “Structure of the Global Offering – Conditions of the Global Offering” in the Prospectus or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy and the Stock Exchange trading fee, will be refunded, without interest.

The Company will not issue temporary documents of titles in respect of the Shares or receipt for application monies paid. Share certificates for the Offer Shares distributed pursuant to the Global Offering will only become valid documents of title when the Global Offering has become unconditional in all respects and none of the Underwriting Agreements has been terminated in accordance with its terms prior to 8:00 a.m. (Hong Kong time) on the Listing Date, i.e. Friday, December 11, 2020.

Assuming the Global Offering becomes unconditional at or before 8:00 a.m. on Friday, December 11, 2020 (Hong Kong time), dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Friday, December 11, 2020 (Hong Kong time). The Shares will be traded in board lots of 200 Shares each. The stock code of the Shares is 9992.

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

Hong Kong, December 1, 2020

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.