

PRESS RELEASE

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For immediate release

POP MART LAUNCHES ITS LARGEST LONDON SITE, IN CHINATOWN LONDON

Shaftesbury Capital has announced that designer art collectables retailer, **POP MART**, has opened a new location within its portfolio, at 69 – 71 Charing Cross Rd.

Spanning more than 5,000 sq ft, POP MART's new Chinatown London store is its largest in London, and comes just over four years after the brand launched its UK debut, also with Shaftesbury Capital. The space will allow a wide range of designer collectables to be showcased, including exclusives from character collections such as HIRONO, SKULLPANDA, and THE MONSTERS (LABUBU), all benefitting from POP MART's industry-leading innovation in blind-box retail.

The decision to launch this new flagship, in partnership with Shaftesbury Capital, comes as a direct response to POP MART's consistent success in the UK and the reputation of Chinatown London as a world-famous hub for ESEA culture.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "POP MART has been a resounding success since launching its debut UK location with us four years ago. We continue to celebrate and support ESEA trends as they make their way into the mainstream, and there's no doubting POP MART's influence in modern physical retail. Chinatown London is a key cultural hub, and our visitors will no doubt be thrilled to shop London's largest POP MART here."

Peter Shipman, Managing Director of Europe at POP MART, added: "Four years ago we made our UK debut, and what an incredible journey it's been since. In that short time, we've grown to near 20 stores across the UK and over 40 across Europe, building an amazing community of dedicated customers along the way. With our new Charing Cross location marking our biggest store in the West End, we're so proud to see how far we've come, and we're so excited to welcome even more of our loyal customers to this destination than ever before!"

-Ends-

@chinatownlondon

#ChinatownLondon

Notes to Editors

Chinatown London

As the largest Chinatown in Europe, Chinatown London is the go-to destination for regional Chinese and Pan-Asian cuisine. Its twelve predominately pedestrianised and interconnected streets, lined with iconic red lanterns, are home to an ever-evolving mix of traditional and new concepts that reflect emerging dining trends from cities such as Shanghai, Beijing, Tokyo, and Seoul.



Equally thriving day and night, the area's restaurants, bars, shops and cafés, as well as its unique mix of ESEA supermarkets, authentic Asian retail stores and more, attract large numbers of Londoners, tourists, international students and local workers.

中国城

作为欧洲最大的中国城，伦敦中国城是追求地道中餐和亚洲美食的热门去处。这里有十二条以步行为主、互相连接的街道，路边挂满了标志性的红灯笼。中国城的美食也在不断演变，融合了传统与新潮的美食概念，将来自上海、北京、东京和首尔等城市的新兴餐饮趋势带给大家。

无论白天还是夜晚，这里的餐厅、酒吧、商店和咖啡馆，以及特色的东南亚超市、正宗亚洲零售店等，无不吸引着在伦敦学习，工作，旅游和生活的每一个人。

About Shaftesbury Capital

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio under management, valued at £5.4 billion, extends to 2.8 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line. Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.

About POP MART

POP MART is a rising global force in pop culture and entertainment. Its mission is to celebrate everyday moments and inspire creativity through designer collectibles and immersive experiences. The company's ecosystem spans IP incubation and operations, designer collectibles and retail, theme parks and experiential destinations, and digital entertainment. POP MART operates more than 570 physical stores and over 2,500 ROBO SHOPS across 30 countries, delivering joy to consumers worldwide through an expanding portfolio of original IP.

Its roster features iconic characters such as MOLLY, DIMOO, SKULLPANDA, THE MONSTERS (LABUBU), HIRONO and more. With these characters, POP MART creates distinctive stories and cultural crossovers that resonate with global audiences. Founded in 2010, POP MART has grown into a category-defining leader in designer toys and immersive creative experiences. The company went public on the Hong Kong Stock Exchange in 2020.