

**COMPANY ANNOUNCEMENT  
PRESS RELEASE****FOR IMMEDIATE RELEASE****13 August 2025****Grand Opening of Thailand's Latest POP MART Flagship Store  
With Record-High Opening Day Sales**

**Bangkok, Thailand – Minor International Public Company Limited (MINT)** announces the grand opening of its newest POP MART flagship store at ICONSIAM in Bangkok. The launch was met with overwhelming excitement, achieving record-high first day sales ever for POP MART in Thailand. Despite an already strong presence with eight free-standing stores and three pop-up units across the country, the exceptional performance of this new store demonstrates that consumer demand for POP MART remains extremely robust, with no signs of market saturation. This is a clear reflection of the brand's continued popularity and loyalty of its growing fan community domestically and internationally.

POP MART Thailand has experienced rapid and consistent success through a joint venture between MINT and POP MART International Group. The new ICONSIAM flagship, presented as a 'POP MART Global Landmark Store', elevates the brand's retail presence to a new level, incorporating Thai identity and cultural design elements and making it a destination for both local fans and international visitors. Building on this latest momentum, POP MART Thailand plans for selective expansion to key gateway cities outside Bangkok. This strategic rollout will focus on high-potential urban centers with vibrant culture communities.

William E. Heinecke, Chairman and Founder of Minor International, commented: "This latest opening is a testament to the strength of our strategic partnership and our shared vision to bring world-class retail experiences to global consumers. Our entry into the Thai market with POP MART was driven by more than commercial opportunity, we saw the potential to lead and shape the emerging art toy lifestyle segment in the region." He further added, "The response to our ICONSIAM launch has exceeded all expectations,

reaffirming the strong demand for POP MART in Thailand. We remain committed to scaling innovative, high-growth lifestyle concepts that deeply connect with modern consumers.”

**About Minor International (MINT)**

Minor International (MINT) is a global Company focused on two core businesses: hospitality and restaurants. MINT is a hotel owner, operator and investor with a portfolio of 643 hotels under the Anantara, Avani, Oaks, Tivoli, NH Collection, NH, nhow, Elewana, Wolseley, Four Seasons, St. Regis, JW Marriott and Radisson Blu brands in 65 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and the Americas (including upcoming owned and committed JV, together with signed lease and management contracts). MINT is also one of Asia’s largest restaurant companies with 2,684 outlets system-wide in 24 countries under The Pizza Company, The Coffee Club, Riverside Grilled Fish, Sanook Kitchen, Benihana, Bonchon, Swensen’s, Sizzler, Dairy Queen, Burger King and GAGA brands, as well as over 1,000 further outlets held through MINT’s strategic alliances (i.e. S&P and BreadTalk).

For more information, please visit [www.minor.com](http://www.minor.com).

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