

## POP MART Selects Workday to Empower Employees and Drive Global Growth

*Leading Pop Culture Company to Use Workday's AI Platform to Manage Worldwide Workforce*

**Hong Kong — December 3, 2025** — [Workday, Inc.](#) (NASDAQ: WDAY), the enterprise AI platform for managing [people](#), [money](#), and [agents](#), today announced its collaboration with world's leading designer toy company POP MART International Group Ltd. (POP MART) to support its rapid global expansion and workforce transformation. This alliance marks a significant expansion of Workday's presence in the retail sector, reinforcing its role in supporting fast-growing, consumer-facing businesses across the globe, including Asia.

Founded in 2010, POP MART is a rising global force in pop culture entertainment. Driven by the mission "to light up passion and bring joy," POP MART focuses on intellectual property as its core, developing three major business segments: consumer products, experiences, and entertainment. The company operates an extensive international network spanning over 30 countries and regions, with more than 570 physical stores and over 2,500 Robo Shops (vending machines) worldwide. As it quickly expands its footprint across North America, Europe, Asia as well as the Middle East, building a scalable international HR system has become essential to support its globalisation strategy.

As part of this transformation, POP MART is leveraging Workday's comprehensive solutions for workforce management, including [Workday Human Capital Management \(HCM\)](#)—powered by Workday's next-generation AI, [Workday Illuminate](#). These solutions provide a single source of truth for workforce data, streamlining HR operations, supporting local compliance, and enhancing visibility and agility across all markets.

With its business operations and evolving omnichannel strategy—which blends physical stores, Robo shops, and e-commerce—expanding rapidly, POP MART needed a single, agile, and comprehensive human capital management system to manage its growing and diverse workforce. Workday was selected for its proven ability to provide real-time visibility into international talent, streamline operations with embedded AI, and help ensure compliance in different regulatory environments. This agreement equips the company to make data-driven decisions and manage talent more efficiently as it accelerates its expansion globally.

"As we continue to grow our business globally, managing a diverse and creative workforce across different countries and cultures has become incredibly complex," said **Gong He, Head of HR at POP MART**. "Workday provides us the unified platform we need to support our talent effectively, streamline operations, and focus on our core business of bringing joy to our collectors around the world. We're confident this collaboration will be a cornerstone of our globalisation strategy."

"POP MART's rapid global expansion highlights the complexity that fast-growing companies face when scaling their operations," said **Daniel Cham, general manager, Greater China, Workday**. "POP MART joins a growing number of high-growth companies choosing Workday as their platform of choice to support their talent with clarity, compliance, and holistic support. We are proud to work with a company that understands the importance of technology in enabling their growth ambitions as it continues to reimagine the retail experience."

With Workday's unified cloud platform, POP MART is gaining real-time visibility into its global workforce and operational data, enabling smarter decision-making and more agile responses to changing market and talent needs. This alliance is empowering the company to continue its mission of bringing creativity and joy to its global community of collectors.

### About Workday

[Workday](#) is the enterprise AI platform for managing [people](#), [money](#), and [agents](#). Workday unifies HR and Finance on one intelligent platform with AI at the core to empower people at every level with the clarity, confidence, and insights they need to adapt quickly, make better decisions, and deliver outcomes that matter. Workday is used by more than 11,000 organisations around the world and across industries – from medium-sized businesses to more than 65% of the Fortune 500. For more information about Workday, visit [workday.com/en-hk](https://workday.com/en-hk).

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## POP MART 選用Workday加強員工發展並推動全球 長

領先潮流文化品牌採用Workday的AI平台管理全球員工

香港 2025年12月3日 – 企業人力資源、財務及代理人工智能管理平台Workday NASDAQ WDAY 今日宣 與全球領先潮流玩具品牌泡泡瑪特國際集團有限公司 POP MART 合作 支援其全球業務迅速擴展及員工團隊轉型。是次合作標誌着 Workday 在零售行業持續發展 並在亞洲及全球快速 長的消費市場中持續提升其影響力。

自2010年成立後 POP MART已成為全球流行文化 樂領域的新興力量。秉持「創造潮流 傳遞美好」的使命 POP MART以原創及授權 IP為核心 業務涵蓋消費品、體驗 以及 樂三大範疇。POP MART的業務遍 超過30個國家及地區 擁有逾570間實體店舖及逾2,500部Robo Shop自動販賣機。隨著POP MART在北美、歐洲、亞洲及中東市場迅速擴展 建立可擴展的全球人力資源系統已成為支援POP MART全球化策略的關鍵。

在轉型過程中 POP MART 運用 Workday 的全面人力資源管理解決方案 包括由 Workday 新一代 AI 解決方案Workday Illuminate 驅動的 Workday Human Capital Management HCM。此解決方案為POP MART提供統一可靠的員工數據來源 有助簡化人力資源流程 支援各地合規要求 並提升在各市場的可視度及靈活度。

隨著業務營運和結合實體門市、Robo Shop自動販賣機、電子商務的全渠道策略的迅速發展 POP MART 需要一個單一、靈活且全面的人力資源管理系統來管理日益 大且多元化的團隊。POP MART 選擇 Workday 主要在於其能助企業即時掌握全球人才資訊、以 建 AI簡化營運 以及助企業符合不同監管環境下的合規要求。是次合作有助 POP MART 在全球快速擴張的同時 能以數據驅動決策 更高效地管理人才。

POP MART人力資源總監賀恭表示「隨著我們在全球持續拓展業務 要管理多個國家及文化背景、多元且充滿創意的團隊則變得極具挑戰性。Workday提供統一平台 讓我們能 有效地支援人才發展、簡化營運 並專注於我們的核心業務 為全球的收藏家帶來快樂。我們深信此次合作將成為我們全球化策略的重要基石。」

Workday 大中華區總經理湛致遠表示「POP MART 在全球的迅速擴張反映高速 長的企業在擴大營運規模時所面臨的複雜挑戰。與 多快速成長企業一樣 POP MART選用Workday 作為其核心平台 為其人才發展提供清晰、合規且全面的支援。Workday很榮幸能與一間深諳科技對實現 長目標至關重要、並持續重新定義零售體驗的企業合作。」

透過 Workday 統一雲端平台 POP MART 能 即時掌握全球員工和營運數據 從而作出更明智的決策 靈活應對瞬息萬變的市場和人才需求。此合作協助 POP MART 繼續實踐其使命 為全球收藏家帶來創意與快樂。

### 關於 Workday

Workday為企業人力資源、財務及代理的人工智能管理平台。Workday以人工智能技術為核心 整合人力資源及財務至統一智能平台 為各階層人員提供所需的清晰見解與信心 助其迅速適應變化、作出更明智決策 並推動業務發展。全球至今已有逾11,000間來自各行各業的企業使用 Workday 包括中型企業、以至超過65%的 Fortune 500 強的企業機構。如欲了解更多有關 Workday 的資訊 請瀏覽[workday.com/en-hk/](https://workday.com/en-hk/)。

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<https://en-hk.newsroom.workday.com/pop-mart-selects-workday-to-empower-employees-and-drive-global-growth>