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 managingpeople, 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.

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Workday AI

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