

PHOTO RELEASE

165 fans unbox an epic new record at the *Biggest CapitaLand x POP MART Unboxing Bash* in Southeast Asia

The communal unboxing event is part of CapitaLand's festive campaign and it features life-sized POP MART IP character installations, provides exclusive access to limited edition POP MART blind box series and interactive games at Funan.



Singapore, 2 December 2023 – 165 lucky fans gathered at Funan to set a new record in the Singapore Book of Records for the **most number of people unboxing blind boxes together** in Singapore. Presented by CapitaLand and in partnership with POP MART, the event saw fans from Singapore's POP MART fan community setting the record at the inaugural unboxing bash, experiencing the thrill of unboxing and unveiling their favourite blind boxes from the beloved and latest festive POP MART series, including the Molly Imaginary Wandering Series, SKULLPANDA The Ink Plum Blossom Series, Disney 100th Anniversary Bell Series and Sweet Bean Frozen Time Dessert Box Series.

The online registration for the event was open for one week, which saw overwhelming responses with a total over-subscription of 658%. Setting a new record for unboxing, the bash is

a testament to the unboxing craze that has been making waves amongst fans across ages and generations.



Allissa Sze Yan Wei, a POP MART fan said: "For the past 7 years, I have dedicated myself to growing a remarkable POP MART collection featuring thousands of unique figurines, including my favourite Disney character Princess Ariel. I am thrilled that CapitaLand and POP MART collaborated to present this record breaking unboxing bash, where fans like myself were able to come together as a community to share our passion for POP MART and delight in a one-of-kind unboxing experience."

As part of the unboxing experience, each fan was gifted a surprise blind box from the latest festive collections released on 17 November 2023 and many other best-selling series. The collections feature characters such as Molly, Sweet Bean and Azura, all of which have a magical look and feel that perfectly encapsulates the festive season. The Level 1 Atrium of Funan was transformed into a POP MART playground, bringing fans together and offering a one-of-a-kind lifestyle experience that fosters a greater sense of community. The *Unboxing Bash* provided like-minded fans with the opportunity to interact with one another and create lasting shared memories. They also got to enjoy other activities which included toy swaps with other collectors and photo-worthy moments with captivating life-sized 3D sculptures of Molly, Dimoo and SKULLPANDA. Fans had the chance to test their POP MART knowledge through trivia games and earned POP MART merchandise as rewards. They also shared with one another how they became fans of POP MART and started their toy collecting journey.



Mr. Chris Chong, CEO of Retail & Workspace (Singapore & Malaysia), CapitaLand Investment, said: “In our ongoing efforts to redefine retail and lifestyle experiences at CapitaLand malls, we are pleased to take our partnership with POP MART to greater heights with the first and largest unboxing event ever held in Southeast Asia. We hope to unite the passionate community of POP MART fans at CapitaLand malls through this unique retail-tainment experience. This event is just one of the many activities and rewards we have specially curated as part of Asia’s largest POP MART holiday extravaganza this festive season.”

Echoing Chris Chong’s sentiment, **Tan Tong Hong, Director, POP MART South Asia Pte Ltd**, said, “Synonymous with POP MART’s brand mission of bringing joy, we believe this event is probably the best platform for new fans, enthusiasts and art toys collectors to gather, share and foster stronger relationships amongst themselves, and with us as a brand.”

The event was held as part of CapitaLand’s festive campaign, which invites shoppers to *Embark on an Enchanted Journey* with Asia’s largest holiday extravaganza with POP MART, featuring Disney-themed toys across 16 CapitaLand malls islandwide. Shoppers can immerse themselves in the festivities at CapitaLand Malls, where they will find larger-than-life POP MART installations featuring Disney-themed toys, experience a mesmerising 360° multi-sensory digital journey with the *Enchanted Express* train installation at Plaza Singapura, and stand to win rewards while they shop this festive season. More information can be found [here](#).

For more information on CapitaLand's festive campaign, please visit <http://www.capitaland.com/embark-on-an-enchanted-journey>.

For event images and other media materials, please visit bit.ly/CapitaLandxPOPMART.

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About CapitaLand Investment Limited (www.capitalandinvest.com)

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real estate investment manager (REIM) with a strong Asia foothold. As at 30 September 2023, CLI had S\$133 billion of real estate assets under management, and S\$90 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 30 private vehicles across Asia Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics and data centres.

CLI aims to scale its FUM and fee-related earnings through fund management, lodging management and its full stack of operating capabilities, and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve Net Zero carbon emissions for scope 1 and 2 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

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About POP MART

POP MART is one of the most popular art toy brands that is a hot favourite amongst the younger generation today. Known for its extensive collection of Blind Boxes – a sealed packaging that keeps the contents of the figurine mysterious to its new owners – POP MART breaks the stereotype that toys are only for children. Since 2021, POP MART has also expanded to the high-end art toy market and introduced MEGA COLLECTION to satisfy various art toy collectors' interests.

The company has worked with world renowned brands, such as Disney, Sanrio, Warner Bros. among others, and famous designers like Kenny Wong, Kasing Lung and SKULLPANDA to launch a multitude of pop culture products based on classic characters that appeal to its pool of loyal customers. As a valuable support to the foundation of the designer toy market, POP MART has also enhanced its customer user experience through mini-games and applets to further entice its clients.

PDC (POP DESIGN CENTER) was founded in 2017 and focuses on original Intellectual Property (IP), as part of POP MART's global artist development and IP operation plans. PDC has attracted many talented artists from the robust media and entertainment industries. With its abundant resources and professional product teams, PDC has nurtured many budding artists to create their own IPs that have won the hearts of many fans around the world through their unique characteristics.

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