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Goodbaby International Holdings Limited
好孩子國際控股有限公司
(incorporated in the Cayman Islands with limited liability)
(Stock Code: 1086)

CHANGE OF CHIEF OPERATING OFFICER

The Board announces that with effect from 17 August 2012, Mr. Wang has resigned as the COO of the Company and Mr. Zhu has been appointed as the COO of the Company with effect from 17 August 2012. Following the resignation, Mr. Wang remains as the executive Director and vice-president of the Company.

The board (the “**Board**”) of directors (the “**Directors**”) of Goodbaby International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) would like to announce that Mr. Wang Haiye (王海燁) (“**Mr. Wang**”) has resigned as the chief operating officer (the “**COO**”) of the Company with effect from 17 August 2012. Mr. Zhu Yunlong (竺雲龍) (“**Mr. Zhu**”) has been appointed as the COO of the Company with effect from 17 August 2012.

Following the resignation of Mr. Wang as the COO of the Company with effect from 17 August 2012, Mr. Wang remains as the executive Director and vice-president of the Company, assisting the Company’s chief executive in formulating and implementing the strategic targets and development plans of the Group, coordinating, organizing and managing the synergistic and integrated operation of research and development, marketing and operation of the Group. The Board believes that the resignation of Mr. Wang as the COO of the Company will be more conducive to his performance of the aforesaid functions.

Mr. Zhu, aged 44, is the Company’s vice president primarily responsible for overseeing the whole quality control process and functions of the Group before taking up the position of the COO of the Company. Mr. Zhu joined the Group in 2006 and he has since then successfully integrated international advanced quality management concepts and tools into the management system and culture of the Group

and achieved remarkable results. Accordingly, the Group was awarded the “National Quality Award (全國質量獎)” in 2010 and the “World Class Global Performance Excellence Award (世界級全球卓越績效大獎)” by Asia Pacific Quality Organization in 2011, respectively. Meanwhile, he established a world-class testing centre and a world-leading standard research centre in the Group, which became the core capability of the Group. In the first half of this year, during which he was also the general manager of the car seat business unit of the Group, the car seat business unit achieved significant improvements in terms of quality, cost, service and management due to his leadership.

Prior to joining the Group, Mr. Zhu was the regional quality director of Electra Consumer Products from 2005 to 2006. Mr. Zhu has also worked as a quality director for Concord Camera (HK) Limited from 2004 to 2005. Mr. Zhu obtained his Doctorate of Business Administration (DBA) from Grenoble Ecole de Management in June 2011 and won the second prize of the 2012 EDAMBA (European Doctoral Programmes Association in Management and Business Administration) thesis competition. Mr. Zhu obtained his Master’s degree in Business Administration from the Southern Illinois University Carbondale of the United States in May 2001 and was awarded the “Best Student Award”. Mr. Zhu was elected as director of the ninth board of directors of China Association for Quality (中國質量協會) in June 2012. He has been serving as the vice-chairman of Kunshan Quality Association (昆山質量協會) and the director of Shanghai Quality Association (上海質量協會) since March 2008. He has been appointed as a member of the expert team of the Technical Committee of Standardization for Toys of the China Toy & Juvenile Products Association (中國玩具和嬰童用品協會全國玩具標準化技術委員會) since June 2008. Mr. Zhu received “Kunshan Senior Level Innovation and Entrepreneur Talent Award” (昆山市高層次創新創業人才獎) in 2011. He is also a member of the fourth “333 Senior Level Talent Nurture Engineering of Jiangsu Province (江蘇省第四期「333 高層次人才培養工程」培養對象)”. The Board believes that Mr. Zhu will make better use of his management expertise in his capacity as the COO of the Company, thus further improving the operational management level and efficiency of the Group.

Mr. Zhu does not hold any directorships in any listed public companies in the last three years or any other positions with the Company or other members of the Group and does not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company.

Mr. Zhu does not have any interests in the shares in the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) as at the date of this announcement.

Save as disclosed above, the Board is not aware of any matter in relation to Mr. Zhu's appointment that needs to be brought to the attention of the shareholders of the Company nor is there any information to be disclosed by the Company pursuant to any of the requirements under rules 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Mr. Wang confirms that there was no disagreement with the Board and there are no other matters relating to his resignation as the COO of the Company that need to be brought to the attention of the shareholders of the Company.

By order of the Board
Goodbaby International Holdings Limited
Song Zhenghuan
Chairman

Hong Kong, 17 August 2012

As at the date of this announcement, the executive Directors are Mr. Song Zhenghuan and Mr. Wang Haiye; the non-executive Directors are Mr. Christopher Marcus Gradel and Ms. Chiang Yun; and the independent non-executive Directors are Mr. Iain Ferguson Bruce, Mr. Long Yongtu and Mr. Shi Xiaoguang.