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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)

REVENUE PERFORMANCE FOR THE THREE MONTHS ENDED 31 MARCH 2026

This announcement is made by Goodbaby International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

Based on the unaudited consolidated management accounts of the Company for the three months ended 31 March 2026 (the “**Period**”), the revenue of the Company for the Period was approximately HK\$2,166.0 million, representing an increase of 6.4% from approximately HK\$2,034.9 million for the corresponding period in 2025. Foreign exchange rates fluctuated between the Period and the corresponding period in 2025, particularly exchange rates between RMB and HKD, and between EUR and HKD. Such fluctuations led to the difference between the Group’s overall revenue change in the original currencies and in the reporting currency of HKD after currency translation. On a constant currency basis¹, the Group’s revenue for the Period recorded a 0.9% decrease as compared with the corresponding period in 2025.

(HK\$ million)	Three months ended 31 March		Change	Change on a constant currency basis		
	2026 (unaudited)	2025 (unaudited)				
Total Revenue	2,166.0	2,034.9	6.4%	-0.9%		
	Amount (unaudited)	% of Revenue	Amount (unaudited)	% of Revenue	Change	Change on a constant currency basis
Strategic Brands	1,997.7	92.2%	1,839.0	90.4%	8.6%	0.9%
– CYBEX	1,293.1	59.7%	1,145.3	56.3%	12.9%	2.0%
– Evenflo	535.0	24.7%	519.1	25.5%	3.1%	1.5%
– gb	169.6	7.8%	174.6	8.6%	-2.9%	-8.7%
Blue Chip and Other Business	168.3	7.8%	195.9	9.6%	-14.1%	-17.3%

¹ The constant currency basis is the weighted growth rate on each original currency revenue.

Overview

The Group delivered solid revenue performance amidst a macro environment featuring elevated dynamics and uncertainties during the Period, recording 6.4% growth (a 0.9% decrease on a constant currency basis) compared to the corresponding period in 2025: CYBEX continued to grow based on its strong business momentum from a high base of the same period of 2025, greatly gaining market shares across markets and categories in a challenging environment. Evenflo recorded positive growth driven by very strong performance of its stroller and home goods categories, which offset decline in the car seat category caused by destocking in major channels; Evenflo's market share in the car seat category continued to increase; gb's decline was mainly in the non-durables category, partially offset by very strong performance in the car seat category as the brand continued to focus on core durable categories; Blue Chip business declined from a high base in the same period of 2025 resulting from front-loaded orders from customers; the Group continues to deliver efficient, high-quality and timely services for its Blue Chip customers.

The Group continues to firmly implement its long-term strategy of globalization and operations of own multi-brand portfolio as it advances ahead steadfastly as the leading juvenile products brand house: CYBEX further enhances its position as the global leading premium “technical – lifestyle” brand with continuous market share expansion; Evenflo consolidates its leading position in the North America market as it stabilizes business; gb progresses its business transformation to focus on key categories as it continues to enjoy strong reputation as a top brand in the China market. By operating these brands through its omni-channel distribution network, the Group is offering products and services to consumers in over 110 countries and regions as it furthers the globalization strategy. The advantages of our one-dragon platform, which integrates diversified manufacturing and operational services, continue to support the development of our brands and Blue Chip business and constitute solid competitive strength. The Group continues to enhance its fundamentals.

Looking forward to the rest of the year, we expect the macro environment to remain challenging with downward risks, such as inflation, raw material cost increase, unfavorable foreign exchange fluctuations, negative consumer sentiment and logistics disruptions, caused by intensified geopolitical tensions. While we expect these risks to impose pressure on our business performance, we will stay committed to our set strategy by carrying out planned agenda in a prudential and cautious way. Built on stronger fundamentals, we remain confident of the Group's sustainable business development in the long term as the leading juvenile products brand house.

The above information was prepared based on the unaudited consolidated management accounts of the Group which have neither been reviewed nor audited by the auditors of the Company and may differ from those in the audited or unaudited financial statements of the Group to be published by the Company on yearly and half yearly basis. The operational information for the Period may not reflect the overall performance of the Group for a complete reporting period. Shareholders and potential investors of the Company are advised not to place reliance on the aforesaid information and they are advised to exercise caution in dealing in the securities of the Company.

By Order of the Board
Goodbaby International Holdings Limited
SONG Zhenghuan
Chairman

Hong Kong, 12 May 2026

As at the date of this announcement, the Executive Directors of the Company are Mr. SONG Zhenghuan, Mr. LIU Tongyou, Mr. Martin POS and Mr. XIA Xinyue; the Non-Executive Directors are Ms. FU Jingqiu and Mr. HO Kwok Yin, Eric; and the Independent Non-Executive Directors are Ms. CHIANG Yun, Mr. WONG Shun Tak and Mr. JIN Peng.