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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 NINE MONTHS ENDED 30 SEPTEMBER 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 nine months ended 30 September 2026 (the "**Period**"), the revenue of the Company was approximately HK$6,926.0 million, representing an increase of 7.9% from approximately HK$6,420.0 million for the corresponding period in 2025. Foreign exchange rates fluctuated between the Period and the corresponding period in 2025, particularly between RMB and HKD, and between EUR and HKD and RMB. Such fluctuations led to the difference between the Group's overall revenue growth in the original currencies and the reporting currency in HKD after currency translation. On a constant currency basis[1], the Group's revenue for the Period increased by 4.1% as compared with the corresponding period in 2025.

	For the nine months ended 30 September					
	2026		2025			Change on a constant
(HK$ million)	(unaudited)		(unaudited)		Change (%)	currency basis (%)
Total Revenue	**6,926.0**		6,420.0		7.9%	4.1%
	Amount	**% of Revenue**	**Amount**	**% of Revenue**	**Change (%)**	**Change on a constant currency basis (%)**
Strategic Brands	**6,388.6**	**92.2%**	5,853.2	91.2%	9.1%	5.4%
– CYBEX	4,104.8	59.3%	3,701.0	57.6%	10.9%	6.9%
– Evenflo	1,706.8	24.6%	1,581.6	24.6%	7.9%	6.0%
– gb	577.0	8.3%	570.6	8.9%	1.1%	–5.8%
Blue Chip and other business	**537.4**	**7.8%**	566.8	8.8%	–5.2%	–9.9%

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

Overview

Against a continuously weakening macroeconomic environment, the Group recorded revenue growth of 7.9% (a 4.1% increase on a constant currency basis) during the Period as compared with the corresponding period of 2025. The performance reflected growth in CYBEX and Evenflo, partly offset by continued softness in gb and Blue Chip and other business. CYBEX continued to record revenue growth in the third quarter. The stronger revenue performance in the quarter was mainly driven by the delivery of backlog orders that had remained unmet in the first half of the year and therefore reflected, in part, the timing of shipments between periods. CYBEX continued to maintain positive business momentum during the Period. The revenue growth of Evenflo during the Period was attributable to strong growth delivered in the third quarter. This was primarily a result of a low revenue base in the third quarter of 2025 and a timing shift of order flows as the brand continued to encourage direct shipment from the Group's China manufacturing facilities over local warehouse pick-ups in the United States, under which, customers placed orders in advance to the third quarter that in the past were booked in the fourth quarter. gb's revenue continued to decline on a constant currency basis in the third quarter, though at a narrowing pace, with positive performance of its durables segment offset by continued declines in non-durables. The Blue Chip business faced headwinds in the third quarter amid decreased orders from customers, yet the Group maintains healthy and stable relationship with its Blue Chip customers.

Adverse factors observed in the first half of the year, including supply chain and logistics disruptions, raw materials cost hikes, unfavorable foreign exchange movements, discontinuity of regional business, elevated inflation, prolonged geographic conflicts, declining birth rates and cautious consumption sentiments, continued to weigh on the Group's business performance in the third quarter, notably in Europe, the Group's largest revenue market. These macroeconomic uncertainties and challenges are expected to persist throughout the rest of the year, in particular, raw material cost hikes and unfavorable foreign exchange movements. The Group will continue to advance with its overall brand strategy built on its integrated one-dragon platform and stay focused on its long-term sustainable development.

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, 13 November 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.