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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)

VOLUNTARY ANNOUNCEMENT DIRECT DISTRIBUTION PLATFORM IN JAPAN

The board (the “**Board**”) of directors (the “**Directors**”) of Goodbaby International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that on 19 March 2018, the Group has set up its own direct distribution platform in Japan by forming an indirect non-wholly owned subsidiary (the “**JV Company**”) with an independent third party (the “**JV Partner**”). The Group, via one of its subsidiary, holds 80% interest of the JV Company while the JV Partner holds the remaining 20% interest.

The JV Company will be principally engaged in distributing juvenile products under Cybex and gb brands, providing customer services and engaging customer activities to support rapid growth of the Group’s business in the Japanese market. The formation of the JV Company is a strategic step for the Group to grow its business in the Japanese market.

The formation of the JV Company does not constitute a notifiable transaction of the Company under Chapter 14 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) as it is exempted pursuant to Rule 14.04(1)(f) under the Listing Rules and all applicable percentage ratios under Rule 14.07 of the Listing Rules are below 5%.

The Company will make further announcement in respect of the latest development of its business expansion as and when appropriate. Shareholders and potential investors should note that there is no assurance that the intention and plan referred to in this announcement will be materialised, and Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

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

Hong Kong, 26 March 2018

As at the date of this announcement, the executive Directors are Mr. SONG Zhenghuan, Mr. Martin POS, Mr. YANG Ilcheul, Mr. XIA Xinyue, Mr. LIU Tongyou and Mr. Michael Nan QU; the non-executive Directors are Ms. FU Jingqiu and Mr. HO Kwok Yin, Eric; and the independent non-executive Directors are Mr. Iain Ferguson BRUCE, Mr. SHI Xiaoguang, Ms. CHIANG Yun and Mr. JIN Peng