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Goodbaby

International

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)

**APPOINTMENT OF MARTIN POS
AS CHIEF EXECUTIVE OFFICER SUCCEEDING SONG ZHENGHUAN
WHO REMAINS AS CHAIRMAN OF THE BOARD**

The board (the “**Board**”) of directors (the “**Directors**”) of Goodbaby International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that Mr. Martin Pos (“**Mr. Pos**”), an executive Director and the deputy chief executive officer of the Company, will succeed Mr. Song Zhenghuan (“**Mr. Song**”) as the chief executive officer of the Company with effect from 15 January 2016. Upon the appointment of Mr. Pos as the chief executive office of the Company, Mr. Song will remain as the chairman of the Board and an executive Director. The appointment of Mr. Pos reinforces the Group’s evolution into a one-stop vertical integrated brand-driven business. Mr. Pos will lead the experienced management team of the Group, focusing on global business development through the Company’s strategic brands, namely gb, Cybex and Evenflo on the one hand, whilst maintaining close relationships with the Group’s existing Blue Chip customers on the other. In his new role as the chief executive officer of the Company, Mr. Pos will lead all the Group’s business units and functions across each continent, comprising of technical services, supply chain and manufacturing, brand portfolio management, international distribution, national distribution and the Group’s central services, focusing on the continued smooth integration of the global businesses and bringing synergies across the Group. The Board believes that with Mr. Pos’s exceptional skills in brand building and international business development, the Group will continue to make significant advancement in all markets around the world.

Mr. Song confirms that there is no disagreement with the Board and there is no matter in relation to his resignation as the chief executive officer of the Company that needs to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited, and that Mr. Song believes that this change in structure will further improve the corporate governance of the Company.

Mr. Martin Pos, aged 45, is currently an executive Director and has been re-designated as the chief executive officer of the Company with effect from 15 January 2016. Prior to his re-designation as the chief executive officer of the Company, Mr. Pos acted as a deputy chief executive officer of the Company since 12 December 2014. Upon the appointment of Mr. Pos as the deputy chief executive

officer of the Company, Mr. Pos has been directly responsible for the Group's technical services, supply chain and manufacturing, brand portfolio management, global sales, as well as the human resources and information technology where his outstanding and distinguishing leadership has been proved. Over the last year, Mr. Pos has strengthened the senior leadership team of the Group and with a strong team in place across EMEA Americas and APAC where the Group is positioned to take a major step forward. Mr. Pos is the founder of the premium technical lifestyle and child car seat brand, Cybex.

Mr. Pos has entered into a service contract with the Company and receives a monthly salary and discretionary bonus commensurate with his responsibility and experience, the remuneration policy of the Company and prevailing market conditions.

As at the date of this announcement, Mr. Pos is interested in 53,512,000 shares of the Company, including 2,400,000 share options, entitling him to subscribe for 2,400,000 shares of the Company, representing approximately 4.827% of the issued share capital of the Company. Save as disclosed herein, Mr. Pos does not have any interest in shares of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Mr. Pos does not have any relationship with any other directors, senior management, substantial shareholders or controlling shareholders of the Company.

Save as disclosed herein, there are no other matters relating to the appointment of Mr. Pos as the chief executive officer of the Company that need to be brought to the attention of the shareholders of the Company nor is there any other information that is required to be disclosed pursuant to Rule 13.51(2) of the Listing Rules.

The change in the executive appointment enables the Company to comply with the code provision requirement of separating the roles of chairman and chief executive officer under the Corporate Governance Code as set out in Appendix 14 to the Listing Rules. With the change, Mr. Song will retain his capacity and be directly responsible for the Group's overall strategic direction, whereas Mr. Pos will be responsible for, among other things, managing the overall operations of the Group and overseeing the Group's business. The Board is confident that the change in the executive appointment will further reinforce the development of the Group on its existing solid foundation.

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

Hong Kong, 15 January 2016

As at the date of this announcement, the executive Directors are Mr. SONG Zhenghuan, Mr. WANG Haiye, Mr. Michael Nan QU and Mr. Martin POS; the non-executive Director is Mr. HO Kwok Yin, Eric; and the independent non-executive Directors are Mr. Iain Ferguson BRUCE, Mr. SHI Xiaoguang and Ms. CHIANG Yun.