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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)**

**POSITIVE PROFIT ALERT**

This announcement is made by Goodbaby International Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors of the Company that, based on the preliminary review of the Group’s unaudited management accounts for the twelve months ended 31 December 2015, it is expected that the Group will experience a significant increase by approximately 240% in its net profit for the twelve months ended 31 December 2015 as compared with the corresponding period for the twelve months ended 31 December 2014. Based on information currently available to the Company, the Board believes that such increase was primarily attributable to the improvement of gross profit margin as well as higher sales.

The Company has yet to finalise the annual results of the Group for the twelve months ended 31 December 2015. The information contained in this announcement is only based on a preliminary assessment by the management of the Company with reference to the information currently available including the unaudited management accounts of the Group, which have not been reviewed or audited by the Company’s auditors or the audit committee of the Company, and the actual results of the Group for the twelve months ended 31 December 2015 may be different from what is disclosed herein. Investors are advised to read carefully the annual results announcement of the Company for the twelve months ended 31 December 2015 which is expected to be published before the end of March 2016.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

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

Hong Kong, 25 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.*