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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 six months ended 30 June 2021, it is expected that the Group will record a significant increase by between approximately 80% to 90% in its net profit for the six months ended 30 June 2021 as compared with the corresponding period in 2020. The Board believes that such increase was primarily attributable to higher sales.

The Company has yet to finalise the interim results of the Group for the six months ended 30 June 2021. 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 six months ended 30 June 2021 may be different from what is disclosed herein. Investors are advised to read carefully the interim results announcement of the Company for six months ended 30 June 2021 which is expected to be published before the end of August 2021.

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, 9 August 2021

As at the date of this announcement, the executive Directors of the Company are Mr. SONG Zhenghuan, Mr. Martin POS, 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.