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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)

**SUPPLEMENTAL ANNOUNCEMENT
RENEWAL OF CONTINUING CONNECTED TRANSACTION**

Reference is made to the announcement (the “**Announcement**”) of Goodbaby International Holdings Limited (the “**Company**”) dated 23 August 2021 in relation to the 2021 Supply Agreement. Capitalised terms used in this announcement have the same meanings as those defined in the Announcement.

The Company would like to provide additional information in relation to the formulation of the price at which a distributor purchases MBC products from the Company (the “**Price**”) as set out in the paragraph headed “Price and pricing policy” of the Announcement.

The Price is determined by the Company after subtracting a certain amount from the benchmark retail price at the consumer end of the retail chain (the “**Discount**”). It is normal market practice to offer Discount to distributor so that distributor can have a fair margin to support its operations of distribution.

In offering a MBC Product to an independent third-party distributor, the Discount is determined by the Company taking into account specific factors, among others, including (1) the profile of the relevant distributor including the coverage of its distribution network and market position; (2) the type as well as the quantity of products ordered by the relevant distributor; and (3) the track record of the co-operation between the relevant distributor and the Group.

The Discount offered to a connected person is determined according to the same principles as above and benchmarking with Discounts offered to independent distributors for orders of similar size, to ensure the terms offered to a connected person are on normal commercial terms or no more favorable than those available to independent third parties.

The Company's finance department will conduct regular checks to review and monitor the Discount applicable to GCHL and its subsidiaries and report to the senior management on a monthly basis.

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

Hong Kong, 13 September 2021

As at the date of this announcement, the executive Directors 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.