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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 and potential investors of the Company that, based on the preliminary assessment of the information currently available including the unaudited management accounts of the Group, although the Group is expected to record a low-teen percentage decrease in revenue for the six months ended 30 June 2023 compared to the corresponding period in 2022 mainly resulting from the lingering impact from industry wide destocking activities by retailers in North America and Europe since the fourth quarter of 2022, it is expected that the Group will record a net profit in a range of approximately HK\$10 million to approximately HK\$40 million for the six months ended 30 June 2023 as compared to a net profit of approximately HK\$2.4 million for the six months ended 30 June 2022. The year-on-year net profit increase was primarily attributable to increase in gross profit which was mainly a mixed result of strong improvement in gross margin driven by improvement in input costs, favorable brand revenue mix and foreign exchange rate fluctuations, partially offset by increased net interest cost due to interest rate hikes by the U.S. Federal Reserve and income tax.

The Company is still in the process of preparing the interim results of the Group for the six months ended 30 June 2023. 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 2023 may be different from what is disclosed herein. Investors are advised to read carefully the Group’s interim results for the six months ended 30 June 2023 which are expected to be published in due course pursuant to the requirements of the Listing Rules.

**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, 7 August 2023

*As at the date of this announcement, the executive Directors are Mr. SONG Zhenghuan, Mr. LIU Tongyou, Mr. Martin POS, Mr. XIA Xinyue 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 Ms. CHIANG Yun, Mr. SHI Xiaoguang, Mr. JIN Peng and Mr. SO Tak Young.*