

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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 to the Board, including the unaudited management accounts of the Group, it is expected that the Group will record a net profit in a range of approximately HK\$325.0 million to approximately HK\$375.0 million for the year ended 31 December 2024 as compared to a net profit of approximately HK\$208.5 million for the corresponding period in 2023. The increase in net profit was primarily a mixed result of an increase in gross profit, an increase in operating expenses mainly due to increased selling expenses arising from increased revenue, and a decrease in gain on disposal of property, plant and equipment and right-of-use assets. The increase in gross profit was mainly a mixed result of the increase in revenue and improvement in gross margin driven by favorable brand revenue mix and production cost improvements, partially offset by an increase in the sea freight costs in the second half of 2024 and unfavorable foreign exchange rate fluctuations.

The Company is still in the process of preparing the annual results of the Group for the year ended 31 December 2024. 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 year ended 31 December 2024 may be different from what is disclosed herein. Investors are advised to read carefully the Group’s annual results for the year ended 31 December 2024 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, 10 February 2025

As at the date of this announcement, the executive Directors are Mr. SONG Zhenghuan, Mr. LIU Tongyou and Mr. Martin POS; 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.