

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 Holdings Limited

好孩子國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code : 1086)

PROFIT WARNING

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

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group and information currently available to the Board, against a modest increase to the Group’s revenue, the Group is expected to record an approximately 40% to 50% decrease in net profit for the six months ended 30 June 2025 (the “**Period**”) as compared to a net profit of approximately HK\$187.3 million for the corresponding period in 2024. The net profit decrease was primarily due to decrease in profit from the Group’s business in the US market, partially offset by improvement in profit from its business in other regions. The decrease in profit from the Group’s US business was largely attributable to additional tariff-related costs, increased cost in car seat products to comply with new regulatory standards, increase in corresponding costs for new products display in retailers’ stores, heavier promotions and marketing expenses incurred for old product models. Given the heightened macroeconomic turbulence and uncertainties since the beginning of the year, especially those surrounding tariff policies, a prudentially conservative pricing strategy was adopted with priority being placed in safeguarding market shares during the Period.

As the Company is still in the process of finalising the results for the Period, the information contained in this announcement is only based on the management’s preliminary review on the unaudited consolidated management accounts of the Group and information currently available to the Board, which have not been reviewed and confirmed by the Company’s auditors or the audit committee of the Board and may be subject to further adjustment. Shareholders and potential investors of the Company are advised to read carefully the Company’s interim results announcement for the Period which is expected to be published in due course pursuant to the requirements of the Listing Rules.

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

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

Hong Kong, 28 July 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. WONG Shun Tak and Mr. JIN Peng.