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)

REVENUE PERFORMANCE FOR THE NINE MONTHS ENDED 30 SEPTEMBER 2025

This announcement is made by Goodbaby International Holdings Limited (the "**Company**"), together with its subsidiaries, the "**Group**") on a voluntary basis.

Based on the unaudited consolidated management accounts of the Company, for the nine months ended 30 September 2025 (the "**Period**"), the revenue of the Company was approximately HK$6,420.0 million, representing a decrease of 1.1% from approximately HK$6,492.5 million for the corresponding period in 2024. Foreign exchange rates fluctuated between the Period and the corresponding period in 2024, particularly exchange rates between RMB and HKD, and between EUR and HKD. Such fluctuations led to the difference between the Group's overall revenue change rate in the original currencies and the reporting currency in HKD after currency translation. On a constant currency basis[1], the Group's revenue for the Period decreased by 2.5% as compared with the corresponding period in 2024.

(HK$ million)	For the nine months ended 30 September 2025 (unaudited)		2024 (unaudited)		Change (%)	Change on a constant currency basis (%)
Total Revenue	**$6,420.0**		$6,492.5		–1.1%	–2.5%
	Amount	% of Revenue	Amount	% of Revenue	Change (%)	Change on a constant currency basis (%)
Strategic Brands	**5,853.2**	**91.2%**	5,784.6	89.1%	1.2%	–0.4%
– CYBEX	3,701.0	57.6%	3,312.9	51.0%	11.7%	8.7%
– Evenflo	1,581.6	24.6%	1,775.4	27.3%	–10.9%	–9.9%
– gb	570.6	8.9%	696.3	10.7%	–18.1%	–19.9%
Blue Chip and other business	**566.8**	**8.8%**	707.9	10.9%	–19.9%	–19.2%

[1] The constant currency basis is the weighted change rate on each original currency revenue.

Overview

Against the backdrop of a weak macroeconomic environment, the Group recorded a slight revenue decrease of 1.1% (a 2.5% decrease on a constant currency basis) during the Period as compared with the corresponding period in 2024: Building on the strong momentum achieved in the first half of the year, CYBEX continued to record solid performance in the third quarter of 2025 over the high base of the third quarter of 2024 amidst worsened consumer sentiments, thus further gaining market shares globally and highlighting its continuously enhanced global leading position as the premium "technical-lifestyle" brand; Evenflo's revenue decline was primarily due to sales decline in the car seat segment, partially offset by very positive growth from the wheeled goods segment; gb's revenue decline was primarily from its wholesale channels; Blue Chip business was significantly affected in the third quarter as the orders from our Blue Chip customers decreased due to heightened tariff levels and weak macroeconomic environment; however, the Group's relationship with its Blue Chip customers remained healthy and stable.

During the Period, global demand for our products remained resilient, further consolidating the Group's global leadership. We continued to deliver our commitments in product development and innovation to better serve global consumer demands and such efforts supported us continuing to win prominent global awards during the Period, including three reddot design awards, two Awards of Excellence from Baby Safety Alliance, two innovation awards from NAPPA, Time's Best Inventions of 2025, one iF design award and one PARENT magazine best innovation award. In addition, we maintained our efforts in diversifying and enriching our global omni-channel distribution network, which not only serves as a key infrastructure to the Group's sustainable development, but also better enables us to deliver consumer-oriented services through our various brands.

Looking forward to the rest of the year, we expect macro uncertainties and weaknesses to persist, such as prolonged regional geopolitical conflicts, uncertainties of international tensions, and cautious consumption sentiments, which will continue to put pressure on the Group's business performance. Nevertheless, we remain confident in our overall brand strategy built on the Group's integrated one-dragon platform and committed to the Group's long-term sustainable development.

The above information was prepared based on the unaudited consolidated management accounts of the Group which have neither been reviewed nor audited by the auditors of the Company and may differ from those in the audited or unaudited financial statements of the Group to be published by the Company on yearly and half yearly basis. The operational information for the Period may not reflect the overall performance of the Group for a complete reporting period. Shareholders and potential investors of the Company are advised not to place reliance on the aforesaid information and they are advised to exercise caution in dealing in the securities of the Company.

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

Hong Kong, 5 November 2025

As at the date of this announcement, the Executive Directors of the Company 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.