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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)

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 assessment of information currently available, including the unaudited management accounts of the Group, the Group is expected to record an approximately 35% to 45% decrease in net profit for the year ended 31 December 2025 as compared with a net profit of approximately HKD356.2 million for the same period in 2024. This was mainly attributable to decrease in gross profit and increase in income tax, partially offset by improvement in net financial cost. The decrease in gross profit was primarily attributable to a slight decrease in the Group’s revenue while the Group’s gross margin recovered in the second half of 2025. The increase in income tax was mainly attributable to more profits recorded in regions with higher tax rates and withholding tax incurred on dividends distributed between Group entities. The improvement in net financial cost was attributable to a lower level in both loan principles and interest rates.

As the Company is still in the process of finalising the results of the Company for the year ended 31 December 2025. The information contained in this announcement is only based on a preliminary assessment by the Company’s management 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 2025 may be different than disclosed above. Investors are advised to read carefully the Group’s annual results for the Company for the year ended 31 December 2025, which are expected to be published in accordance with the requirements under 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, 16 February 2026

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.