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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)**

## **APPOINTMENT OF EXECUTIVE DIRECTOR**

The board (the “**Board**”) of directors (the “**Directors**” and each a “**Director**”) of Goodbaby International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that with effect from 27 March 2026 following the close of the Board meeting held on the same date, Mr. Xia Xinyue (“**Mr. Xia**”) has been appointed as an executive Director.

Biographical details of Mr. Xia are set out below:

Mr. Xia, aged 56, has been appointed as an executive Director, with effect from 27 March 2026. He has been appointed as the chief operating officer of the Group since 9 March 2026. Mr. Xia is responsible for the Group’s operations and global supply chain strategy and its execution, including manufacturing systems, procurement and logistic systems, and the information technology for the Group. Mr. Xia is also responsible for core business processes optimization, innovation, digital transformation, and sustainability and so on to build the Group’s future-oriented core competitiveness.

Mr. Xia previously served in a number of positions in the Company from November 2017 to February 2024. He formerly acted as the chief competition officer of the Company from November 2017 to February 2024; the chief operating officer of the Company from May 2018 to February 2024; and an executive Director of the Company from 10 November 2017 to 29 February 2024.

Mr. Xia has extensive management experience in automotive industry for over 28 years and has held positions at several companies of automotive industry in China. He previously worked for the China division of the Faurecia Automotive Seating Business Group, where he held positions ranging from plant general manager to deputy general manager of the China division, and ultimately the president of the China division, managing 15 factories for more than 7 years. Mr. Xia obtained a bachelor’s degree in Tele-Communication Engineering from the Shanghai Tiedao University in 1992. He also obtained a master of business administration degree from the DongHua University in 2001 and a doctorate degree in management science from the Shanghai Jiao Tong University in 2007.

Mr. Xia has entered into a letter of appointment with the Company for an initial term of three years commencing on 27 March 2026, subject to retirement by rotation and re-election in accordance with the Rules Governing the Listing of Securities on the the Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Company’s Third Amended and Restated Memorandum and Articles of Association (as amended from time to time). Mr. Xia will not receive any additional remuneration for acting as an executive Director; his remuneration for taking on other roles in the Company will be determined based on his duties and performance review, with reference to the Company’s relevant remuneration policies.

As at the date of this announcement and saved as disclosed in this announcement, Mr. Xia (i) does not have or is not deemed to have any interests or short positions in any shares, underlying shares, or debentures of the Company or any of its associated corporations within the meaning of Part XV of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong); (ii) does not hold any other positions with the Company or any members of the Group; (iii) does not have any relationship with any Directors, senior management or substantial shareholders or controlling shareholders (has the meaning as defined under the Listing Rules) of the Company; (iv) does not have any other major appointments and professional qualifications; and (v) has not held any other directorships in any other listed public companies in the last three years.

Save as disclosed above, there are no other matters relating to the appointment of Mr. Xia that need to be brought to the attention of the shareholders of the Company or are required to be disclosed pursuant to Rule 13.51(2) of the Listing Rules.

The Board would like to take this opportunity to express its warmest welcome to Mr. Xia in joining the Board.

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

Hong Kong, 27 March 2026

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