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 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 a net profit in a range of approximately HK$260.0 million to approximately HK$300.0 million for the six months ended 30 June 2026 (the "**Period**") as compared with a net profit of approximately HK$105.5 million during the corresponding period in 2025. The increase in net profit was primarily a result of tariff refunds by the government of the United States of America (the "**U.S.**" or "**US**").

On 20 February 2026, the U.S. Supreme Court ruled that U.S. tariffs imposed under the International Emergency Economic Powers Act ("**IEEPA**") on goods imported into the U.S. were unauthorized. Further, on 4 March 2026, the U.S. Court of International Trade ruled that the IEEPA tariffs collected must be refunded with interest. As a result, as of 30 June 2026, the US government had refunded the Group's US subsidiaries approximately US$25.3 million (equivalent to approximately HK$198.0 million) of tariffs paid under IEEPA, which were recognized as a benefit in cost of sales within the Group's Consolidated Statements of Profit or Loss.

Besides effect of tariff refunds, the Group is also expected to record increase in gross profit in the Period compared with that in the corresponding period in 2025. Such expected increase was driven by higher revenue and improved gross margin, and the improvement in gross margin was mainly attributable to a favourable revenue mix and the Group's production cost improvements. Nevertheless, the Group recorded foreign exchange losses during the Period due to unfavourable foreign exchange rate fluctuations while it recorded foreign exchange gains in the corresponding period in 2025. Such negative change largely offset the contribution from the aforesaid gross profit increase.

As the Company is still in the process of finalising the interim results of the Company for the Period, 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 Period may be different from that are disclosed above. Investors are advised to read carefully the Company's interim results announcement for the Period, which is 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, 31 July 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.