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(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9911)

NOTICE OF BOARD MEETING

The board of directors (the "**Board**") of Newborn Town Inc. (the "**Company**") hereby announces that a meeting of the Board will be held on 21 March 2024 for the purpose of, among other matters, (i) considering and approving the annual results of the Company and its subsidiaries for the year ended 31 December 2023 and its publication; and (ii) considering the recommendation on the payment of a final dividend, if any.

By order of the Board Newborn Town Inc. LIU Chunhe Chairman

Beijing, 8 March 2024

As at the date of this announcement, the executive Directors of the Company are Mr. LIU Chunhe, Mr. LI Ping, Mr. YE Chunjian and Mr. SU Jian; and the independent non-executive Directors of the Company are Mr. GAO Ming, Mr. CHI Shujin and Mr. HUANG Sichen.