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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)

POSITIVE PROFIT ALERT

This announcement is made by Goodbaby International Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the information currently available to the Board including the unaudited management accounts of the Group, it is expected that the Group will record a net profit in a range of approximately HK\$160 million to approximately HK\$200 million for the six months ended 30 June 2024 as compared to a net profit of approximately HK\$29.9 million for the corresponding period in 2023. The Board believes that the increase in net profit was primarily attributable to increase in gross profit which was a mixed result of increase in revenue and improvement in gross margin mainly driven by favorable brand revenue mix, brand margin improvement and decrease in input costs, partially offset by increase in selling expenses as revenue increased, decrease in foreign exchange gain due to exchange rates fluctuations and increase in income tax expenses.

The Company is still in the process of preparing the interim results of the Group for the six months ended 30 June 2024. The information contained in this announcement is only based on a preliminary assessment by the management of the Company with reference to the information currently available to the Board 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 six months ended 30 June 2024 may be different from what is disclosed herein. Shareholders and potential investors of the Company are advised to read carefully the announcement of the Group’s interim results for the six months ended 30 June 2024 which is expected to be published in due course pursuant to the requirements of the Listing Rules.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 31 July 2024

As at the date of this announcement, the executive Directors 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. SHI Xiaoguang, Mr. JIN Peng and Mr. SO Tak Young.