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**newborntown**

**NEWBORN TOWN INC.**

**赤子城 科技 有限 公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 9911)**

## **VOLUNTARY ANNOUNCEMENT APPOINTMENT OF CHIEF OPERATING OFFICER**

This is a voluntary announcement made by Newborn Town Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”).

To facilitate the enhancement of the overall operating efficiency of the Company’s business in the global market, the board of directors (the “**Directors**”) of the Company (the “**Board**”) is pleased to announce the appointment of Mr. LI Yongjie (李永傑) (“**Mr. LI**”) as the Chief Operating Officer of the Company with effect from 29 August 2024. Mr. LI will be responsible for coordinating and aligning work efforts across various departments and teams, and implementing strategic initiatives to improve the Company’s performance and development.

The biographical details of Mr. LI are set out below:

**Mr. LI Yongjie**, aged 41, has over 17 years of experience in operations and organisational development, and a track record of working in renowned global technology companies. From July 2007 to April 2010, Mr. Li is in charge of Product Verification at Guangdong Nortel Communication Equipment Co., Ltd. (廣東北電通訊設備有限公司). He then took on the roles of Wireless Product Manager, Account Manager, and Country Manager at ZTE Corporation (中興通訊股份有限公司) from April 2010 to June 2016. From July 2016 to June 2017, Mr. Li served as the Country Manager of Shenzhen Yike Technology Co., Ltd. (深圳一刻科技有限公司). From July 2017 onwards, Mr. Li has been serving as Vice President of International Operations at NBT Social Networking Inc., gaining valuable experience therefrom in business operations and change management.

Mr. LI obtained his bachelor's degree in engineering from Shenyang University of Technology (瀋陽工業大學) in 2005 and his master's degree in software engineering from Sun Yat-sen University (中山大學) in 2007.

The Board would like to extend its warmest welcome to Mr. LI.

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

Beijing, 29 August 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.*