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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)

CHANGES IN IMPORTANT FUNCTIONS OF DIRECTORS

This announcement is made by Goodbaby International Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

To reinforce the overall management strength of the Group, and to enhance the Group’s strategy to upgrade the Group into a market-driven and brand-oriented one-stop vertically integrated enterprise, the board of directors of the Company (the “**Board**”) is pleased to announce the following changes in the functions of various directors of the Company (the “**Directors**”):

1. Mr. Martin Pos (“**Mr. Pos**”), who is currently an executive Director, has been appointed as a deputy chief executive officer of the Group with effect from 12 December 2014. Mr. Pos, the founder of the world’s leading high-end child car seat brand CYBEX, has been appointed as an executive Director since March 2014. Upon the appointment of Mr. Pos as the deputy chief executive officer of the Group, Mr. Pos will be directly responsible for the Group’s function in technical services, supply chain and manufacturing, brand portfolio management, global sales, as well as the human resources and information technology while Mr. Song Zhenghuan, who is currently an executive Director as well as the chairman and chief executive officer of the Group, will retain his capacity and be directly responsible for the Group’s overall strategic direction and direct management of all blue-chip customers;

2. Mr. Wang Haiye (王海燁) (“**Mr. Wang**”), who is currently an executive Director and responsible for the oversight of international sales and production of the Group’s products, will assume new role and be responsible for the Group’s technology services, quality control, and research and development to drive innovation across the Group’s customers and brands with effect from 12 December 2014; and
3. Mr. Michael Nan Qu (曲南) (“**Mr. Qu**”), who is currently an executive Director and responsible for managing key overseas accounts and strategic overseas resources of the Group, will assume new role and be responsible for the Group’s blue chip customers worldwide and takes leadership role in the market in the Americans with effect from 12 December 2014.

Save as disclosed, there are no other matters that need to be brought to the attention of the shareholders of the Company nor other information required to be disclosed pursuant to the requirements of Rules 13.51(2) of the Listing Rules in relation to the above new roles of Mr. Pos, Mr. Wang and Mr. Qu.

The Board would like to take this opportunity to congratulate Mr. Pos, Mr. Wang and Mr. Qu for their new roles within the Group.

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

Hong Kong, 14 December 2014

As at the date of this announcement, the executive Directors are Mr. Song Zhenghuan, Mr. Wang Haiye, Mr. Michael Nan Qu and Mr. Martin Pos; the non-executive Director is Mr. Ho Kwok Yin, Eric; and the independent non-executive Directors are Mr. Iain Ferguson Bruce, Mr. Shi Xiaoguang and Ms. Chiang Yun