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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)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**”) of Goodbaby International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that Mr. Jan Rezab (“**Mr. Rezab**”), has been appointed as an executive Director with effect from 25 July 2016.

Biographical details of Mr. Rezab are set out as follows:

Mr. Rezab, aged 29, was appointed as an executive Director on 25 July 2016. Mr. Rezab joined the Company in July 2016 as CEO Digital Technologies of the Group.

He is primarily responsible for setting up and implementing the digital part of the group BOOM strategy. Mr. Rezab will lead the Group to build up its fans eco-system connected through applications and smart products via mobile devices. Mr. Rezab, being well-known for his thought leadership on the trends, future, and societal impact of social media, was recently put on the “30 Under 30” list by Forbes magazine. Mr. Rezab founded Socialbakers, one of the world’s largest social analytics firms, in November 2008. From November 2008 to June 2016, Mr. Rezab was the Chairman and a Director of Socialbakers, where he was primarily responsible for business strategy, product innovation and the continue development and growth of Socialbakers and is also as a member of the supervisory board of Socialbakers. Mr. Rezab founded Redboss s.r.o in 2002, a company that specialized in mobile entertainment business. He was the CEO of Redboss from 2002 to 2008, where he led both business and product development. Since 2014, Mr. Rezab has been investing in a mobile social network, Gamee, and is a member of its board of directors.

Mr. Rezab entered into an appointment letter with the Company for an initial term of three years with effect from 25 July 2016. Mr. Rezab will hold the office until the next general meeting of the Company and he is subject to retirement and re-election at the general meeting of the Company in accordance with the articles of association of the Company. Mr. Rezab is entitled to receive an aggregate amount of remuneration of Euro 300,000 per annum with discretionary bonus to be determined with reference to his target performance for the relevant year. The remuneration of Mr. Rezab was determined with reference to his responsibility and experience, the remuneration policy of the Company and prevailing market practice.

Mr. Rezab did not hold any directorship in any other listed companies in Hong Kong or overseas in the past three years.

Mr. Rezab does not have any relationship with any directors, senior management, substantial shareholders (as defined in the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”) of the Company or any of their respective associates (as defined in the Listing Rules).

Save as disclosed herein, there are no other matters relating to the appointment of Mr. Rezab as an executive Director that need to be brought to the attention of the shareholders of the Company nor is there any other information that is required to be disclosed pursuant to Rule 13.51(2)(h) to (w) of the Listing Rules.

The Board would like to take this opportunity to welcome Mr. Rezab for joining the Board.

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

Hong Kong, 25 July 2016

As at the date of this announcement, the executive Directors are Mr. SONG Zhenghuan, Mr. Martin POS, Mr. Michael Nan QU, Mr. WANG Haiye and Mr. Jan REZAB; 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.