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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 CHIEF EXECUTIVE OFFICER OF CHINA BUSINESS AND RESIGNATION OF EXECUTIVE DIRECTOR

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

The Group has recently appointed Ms. Rongfen Jiang (“**Ms. Jiang**”) as Chief Executive Officer of its business in China market. Ms. Jiang joined one of the member companies of the Group in February 2016 as general manager of its gb branded baby care business. Given her proven track record of achieving fast and profitable growth for the baby care business for two consecutive years, Ms. Jiang was then promoted to senior vice president to assume responsibility for the business of all the gb branded product categories in China. Before joining the Group, Ms. Jiang had more than 15 years of experience in managing international fashion brands and retailing in China market. She has in-depth understanding of China market with extensive knowledge about brand development and retail management.

The Board of Directors of the Company (the “**Board**”) announces that Mr. Yang Ilcheul (“**Mr. Yang**”) has tendered his resignation as an Executive Director of the Company and from all his positions in the Company and its subsidiaries with immediate effect on the date of this announcement to pursue his other opportunities. After his resignation, Mr. Yang will assume a management role of a business which is independent of and unrelated to the Group and owned by Mr. Song Zhenghuan. The resignation of Mr. Yang will not have any significant impact on the day-to-day management of the business of the Group. The Company will continue to benefit from the skills, expertise, diversity and qualifications of the existing Directors.

Mr. Yang has confirmed that he has no disagreement with the Board in relation to his resignation as an executive Director and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to express its gratitude to Mr. Yang for his valuable contribution to the Company during the tenure of his office.

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

Hong Kong, 7 November 2018

As at the date of this announcement, the executive Directors are Mr. SONG Zhenghuan, Mr. Martin POS, Mr. XIA Xinyue, Mr. LIU Tongyou and Mr. Michael Nan QU; the non-executive Directors are Ms. FU Jingqiu and Mr. HO Kwok Yin, Eric; and the independent non-executive Directors are Mr. Iain Ferguson BRUCE, Mr. SHI Xiaoguang, Ms. CHIANG Yun and Mr. JIN Peng.