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(incorporated in the Cayman Islands with limited liability) (Stock Code: 1761)

POSTPONEMENT OF ANNUAL GENERAL MEETING AND CHANGE OF BOOK CLOSURE PERIOD

Reference is made to the announcement (the "**2022 Annual Results Announcement**") of BabyTree Group (the "**Company**") dated 21 March 2023 in relation to the audited consolidated results of the Company and its subsidiaries (collectively, the "**Group**") for the year ended 31 December 2022 and the announcement of the Company dated 1 May 2023 in relation to, among others, the delay in despatch of the Company's annual report for the year ended 31 December 2022 (the "**2022 Annual Report**"). Capitalized terms used in this announcement shall have the same meanings as those defined in the 2022 Annual Results Announcement unless the context requires otherwise.

POSTPONEMENT OF THE ANNUAL GENERAL MEETING

As set out in the 2022 Annual Results Announcement, the AGM is originally scheduled to be held on Friday, 9 June 2023. Given that Rule 13.46(2) of the Listing Rules provides that an issuer's annual report shall be sent to its shareholders not less than 21 days before the date of an annual general meeting, the AGM can only be convened after the 2022 Annual Report being sent to the shareholders of the Company. As a result of the delay in despatch of the 2022 Annual Report, it is expected that the convening of the AGM will be postponed accordingly to a date in June this year falling on or before 30 June 2023 (the "**Postponement of the AGM**"). The Company will publish further announcement(s) to inform the shareholders of the Company of the rescheduled date of AGM as and when appropriate.

CHANGE OF BOOK CLOSURE PERIOD

As set out in the 2022 Annual Results Announcement, for the purpose of ascertaining the members' eligibility to attend and vote at the AGM, the Company's register of members is originally scheduled to be closed from Monday, 5 June 2023 to Friday, 9 June 2023 (both days inclusive) (the "**Book Closure Period**"), during which period no transfer of share will be registered. Due to the Postponement of the AGM, the Book Closure Period will therefore be changed. The revised Book Closure Period will be announced together with the rescheduled date of the AGM.

For details of the date, time and venue of the AGM, the resolutions to be considered and other related matters, please refer to the notice and circular in relation to the AGM to be despatched by the Company in due course. Save as disclosed above, all other information set out in the 2022 Annual Results Announcement remains unchanged.

By order of the Board BabyTree Group GAO Min WANG Huainan Co-Chairmen

Hong Kong, 18 May 2023

As at the date of this announcement, the Board comprises Mr. GAO Min as executive Director; Mr. WANG Huainan, Mr. QIAN Shunjiang, Mr. CHEN Bing, Mr. WU Ying and Mr. Christian Franz REITERMANN as non-executive Directors; and Mr. CHEN Guanglei, Mr. HUANG Zhenwu, Mr. SHIAH Hung-Yu and Ms. Jin SU as independent non-executive Directors.