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NOTICE OF BOARD MEETING

The board of directors (the "**Board**") of Newborn Town Inc. (the "**Company**") hereby announces that a meeting of the Board will be held on Thursday, 24 August 2023 for the purpose of, among other matters, (i) considering and approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2023 and its publication; and (ii) considering the recommendation on the payment of an interim dividend, if any.

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

Beijing, 14 August 2023

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.