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# Goodbaby

International

## 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)

### REVENUE PERFORMANCE FOR THE NINE MONTHS ENDED 30 SEPTEMBER 2024

This announcement is made by Goodbaby International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

Based on the unaudited consolidated management accounts of the Company, for the nine months ended 30 September 2024 (the “**Period**”), the revenue of the Company for the Period was approximately HK\$6,492.5 million, representing an increase of 11.8% from approximately HK\$5,806.2 million for the corresponding period in 2023. Foreign exchange rate fluctuated between the Period and the corresponding period in 2023, particularly exchange rate between RMB and HKD, and between EUR and HKD. Such fluctuation leads to the difference between the Group’s overall revenue growth in the original currencies and the reporting currency in HKD after currency translation. On a constant currency basis<sup>1</sup>, the Group’s revenue for the Period recorded a 11.2% increase as compared with the corresponding period in 2023.

(HK\$ million)	Nine months ended 30 September 2024		2023		Change (%)	Change on a constant currency basis (%)
	(unaudited)	(unaudited)	(unaudited)	(unaudited)		
<b>Total Revenue</b>	<b>\$6,492.5</b>		<b>\$5,806.2</b>		<b>+11.8%</b>	<b>+11.2%</b>
	<b>Amount</b>	<b>% of Revenue</b>	<b>Amount</b>	<b>% of Revenue</b>	<b>Change (%)</b>	<b>Change on a constant currency basis (%)</b>
<b>Strategic Brands</b>	<b>5,784.6</b>	<b>89.1%</b>	<b>5,283.2</b>	<b>91.0%</b>	<b>+9.5%</b>	<b>+8.9%</b>
– CYBEX	3,312.9	51.0%	2,733.3	47.1%	+21.2%	+20.1%
– Evenflo	1,775.4	27.3%	1,653.5	28.5%	+7.4%	+6.9%
– gb	696.3	10.7%	896.4	15.4%	-22.3%	-21.8%
<b>Blue Chip and other business</b>	<b>707.9</b>	<b>10.9%</b>	<b>523.0</b>	<b>9.0%</b>	<b>+35.4%</b>	<b>+34.9%</b>

<sup>1</sup> The constant currency basis is the weighted growth rate on each original currency revenue.

## Overview

The positive revenue trend of the Group continued from the first half of 2024 into the third quarter with accelerated momentum, resulting in solid revenue growth of 11.8% (an 11.2% increase on a constant currency basis) during the Period compared to the corresponding period in 2023: CYBEX recorded very strong revenue growth, with accelerated quarter-over-quarter growth momentum, achieving another record-high revenue; Evenflo achieved a very strong third quarter building on the moderate revenue growth in the first half of the year, contributing to a solid revenue growth during the Period; and Blue Chip business recorded a significant rebound as the negative impacts from customers' destocking ended, further boosting its revenue business growth during the Period. This positive momentum was partially offset by the revenue decline in gb brand, which is undergoing commercial right-sizing and brand transformation in its key China market. With the positive revenue momentum, the Group continued to reinforce its leading position in global juvenile industry during the Period.

During the Period, we continued to deliver our commitments in product development and innovation. Market demand for CYBEX products remained strong and CYBEX continued to capture large market share across all key product categories and key markets. Evenflo continued to provide meaningful innovation that improves the lives of its consumers at an accessible value. Committed to providing a full range of juvenile products for consumers, gb continued to enrich its categories through new launches and upgrades of existing products. In addition, we maintained our efforts in diversifying and enriching our global omni-channel distribution network, which serves as a key infrastructure to the Group's success.

During the Period, we observed declining birth rates, increasing sea freight cost, longer transit time and a lack of containers caused by regional geopolitical conflicts, which have continued to create negative macro impacts. Nevertheless, we remain confident in our vertically integrated one-dragon brand-driven strategy and expect the revenue trend to remain positive throughout the year.

**The above information was prepared based on the unaudited consolidated management accounts of the Group which have neither been reviewed nor audited by the auditors of the Company and may differ from those in the audited or unaudited financial statements of the Group to be published by the Company on yearly and half yearly basis. The operational information for the Period may not reflect the overall performance of the Group for a complete reporting period. Shareholders and potential investors of the Company are advised not to place reliance on the aforesaid information and they are advised to exercise caution in dealing in the securities of the Company.**

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

Hong Kong, 8 November 2024

*As at the date of this announcement, the Executive Directors of the Company are Mr. SONG Zhenghuan, Mr. LIU Tongyou and Mr. Martin POS; the Non-Executive Directors are Ms. FU Jingqiu and Mr. HO Kwok Yin, Eric; and the Independent Non-Executive Directors are Ms. CHIANG Yun, Mr. SHI Xiaoguang, Mr. JIN Peng and Mr. So Tak Young.*