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Kidsland International Holdings Limited
凱知樂國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2122)

VOLUNTARY ANNOUNCEMENT
KIDSLAND ENTERS INTO THE STRATEGIC COOPERATION WITH JAZWARES, A BERKSHIRE HATHAWAY TOY COMPANY, TO LAUNCH HELLO KITTY AND FRIENDS TRENDY TOYS

The board of directors (the "**Board**") of Kidsland International Holdings Limited (together with its subsidiaries, collectively referred to as "**Kidsland**") announces that Kidsland will accelerate its deployment in IP ecosystem and all-age market. Recently, Kidsland has partnered with Jazwares, a globally renowned trendy toy company, to launch its HELLO KITTY AND FRIENDS toys in the mainland China market. As the sole distributor in the mainland China market, Kidsland will facilitate the promotion and development of international brands and IPs in the China market by leveraging its over 20 years of experience in toy operations and channel networks.

As a Berkshire Hathaway company, Jazwares has gained prominence rapidly in recent years with its popular plush toy brand SQUISHMALLOWS™, winning the United States "Toy of the Year (TOTY)" Award (美國年度玩具大獎), often referred to as the Oscars of the American toy industry, for two consecutive years (2022–2023). It has achieved billions of views on social media platforms such as TikTok, becoming the only toy company of the TIME Magazine's Top 100 Most Influential Companies (TIME100) in 2024.

The HELLO KITTY AND FRIENDS toys launched by Jazwares transform the classic Sanrio characters into trendy designs with popular twist, such as plush bouquets, delicacies, and fashion. Particularly notable among the offerings are the 20cm articulated figures of Hello Kitty, My Melody and Kuromi from the PREMIER collector series, the first 8-inch Sanrio character ball jointed dolls ("**BJD**"). With the innovative 9 articulated-joints, long-leg styling, vivid shining eyes as well as fashion costumes and accessories, the dolls support multi-pose photography and DIY styling. The series received enthusiastic pursuit from fans and trendy toy players during the pre-sale period, and within less than one month after launch, featured on the Tmall "Double 11 BJD Doll Hot Sell List (雙十一BJD娃娃熱賣榜單)". In addition, during the 2025 China Toy EXPO in Shanghai this October, the 5-inch Hello Kitty Interactive Figures won the "Windmill Cup 2026 Upgraded Product Launch" Award (風車杯2026年首發升級產品) upon launch, with its unique innovative design and IP integration.

The Board is of the view that this cooperation with Jazwares further enriches Kidsland's existing IPs and trendy toy portfolio, providing Chinese consumers with more diversified international trendy toy options through a diversified combination of brands and categories. With rich brand portfolios, channel network and marketing capabilities in the toy industry, Kidsland will continue to bring innovative products and immersive toy and play experiences to Chinese consumers.

By order of the Board
Kidsland International Holdings Limited
Lee Ching Yiu
Chairman, Chief Executive Officer and Executive Director

Hong Kong, 20 November 2025

As of the date of this announcement, the Board comprises the executive directors, namely Mr. Lee Ching Yiu (Chairman and Chief Executive Officer) and Ms. Zhong Mei; the non-executive director, namely Mr. Du Ping; and the independent non-executive directors, namely Mr. Cheng Yuk Wo, Mr. Huang Lester Garson and Mr. Albert Thomas da Rosa, Junior.