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CHANGE OF PRESENTATION CURRENCY

The board of directors (the “**Board**”) of Newborn Town Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”), hereby announces that the Company has decided to adopt United States dollar (“**USD**”) as its presentation currency for the consolidated financial statements of the Group (the “**Change of Presentation Currency**”).

The consolidated financial statements of the Group have been presented in Renminbi (“**RMB**”). Having considered that most of the Group’s transactions are denominated and settled in USD, the Board believes that the Change of Presentation Currency will enable the shareholders and potential investors of the Company to have a clearer and more direct understanding of the Group’s financial performance. Accordingly, the Board considers it more appropriate to adopt USD as the presentation currency for the consolidated financial statements of the Group.

The first set of consolidated financial statements of the Group with USD as its presentation currency will be the unaudited interim results of the Group for the six months ended 30 June 2026. From the date of this announcement, the Company’s operating data announcements and other announcements containing financial or operating monetary information will be presented in USD as the presentation currency. The Change of Presentation Currency will be applied retrospectively, with comparative figures for 2025 contained in the interim results will be restated in USD. It is expected that the Change of Presentation Currency and the restatement of the comparative figures from RMB into USD will not have any material impact on the consolidated financial statements of the Group.

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

Beijing, 15 July 2026

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. CHI Shujin, Ms. CHEN Sichao and Mr. CHEN Yuyu.