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NEWBORN TOWN INC.

赤子城科技有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9911)

**VOLUNTARY ANNOUNCEMENT
SHARE PURCHASE PURSUANT TO THE NBT RSU SCHEME
AND
SUPPLEMENTAL INFORMATION TO THE APPOINTMENT OF
EXECUTIVE DIRECTOR**

References are made to the announcement of Newborn Town Inc. (the “**Company**”) dated 22 November 2024 and the circular of the Company dated 25 November 2024 (the “**Circular**”), in relation to, among other things, the proposed adoption of the NBT RSU Scheme, the principal terms of which are summarised and set out in Appendix VII to the Circular. Capitalised terms used herein shall have the same meanings as those defined in the Circular.

Pursuant to the NBT RSU Scheme, the Company may transfer necessary funds to the scheme trustee and instruct the scheme trustee to purchase the Company’s existing shares on-market or off-market at the prevailing market price or a price within a designated price range for the purpose of satisfying awards granted under the NBT RSU Scheme.

The board of directors (the “**Board**”) of the Company hereby announces that it has provided funds to the NBT RSU trustee and JJQJ Partners Limited to purchase shares of the Company (the “**Shares**”) pursuant to the NBT RSU Scheme on the market at the prevailing market price (the “**Share Purchase**”). JJQJ Partners Limited will hold the Shares so purchased until such Shares are vested in accordance with the NBT RSU Scheme.

During the period from 26 August 2026 to 1 September 2026 (the “**Relevant Period**”), JJQJ Partners Limited purchased an aggregate of 4,514,000 Shares from the market pursuant to the Share Purchase. Details of the Shares purchased during the Relevant Period and information on the Shares held by JJQJ Partners Limited are as follows:

Total number of Shares purchased: 4,514,000 Shares

Percentage of the Shares purchased to the total number of Shares in issue as at the date of the announcement: Approximately 0.32%

Average consideration per Share: Approximately HK\$8.84

Total consideration of Shares purchased: Approximately HK\$39,900,069

Balance of Shares held by JJQJ Partners Limited pursuant to the NBT RSU Scheme: 23,901,538 Shares

The Board believes that the Share Purchase in the present conditions demonstrates the Company's confidence in its own business outlook and prospects and would, ultimately, benefit the Company and create value for the Shareholders. The Board believes that the current financial resources of the Company would enable it to implement the Share Purchase while maintaining a solid financial position.

The Board will from time to time review and determine at its absolute discretion the appropriate timing for any further Share Purchase to be made by JJQJ Partners Limited, or at all.

SUPPLEMENTAL INFORMATION TO THE APPOINTMENT OF EXECUTIVE DIRECTOR

Reference is made to the announcement of the Company dated 28 August 2026 in relation to the appointment of Mr. SONG Pengliang ("**Mr. SONG**") as an executive director of the Company (the "**Announcement**").

The Company hereby provides supplementary information in respect of Mr. SONG's remuneration arrangements as set out in the Announcement.

As disclosed in the Announcement, Mr. SONG shall receive remuneration in his capacity as an executive director of the Company pursuant to the service agreement. The amount of Mr. SONG's remuneration has not yet been determined. It will be determined by the Board upon recommendation from the Remuneration Committee of the Company at the end of each financial year, with reference to his duties and responsibilities in the Company, his experience and prevailing market conditions. Details of Mr. SONG's remuneration as a director will be disclosed in the subsequent annual report of the Company.

Save as disclosed above, all other information contained in the Announcement remains unchanged.

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

Beijing, 1 September 2026

As at the date of this announcement, the executive Directors of the Company are Mr. LIU Chunhe, Mr. LI Ping, Mr. SU Jian and Mr. SONG Pengliang; and the independent non-executive Directors of the Company are Mr. CHI Shujin, Ms. CHEN Sichao and Mr. CHEN Yuyu.