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(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9911)

CHANGE OF COMPANY SECRETARY CHANGE OF AUTHORIZED REPRESENTATIVE AND PROCESS AGENT

The board of directors (the "Board") of Newborn Town Inc. (the "Company", together with its subsidiaries, the "Group") hereby announces that due to change of work commitments, Mr. AU-YEUNG Wai Ki, Joseph ("Mr. AU-YEUNG") has resigned as (i) the joint company secretary of the Company; (ii) the authorised representative of the Company ("Authorised Representative") under Rule 3.05 of the Rules ("Listing Rules") Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited ("Stock Exchange"). Listing Rules of the Stock Exchange; and (iii) the process agent in Hong Kong for the purpose of accepting service of process in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) and for the purpose of accepting services of process and notices on behalf of the Company in Hong Kong under Rule 19.05(2) of the Listing Rules (collectively, the "Process Agent") with effect from 31 July 2024.

Mr. AU-YEUNG has confirmed that he has no disagreement with the Board and there are no other matters relating to his resignation that need to be brought to the attention of the Stock Exchange and the shareholders of the Company.

Upon the resignation of Mr. AU-YEUNG, the other joint company secretary, Mr. SONG Pengliang ("Mr. SONG"), will serve as the sole company secretary of the Company. Mr. SONG was appointed as joint company secretary of the Company on 27 May 2019 and has been the joint company secretary of the Company since the date of listing of the Company on the Main Board of the Stock Exchange and up to the date of this announcement. Mr. SONG has a good understanding of the Listing Rules has acquired the relevant experience, and is capable of discharging the functions of company secretary independently as required under Rule 3.28 of the Listing Rules. The Stock Exchange has also confirmed that Mr. SONG is qualified to act as the company secretary of the Company under Rule 3.28 of the Listing Rules.

Meanwhile, the Board hereby announces that Mr. SONG has been appointed as the Authorised Representative to perform the functions of an authorised representative under Rule 3.05 of the Listing Rules with effect from 1 August 2024. Mr. LI Ping, an executive director of the Company, continues to serve as the other Authorised Representative under Rule 3.05 of the Listing Rules.

The Board further announces that Haiwen & Partners LLP has been appointed as the Process Agent with effect from 1 August 2024.

The Board would like to take this opportunity to express its gratitude to Mr. AU-YEUNG for his valuable contribution to the Company during his tenure of service.

The biographical details of Mr. SONG are set out below:

Mr. SONG, aged 37, is responsible for the Group's overall strategic and capital planning. From April 2021 to March 2023, he served as the acting chief financial officer of the Group. He has been serving as the senior vice president of the Group since April 2023. Mr. SONG obtained his bachelor's degree in engineering in July 2009 and his master's degree in engineering in June 2012, both from Beijing University of Technology (北京工業大學).

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

Beijing, 31 July 2024

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.