



To the Business Editors

For Immediate Release

CITIC Capital Completed Investment In Max-Inf, Leading Chinese Baby Safety Travel System Provider

(Hong Kong, 11 January 2021) Private equity arm of CITIC Capital Holdings Limited (“CITIC Capital”) is pleased to announce that it has invested in Max-Inf Holdings Limited (“Max-Inf” or “the Company”). Leo XU, founder and chairman of Max-Inf, will continue to lead the Company in its next phase of growth.

Founded in 1998 and based in Ningbo and Shanghai, China, Max-Inf is the leading Chinese brand operator and manufacturer in safety technology leading the way in innovative car seats, strollers, travel systems and other baby care related products. Max-Inf’s portfolio of brands include Baby First, Savile, Eurokids, as well as being the long-term exclusive China distributor for Britax, the leading global brand for baby travel safety systems.

Leo XU, founder and chairman of Max-Inf, says: “The mission of Max-Inf has always been bringing the safest baby travel systems to Chinese families. Today, Max-Inf and the multiple brands that it owns and distributes, have become the ultimate choices for parents in China as they try to find the most reliable, trust-worthy and innovative travel systems for their children. Max-Inf holds the highest standard in product quality, and leverages cutting-edge technology in the world in our product design and development. With the support from CITIC Capital, the Max-Inf team is committed to continuing to innovate and to provide best-in-class baby safety and baby care products for families in China.”

Hanxi ZHAO, Senior Managing Director of CITIC Capital, says: “Baby care market in China is an exciting space with increasing consumer sophistication and awareness around child safety. Max-Inf is the leading player in providing the most reliable and innovative mobility-related safety solutions and products. Its products have gained respect and trust from peers, and has a proud history of serving children globally. We are very excited to become the partner of Leo and his talented and passionate management team in the next stage of Max-Inf’s journey. We look forward to seeing more families and children enjoy safe and sound outings.”

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Note: Haiwen & Partners served as legal counsel to CITIC Capital. Fangda Partners and Albright Law Firm acted as legal counsel to the founder.

About Max-Inf

Max-Inf is a leading child safety seats and other travel systems manufacturer in China, with more than 20 years of experience in designing and manufacturing mobility related products. Max-Inf offers a full range of child car seats and other travel products that meet various international standards, which are sold to over 50 countries and regions around the world. In China, Max-Inf’s own brand Baby First is the largest domestic carseat brand and Max-Inf has been the exclusive distributor for Britax, the leading global brand for carseats



and strollers. It also owns and operates the Savile and Eurokids brands, providing various child safety related products. For further information about Max-Inf, please visit www.max-inf.com.

About CITIC Capital

Founded in 2002, CITIC Capital is an alternative investment management and advisory company. The firm manages over USD32 billion of capital across 100 funds and investment products through its multi-asset class platform covering private equity, real estate, structured investment & finance, and asset management. CITIC Capital has over 200 portfolio companies that span 11 sectors and employ over 800,000 people around the world.

CITIC Capital's private equity arm, CITIC Capital Partners, focused on control buyout opportunities globally, has completed over 78 investments in the past years in China, Japan, U.S. and Europe. The private equity arm currently manages USD7.6 billion of committed capital. For more information, please visit www.citiccapital.com.

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