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BAIOO Family Interactive Limited **百 奧 家 庭 互 動 有 限 公 司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2100)

UNAUDITED KEY OPERATING METRICS **FOR THE THREE MONTHS ENDED 30 SEPTEMBER 2014**

This announcement is voluntarily made pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “**Board**”) of BAIOO Family Interactive Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces its unaudited key operating metrics for the third quarter in 2014:

- Quarterly paying accounts (“**QPAs**”) decreased by approximately 11.0% to 3.0 million from 3.3 million for the same period in 2013.
- Average revenue per quarterly paying accounts (“**ARQPA**”) increased by approximately 2.6% to RMB37.4 from RMB36.4 for the same period in 2013.

Quarterly Active Accounts (“**QAAs**”) were approximately 71.0 million, down approximately 3.4% from 73.5 million in the same period of 2013. The decline was mainly due to the Group’s continuing account optimization efforts to reduce duplicate accounts, and was offset by an increase of approximately 8 million accounts following the launch of “Magic Fighter” during the quarter. The decline in QPAs was mainly because mobile devices are gaining popularity among children in China during the summer of 2014. ARQPA was up slightly as the Group maintained a stable pricing policy for its products. Looking forward, due to the Group’s high market share of children’s role playing virtual worlds in China and as the uptake of mobile entertainment continues to rise among children, the Group will strive to increase its product variety and expects to launch a new product outside of the role playing virtual world genre by the end of 2014. The Group is also proactively developing mobile products and believes that approximately 50% of its newly launched products will be on mobile devices in 2015.

The data disclosed above has been prepared on the basis of internal management records. It has not been audited or reviewed by external auditors. The data disclosed may be subject to change and may differ from figures upon which the audited or unaudited combined financial statements to be published by the Group on an annual or half-yearly basis. As such, the above data is provided for investors' reference only. Investors are advised not to place any reliance on the information disclosed but to exercise due caution when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professional or financial advisers.

On behalf of the Board
BAIOO Family Interactive Limited
WU Lili
Chief Executive Officer and Executive Director

Hong Kong, 16 October 2014

As at the date of this announcement, the executive directors of the Company are Mr. DAI Jian, Mr. WU Lili, Mr. LI Chong, Mr. CHEN Ziming and Mr. WANG Xiaodong; the non-executive director of the Company is Mr. JI Yue; the independent non-executive directors of the Company are Ms. LIU Qianli, Mr. WANG Qing and Mr. MA Xiaofeng.