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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)

VOLUNTARY ANNOUNCEMENT

DIRECTOR'S DEALING IN SHARES

This announcement is made voluntarily by BAIOO Family Interactive Limited (the “**Company**”). The board (the “**Board**”) of directors (the “**Directors**”) of the Company was notified that on 16 December 2014, Mr. DAI Jian (“**Mr. Dai**”), an executive Director and chairman of the Board purchased 2,000,000 ordinary shares (the “**Shares**”) of the Company with a nominal value of US\$0.0000005 per Share through Stmoritz Investment Limited (“**Stmoritz**”, a company indirectly beneficially owned by Mr. Dai) on the market at an average price of HK\$0.68 per Share (the “**Share Purchase**”).

Immediately following the Share Purchase, Stmoritz directly held a total of 749,460,000 Shares (representing approximately 26.7% of the issued share capital of the Company).

During the period from 4 December 2014 to the date hereof, Mr. Dai Jian purchased a total of 10,000,000 Shares through Stmoritz on the market at an average price of HK\$0.71 per Share.

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

Hong Kong, 17 December 2014

As at the date of this announcement, the executive Directors of the Company are Mr. DAI Jian, Mr. WU Lili, Mr. LI Chong 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.