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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 31 MARCH 2015

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 first quarter of 2015:

- Quarterly paying accounts (“**QPAs**”) decreased 23.5% to 2.6 million from 3.4 million for the same period in 2014.
- Average revenue per quarterly paying accounts (“**ARQPA**”) decreased 26.1% to RMB32.8 from RMB44.4 for the same period in 2014.

Quarterly Active Accounts (“**QAAs**”) were approximately 52.1 million, down 16.6% from 62.5 million in the same period of 2014. The declines in QPAs, QAAs and ARQPAs were mainly due to the Group’s ongoing account optimization efforts, alongside the current trend of a shift towards mobile devices. Looking forward, the Group will continue to build on existing virtual worlds to increase the user base and improve user experience, and will expand mobile offerings going forward. The market for children entertainment continues to grow and the Group will strive to explore additional avenues and channels for expansion with current product improvements and new product introductions. The Group aims to expand its target audience from mainly children to the family as a whole, via leveraging on its extensive experience and understanding of China’s child market.

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
DAI Jian
Chairman and Executive Director

Hong Kong, 8 May 2015

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.