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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 2016**

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

### **UNAUDITED KEY OPERATING METRICS FOR THE THREE MONTHS ENDED 31 MARCH 2016**

The board of directors (the “**Board**”) of BAIOO Family Interactive Limited (“**BAIOO**” or the “**Company**”), together with its subsidiaries and PRC operating entity, the “**Group**”) today is pleased to announce the Group’s certain unaudited key operating metrics for the first quarter of 2016:

- Quarterly active accounts (“**QAA**”) were approximately 53.2 million, up 2.1% from 52.1 million in the same period of 2015.
- Quarterly paying accounts (“**QPA**”) were 2.1 million, down 19.2% from 2.6 million for the same period in 2015.
- Average revenue per quarterly paying accounts (“**ARQPA**”) was RMB37.9, up 15.5% from RMB32.8 for the same period in 2015.

The Group’s first quarter of 2016 operating metrics show a clear sign of turnaround following efforts by the Group to shift its strategy towards focusing on “fun” for all virtual world products. Following an account optimization campaign to remove idle and duplicate accounts that lasted for more than one year, the Group’s QAA has stabilized and ARQPA demonstrated solid double-digit growth compared with the first quarter of 2015. Among the Group’s nine existing virtual worlds, Amazing Combat (「特戰英雄」), a first-person shooter game designed primarily for teenagers, attracted over 15 million new users during the quarter and helped significantly drive the growth of QAA. However, due to the ongoing shift in users from personal computers to mobile devices, and because children have ever increasing options for entertainment on mobile devices, the Group recorded a year-over-year decline in QPA in the first quarter of 2016.

## **BAIOO’S OVERALL PRODUCT PORTFOLIO**

Looking ahead in the coming quarters, the Group is scheduled to launch more new products that could contribute revenue, focusing on mobile games that leverage popular internet-related intellectual property (“IP”). The Group anticipates that its user base will continue to expand and new revenue streams will be generated. As part of these efforts, in March 2016, the Group commercially launched “Monster Mobile” (「妖怪手機」), a new browser-based virtual world product primarily for children that combines a variety of diversified gameplay, including adventure, simulation and role-playing. As of the date of this announcement, it has been well-received by users.

In terms of mobile pipeline, in April 2016, the Group completed the acquisition of exclusive edition rights to the mobile game publication of “Tuntianji” (「吞天記」), a wildly popular Chinese fantasy fiction series currently published online. The Group plans to develop a 3D action role-playing game (RPG) for mobiles based on this IP and targets to release in the second half of 2016. In addition, the Group is also considering acquiring more domestic and overseas comic and literature-related IP that could expand BAIOO’s overall product portfolio. The Group will provide updates if such plans materialize.

## **GENERAL**

The operating data disclosed above are unaudited and are prepared on the basis of preliminary internal management records, which may be subject to change and may differ from the audited or unaudited consolidated financial statements to be published by the Group on an annual or half-yearly basis. As such, the above data are provided for investors’ reference only. Investors are advised not to place undue reliance on such information, and to exercise due caution when dealing in the securities of the Company. When in doubt, investors are advised to seek advice from professional financial advisers.

On behalf of the Board  
**BAIOO Family Interactive Limited**  
**DAI Jian**  
*Chairman and Executive Director*

Hong Kong, 26 April 2016

*As at the date of this announcement, the executive directors of the Company are Mr. DAI Jian, Mr. WU Lili, Mr. LI Chong, Mr. WANG Xiaodong and Dr. XU Gang; the independent non-executive directors of the Company are Ms. LIU Qianli, Dr. WANG Qing and Mr. MA Xiaofeng.*