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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)

RESIGNATION OF EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Director(s)**”) of BAIOO Family Interactive Limited (the “**Company**”) hereby announces that Dr. XU Gang (“**Dr. XU**”) has resigned as an executive Director of the Company with effect from 31 March 2017, as he wishes to devote more time for his personal commitments.

Dr. XU has confirmed that he has no disagreement with the Board during his term of office as an executive Director and there is no matter in relation to his resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its most sincere gratitude to Dr. XU for his invaluable contributions during his tenure of office.

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

Hong Kong, 17 March 2017

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.