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(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2100)

POSITIVE PROFIT ALERT

This announcement is made by BAIOO Family Interactive Limited (“**BAIOO**” or the “**Company**”, together with its subsidiaries and its controlled entities in the PRC, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

SIGNIFICANT INCREASE IN THE GROUP’S REVENUE AND PROFIT

Based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2019 and information currently available, the board of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that:

- the Group expects to record a revenue in the range of RMB660.0 million to RMB750.0 million for the year ended 31 December 2019, which represented an increase of approximately 132.0% to 163.6% as compared to approximately RMB284.5 million for the year ended 31 December 2018; and
- the Group expects to record a profit after tax in the range of RMB135.0 million to RMB160.0 million for the year ended 31 December 2019, which represented an increase of approximately 1,914.9% to 2,288.1% as compared to approximately RMB6.7 million for the year ended 31 December 2018 (excluding the one-off gain related to the disposal of a 7% equity interest in Guangzhou Baiman Culture Communications Company Limited (the “**Disposal**”), and which also represented an increase of approximately 25.5% to 48.7% as compared to approximately RMB107.6 million for the year ended 31 December 2018 (including the one-off gain from the Disposal).

The expected significant increases in revenue and profit after tax of the Group for the year ended 31 December 2019 were mainly due to the success of the Group in expanding its game titles from webpage platforms to mobile platforms, namely, the launch of Shiwuyu (「食物語」) and Aola Star

Mobile (「奧拉星手遊」) in September 2019 and followed by Zaowufaze II (「造物法則二：先鋒英雄」) in October 2019, which they had outstanding performance after their respective launches:

- Shiwuyu (「食物語」) ranked first on the “Top Free Games” category of the Apple App Store on the first day of its launch and had received recommendations for various times on the “New Games We Love” and the “TODAY” pages of the Apple App Store. It also ranked ninth in the “Value of Gaming Brand Chart” (遊戲品牌價值排行榜) on “Sina Game” (新浪遊戲) for the first month of its launch and was named “The Best PRC Game of 2019” (2019年最佳國產遊戲) by the Guangdong Entertainment and Game Industry Association (廣東省遊戲產業協會) and the “Golden Tea 2019 Best Original Game Award” (金茶獎 2019年度最佳原創遊戲) at the CEO Annual Conference 2019 (2019 遊戲茶館 CEO 年會);
- Aola Star Mobile (「奧拉星手遊」) had recorded more than 8.5 million subscribers prior to its launch in September 2019 and was one of the most popular mobile game titles on various gaming platforms. In January 2020, it has also won the “Best New Game of the Year Award” (年度最佳新遊) in the OPPO Developers Conference 2019 (OPPO 2019 開發者大會); and
- Zaowufaze II (「造物法則二：先鋒英雄」) was recommended by two mainstream digital distribution service platforms both in the PRC and overseas since its launch in October 2019.

As the Company is still in the process of finalising the Group’s consolidated annual results for the year ended 31 December 2019, the information contained in this announcement is only based on the information that is currently available and the preliminary unaudited consolidate management accounts of the Group for the year ended 31 December 2019, which have neither been reviewed by the audit committee of the Board nor audited by the Company’s independent auditor. The Group’s audited consolidated annual results for the year ended 31 December 2019 are expected to be published in March 2020.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
BAIOO Family Interactive Limited
DAI JIAN

Chairman, Chief Executive Officer and Executive Director

Hong Kong, 21 January 2020

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 independent non-executive directors of the Company are Ms. LIU Qianli, Dr. WANG Qing and Mr. MA Xiaofeng.

In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.