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(Incorporated in the Cayman Islands with limited liabilities)

(Stock code: 2100)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This announcement is made by BAIOO Family Interactive Limited (the “**Company**”, together with its subsidiaries and its controlled entities in the PRC, the “**Group**”) on a voluntary basis.

The board of directors of the Company (the “**Board**”) is pleased to announce that one of the Company’s popular mobile game titles, Shiwuyu (「食物語」) will be launched in Hong Kong, Macau and Taiwan (the “**Expanded Regions**”) on Wednesday, 26 February 2020.

Shiwuyu (「食物語」) was first launched in September 2019 for game users in the PRC and is mainly designed for women and features traditional Chinese cuisine to promote local culture. The game title has recorded outstanding performance after its launch, including but not limited to, ranking first on the “Top Free Games” category of the Apple App Store on the first day of its launch and being 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).

In anticipation of the launch and to attract local game users in the Expanded Regions, the Group had included new features to the game title, including the addition of new characters and local cuisines. As at the date of this announcement, the number of pre-registered game users from the Expanded Regions have exceeded one million.

The Board considers that the launch of Shiwuyu (「食物語」) in the Expanded Regions will continue to promote the Group’s brand and consolidate the Company’s market position in the fast-growing pan-entertainment industry.

By order of the Board

BAIOO Family Interactive Limited

DAI JIAN

Chairman, Chief Executive Officer and Executive Director

Hong Kong, 24 February 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.