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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 (“**BAIOO**” or 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 mobile game titles, Stella Chronicle ステラクロニクル (which is titled “Zaowufaze II (「造物法則二：先鋒英雄」)”) in the PRC), will be launched in Japan on Monday, 20 July 2020.

Stella Chronicle ステラクロニクル is an original Japanese role-playing game (“**JRPG**”) collaborated by the famous Japanese music composer Noriyuki Iwadare (岩垂徳行), painter “toi8” and over 50 Japanese character voice actors. The mobile game title was first launched in the PRC in October 2019 and had been well-received by the market, and was also recommended by the Apple App Store for several times. As at the date of this announcement, the number of pre-registered game users from Japan have exceeded 400,000. This is a JRPG mobile game title that allows game players to explore the 2.5D world in the “universe”, offering them a whole new gaming experience and making it one of the most anticipated JRPG game titles in Japan this summer.

The Board considers that the launch of Stella Chronicle ステラクロニクル in Japan 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, 17 July 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.*