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(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2100)

## UNAUDITED KEY OPERATING METRICS FOR THE THREE MONTHS ENDED 30 SEPTEMBER 2020

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 30 September 2020

The board of directors (the “**Board**”) of BAIOO Family Interactive Limited (“**BAIOO**” or the “**Company**”) is pleased to announce the unaudited key operating metrics of the Company, its subsidiaries and its controlled entities in the PRC (the “**Group**”) for the third quarter of 2020:

	For the three months ended		Quarter-	For the three	Year-
	30 September	30 June	over-quarter	months ended	over-year
	2020	2020	change	30 September	change
				2019	
	<i>(QAA &amp; QPA in millions, ARQPA in RMB)</i>				
QAA <sup>1</sup>	13.3	12.8	4%	20.0	(34%)
QPA <sup>2</sup>	1.6	1.6	0%	2.7	(41%)
ARQPA <sup>3</sup>	179.5	203.6	(12%)	102.1	76%

Notes:

- 1 QAA, which is defined as a registered account that was accessed at least once during a quarter.
- 2 QPA, which refers to the number of paying accounts for the virtual worlds in web-based platforms and mobile games in the relevant quarter.
- 3 ARQPA is calculated as revenue from the virtual worlds in web-based platforms and mobile games in a particular period divided by the total number of QPAs in that quarter.

In the third quarter of 2020, the Company's quarterly active accounts (“QAA”)<sup>1</sup> were 13.3 million, representing a decrease of 34% compared with the same quarter in 2019, and an increase of 4% from the previous quarter. Quarterly paying accounts (“QPA”)<sup>2</sup> amounted to 1.6 million, representing a decrease of 41% compared with the same quarter in 2019, and remained the same as compared with the previous quarter. The year-over-year decreases of QAA and QPA were primarily due to the various promotional activities the Company had introduced that attracted a large number of users when the three new mobile games, namely Shiwuyu (「食物語」), Aola Star Mobile (「奧拉星手遊」) and Zaowufaze II (「造物法則二：先鋒英雄」) (collectively, the “**Three New Mobile Titles**”) were launched in the second half of 2019.

The Company's average revenue per quarterly paying accounts (“ARQPA”)<sup>3</sup> was RMB179.5, representing an increase of 76% from the same quarter in 2019, and a decrease of 12% from the previous quarter. ARQPA achieved a decent increase on a year-over-year basis, mainly driven by the success of the Three New Mobile Titles. In addition, the Company actively developed overseas market and successfully transited its core user base to elder users who command stronger spending power.

In the third quarter of 2020, the Company actively optimized its mobile business. By regularly updating gaming content and launching new themed versions, the Company was able to provide users with a more diverse and interesting gaming experience. In particular, Shiwuyu (「食物語」) launched a dry noodle-themed version as part of its brand enhancement project in Wuhan, China, in July, with the aim to promote the city's urban vitality. In addition, the Company continued to deepen its overseas business, hoping to allow more users to experience and enjoy BAIIO's gaming content. In particular, the domestic versions of Zaowufaze II (「造物法則二：先鋒英雄」) were launched in Japan in July and in Korea in September, titled Stella Chronicle ステラクロニクル and 시노니스, respectively. Recently, the Company has also been actively developing the gaming market in Europe and the United States. Aola Star Mobile Monster Quest: Seven Sins was launched in Europe and the United States on 14 October 2020. While expanding mobile game business, the Company continued to strengthen its core web game business. BAIIO persisted in regularly updating gaming content, in order to consolidate user stickiness and contribute to the Company's revenue.

The Company will continue to focus on developing niche game segments, expand mobile game business and strengthen the operation of its web games, as well as to actively seize development opportunities in both domestic and overseas markets, with an aim to improve user experience and expand user base. Currently, the Company has a solid product line-up in the pipeline and will gradually release more new games in both China and overseas in the following quarters. In addition to continuously exploring the niche game genres in which it excels, namely female-oriented, “nijigen” (「二次元」) and pet collection and raising games, the Company is also developing other gaming products that are popular in international markets, such as strategy and action games, to strengthen the Company's market position in the niche game segments and diversify its revenue streams. Furthermore, BAIIO will continue to enhance technological research and development and innovation capabilities, in order to remain competitive in the rapidly growing gaming market and to build a healthy and sustainable business model.

The operating data disclosed above has been prepared on the basis of internal management records. It has not been audited or reviewed by external auditor. The data disclosed may be subject to change and may differ from the audited or unaudited combined financial statements to be published by the Group on an annual or half-yearly basis. As such, the above data is provided for reference only. **Investors are advised not to rely on the information disclosed, 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, Chief Executive Officer and Executive Director*

Hong Kong, 23 October 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.*