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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 Aobi Island: Dreamland (「奧比島：夢想國度」), a game that was adapted from the Company’s classic intellectual property (“**IP**”), will be launched in Mainland China on Tuesday, 12 July 2022.

Aobi Island is one of BAIOO’s most long-standing and influential IPs, accumulating most registered users among all of BAIOO’s IPs. This IP has been operating for 13 years with over 300 million registered users, reflecting its strong user base. Since the opening for pre-registration in April 2021, the number of pre-registered users of Aobi Island: Dreamland has exceeded 10 million, and its related topics have appeared on Weibo’s top search list for several times. The game has also been awarded a number of industry awards, including the 2021 vivo Developer Conference “Most Anticipated Game of the Year Award”, the 2021 OPPO Developer Conference “Most Anticipated Award”, the 6th Golden Gyro “Most Anticipated New Game of the Year Award”, Huawei Game Center “2021 Most Anticipated Operation Game Award”, the 9th Golden Tea “2022 The Most Anticipated Game Award” and the 7th Black Stone “M.H.A Most Anticipated Game of the Year Award”, demonstrating the anticipation and recognition of the game by users and the industry. Aobi Island: Dreamland is a diversified open community game, enabling users to interact with friends and family beyond geographic restrictions, and achieving an integration of virtual and real worlds with low latency.

The Board believes that the launch of Aobi Island: Dreamland will continue to enhance the Group's brand influence 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, 11 July 2022

As at the date of this announcement, the executive directors of the Company are Mr. DAI Jian, Mr. WU Lili and Mr. LI Chong; 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.