

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



BAIOO Family Interactive Limited **百 奧 家 庭 互 動 有 限 公 司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2100)

UNAUDITED KEY OPERATING METRICS **FOR THE THREE MONTHS ENDED 31 MARCH 2014**

This announcement is voluntarily made pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “**Board**”) of BAIOO Family Interactive Limited (the “**Company**”, together with its subsidiaries and PRC operating entity, the “**Group**”) is pleased to announce that the Group has recorded an increase in its quarterly active accounts (“**QAAs**”), quarterly paying accounts (“**QPAs**”) and average revenue per QPA (“**ARQPA**”) in the first quarter of 2014. For the three months ended 31 March 2014, the QAAs increased by 10.4% from 56.6 million for the three months ended 31 March 2013 to 62.5 million for the same period in 2014. The QPA increased by 25.9% from 2.7 million for the three months ended 31 March 2013 to 3.4 million for the same period in 2014. The ARQPA increased by 19.7% from RMB37.1 for the three months ended 31 March 2013 to RMB44.4 for the same period in 2014.

The Board notes that while the Group’s overall execution of its business plan remains on track, recent internal data of the Group shows that monetization of our new virtual world “Clashes of Aoqi” has been slow due to weak user adoption. However, the Board is of the view that this will have limited impact on the Group’s financial performance as its business model requires minimal upfront investment, and subsequent related research and development costs will be adjusted according to the performance of the relevant virtual world. On the other hand, the Board is pleased to announce that the Group is ahead of schedule in its development of a new virtual world, which will be launched earlier than expected, by the end of the second quarter of 2014.

The data disclosed above has been prepared on the basis of internal management records. It has not been audited or reviewed by external auditors. The data disclosed may be subject to change and may differ from figures upon which 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 investors' reference only. Investors are advised not to place any reliance on the information disclosed but to exercise due caution when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professional or financial advisers.

On behalf of the Board
BAIOO Family Interactive Limited
WU Lili
*Chief Executive Officer
and Executive Director*

Hong Kong, 14 May 2014

As at the date of this announcement, the Executive Directors are Mr. DAI Jian, Mr. WU Lili, Mr. LI Chong, Mr. CHEN Ziming and Mr. WANG Xiaodong; the Non-Executive Director is Mr. JI Yue; the Independent Non-Executive Directors are Ms. LIU Qianli, Mr. WANG Qing and Mr. MA Xiaofeng.