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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)

VOLUNTARY ANNOUNCEMENT **SHARE REPURCHASE**

This is a voluntary announcement made by BAIOO Family Interactive Limited (the “**Company**”) to provide its shareholders and potential investors with updated information in relation to the development of the Company.

To express the Company’s confidence in its prospects, the board of directors (the “**Board**”) of the Company wishes to inform the public that on 17 October 2014, the Company repurchased, on The Stock Exchange of Hong Kong Limited, 2,438,000 ordinary shares of the Company (the “**Share Repurchase**”) pursuant to the general mandate (the “**Repurchase Mandate**”) granted by the shareholders of the Company to the Board at the annual general meeting of the Company held on 20 June 2014. The aggregate consideration for the Share Repurchase was approximately HK\$2.53 million, which was funded from internal resources of the Company.

The Board confirms that the business operations and financial status of the Company are healthy. Moreover, this Share Repurchase reflects the Board’s full confidence in the Company’s solid financial position, clear strategy, future opportunities and growth potential.

The Company may or may not repurchase additional shares under the Repurchase Mandate subject to market conditions, and such decision will be at the Board’s discretion. The Company may repurchase its shares at any price as determined by the Board, subject to the applicable rules under the Rules Governing the Listing of Securities on The Stock Exchange

of Hong Kong Limited. There is no assurance of the timing, quantity or price of any share repurchases or whether the Company will make any further repurchases. Shareholders and investors should exercise caution when dealing in the shares of the Company.

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

Hong Kong, 17 October 2014

As at the date of this announcement, the executive directors of the Company are Mr. DAI Jian, Mr. WU Lili, Mr. LI Chong, Mr. CHEN Ziming and Mr. WANG Xiaodong; the non-executive director of the Company is Mr. JI Yue; the independent non-executive directors of the Company are Ms. LIU Qianli, Mr. WANG Qing and Mr. MA Xiaofeng.