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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

DIRECTOR'S DEALING IN SHARES

This announcement is made voluntarily by BAIIO Family Interactive Limited (the “**Company**”). The board (the “**Board**”) of directors (the “**Directors**”) of the Company was notified that on 4 and 5 December 2014, Mr. DAI Jian (“**Mr. Dai**”), an executive Director and chairman of the Board purchased a total of 4,000,000 ordinary shares (the “**Shares**”) of the Company with a nominal value of US\$0.0000005 per Share through Stmoritz Investment Limited (“**Stmoritz**”, a company indirectly beneficially owned by Mr. Dai) on the market at an average price of HK\$0.71 per Share (the “**Share Acquisition**”).

Immediately following the Share Acquisition, Stmoritz directly held a total of 743,460,000 Shares (representing approximately 26.7% of the issued share capital of the Company).

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

Hong Kong, 8 December 2014

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 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.