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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)

APPOINTMENT OF CHIEF STRATEGY OFFICER

The board (the “**Board**”) of Directors (the “**Directors**”) of BAIOO Family Interactive Limited (the “**Company**”) announces the changes set out below:

APPOINTMENT OF CHIEF STRATEGY OFFICER

The Board is pleased to announce that Mr. YEUNG Ka Hong Carl (“**Mr. YEUNG**”), Chief Financial Officer of the Company, has been appointed an additional role as the Chief Strategy Officer of the Company with effect from 13 January 2015. In the new role, Mr. YEUNG will be responsible for planning and implementation of the Company’s strategic goals, advising on product operations, leading strategic acquisitions, investments or partnerships, and overseeing new business development.

The biography and other details of Mr. YEUNG are set out below:

Mr. YEUNG Ka Hong Carl (楊家康), aged 35, was appointed as our Chief Financial Officer in August 2013, and is also a joint company secretary of the Company. Mr. YEUNG possesses extensive knowledge in the information technology industry and the financial industry. Prior to joining our Group, he was the Chief Financial Officer of Sky-mobi Limited, a China-based mobile applications provider listed on the NASDAQ Global Market, from February 2010 to August 2013, and is currently a non-executive director of the company. Prior to that, he was the Chief Financial Officer of ATA Inc., a computer-based testing and testing-related services provider based in China and listed on the NASDAQ Global Market, from 2006 to 2010. From 2002 to 2006, he was an analyst and later an associate at Merrill Lynch (Asia Pacific) Limited. He also served as an independent non-executive director of China Natural Gas, Inc., from 2008 to November 2010. Mr. YEUNG received his bachelor’s degree in Economics from the Wharton School, University of Pennsylvania, and his bachelor’s degree in Applied Science from the School of Engineering and Applied Science, University of Pennsylvania, in May 2002.

As at the date of this announcement, Mr. YEUNG has RSUs granted under the Pre-IPO RSU Scheme of the Company entitling him to subscribe for 20,000,000 ordinary shares of the Company.

Mr. YEUNG has no other relationship with any of the Directors, senior management of the Company, substantial shareholders or controlling shareholders of the Company.

Save as abovementioned, there is no other information which is required to be disclosed pursuant to the requirements under Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and there are no other matters that need to be brought to the attention of the shareholders of the Company in respect of the appointment of Mr. YEUNG.

The Board would like to express its warm welcome to Mr. YEUNG for taking up the new position.

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

Hong Kong, 14 January 2015

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.