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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)

CHANGE OF CHIEF EXECUTIVE OFFICER

The Board announces that:

- (1) Dr. XU Gang has been appointed as the Chief Executive Officer of the Company; and
- (2) Mr. WU Lili has relinquished his position as the Chief Executive Officer but will remain as an executive Director.

Both moves took effect on 5 March 2015.

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

CHANGE OF CHIEF EXECUTIVE OFFICER

The Board announces that Dr. XU Gang (“**Dr. Xu**”) has been appointed as the Chief Executive Officer of the Company and Mr. WU Lili (“**Mr. Wu**”) has relinquished his position as the Chief Executive Officer but will remain an executive Director with effect from 5 March 2015. Dr. Xu will be responsible for the overall management, corporate development and strategic planning of the Company, while Mr. Wu will focus on overseeing the Company’s growth strategies, mergers and acquisitions and other business opportunities.

The Board believes Dr. Xu’s extensive experience in leading the development of the mobile internet in China during his services at China Mobile Communications Corporation (“**CMCC**”), a Chinese state-owned telecommunications company and the biggest mobile telecommunications company in the world, will make him the ideal person to lead the Company in its next stage of development.

The biography and other details of Dr. Xu are set out below:

Dr. XU Gang (徐剛), aged 43, has more than nineteen years of experience in the telecommunication industry and the mobile internet. Prior to joining the Group, he held various management positions at a number of subsidiaries of CMCC since 1996. During his service at CMCC, he planned and executed a number of key initiatives involving new business setup, technology innovation, business development, marketing and brand building. In 2003, Dr. Xu was involved in the development of monthly package brands GoTone (“全球通”), M-Zone (“動感地帶”), and Easy Own (“神州行”) in Guangdong Province and helped drive a number of significant achievements in terms of user base and revenue growth of CMCC. In 2005, Dr. Xu built a business unit that focused on developing CMCC’s internet business-to-business services. Dr. Xu then joined Guangdong Mobile Communication Co. Ltd. Zhuhai Branch in 2010 as General Manager. In this position, he managed more than 1,100 team members. Since 2012, he was the Deputy General Manager of the Marketing Department of CMCC, where he was responsible for formulating overall marketing strategies in China.

Dr. Xu obtained a doctorate degree in communication and information systems from South China University of Technology in 2008, an EMBA degree from Jinan University in 2007, and both a bachelor’s and master’s degree in communication and information systems from Xidian University in 1993 and 1996 respectively.

The employment contract signed between Dr. Xu and the Company relating to his employment as the Chief Executive Officer is for a term of four years, effective from 5 March 2015 until 4 March 2019. As the Chief Executive Officer, Dr. Xu shall be entitled to an annual remuneration of RMB2,300,000 and shall also be entitled to a discretionary bonus on a yearly basis subject to the approval of the remuneration committee of the Company with reference to the remuneration policy of the Company.

As of the date of this announcement, Dr. Xu does not have any equity interest in the Company, which is required to be disclosed under Part XV of the Securities and Futures Ordinance.

Dr. Xu has no other relationship with any of the Directors, senior management, substantial shareholders or controlling shareholders of the Company. Dr. Xu has not held any other directorships in any public companies the securities of which are listed in Hong Kong or overseas in the last three years. Dr. Xu does not hold other positions in the Company or any of its subsidiaries.

Except for the details mentioned above, 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 this appointment.

The Board would like to take this opportunity to welcome Dr. Xu for his appointment as the Chief Executive Officer of the Company.

On behalf of the Board
BAIOO Family Interactive Limited
DAI Jian
Chairman and executive Director

Hong Kong, 5 March 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.