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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)

UNAUDITED KEY OPERATING METRICS FOR THE THREE MONTHS ENDED 30 SEPTEMBER 2015

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**”) today announces the Group’s unaudited key operating metrics for the third quarter of 2015:

- Quarterly paying accounts (“**QPAs**”) were 2.4 million, unchanged from the average of the first half of 2015 and a 20.0% decline from 3.0 million for the same period in 2014.
- Average revenue per quarterly paying accounts (“**ARQPA**”) was RMB37.9, an increase of 10.5% from RMB34.3 for the average of the first half of 2015 and an increase of 1.3% from RMB37.4 for the same period in 2014.
- Quarterly Active Accounts (“**QAAs**”) were approximately 57.3 million, up 19.1% from 48.1 million for the average of the first half of 2015 and down 19.3% from 71.0 million in the same period of 2014.

The Group’s third quarter 2015 operating metrics, such as QAAs and ARQPA, demonstrate a stabilization in the business and a resumption of growth since the first half of the year. The Group is pleased to announce that its account optimization efforts since early 2015 have successfully stabilized QPAs and increased QAAs, while one of the account optimization measures, the removal of duplicate accounts, caused the year-over-year decline in QPAs and QAAs. The Group’s efforts to retain users with more engaging content also led to the increases in ARQPA and QAAs compared with the first half of 2015. Looking ahead, the Group will continue to build on its existing virtual worlds to increase the user base and improve the user experience. Several new mobile offerings are also expected to be launched in the coming quarters.

On 18 October 2015, the Group began trial operation of the B2C (Business-to-Consumer) baby products E-commerce platform BumpsBB (“**BumpsBB**”; www.bumpsbb.com) to bring Bumps to Babes Limited (“**Bumps to Babes**”), the Hong Kong-based maternity product retail chain, to China. Bababaobei Commerce Limited, a 92.5% owned subsidiary of the Group, holds 74.9% of the equity interest in Bumps to Babes. BumpsBB will combine Bumps to Babes’ unparalleled expertise in the maternity market and supply chain, as well as its extensive product catalogue, with the Group’s substantial experience in China’s family market.

BumpsBB is a one-stop e-commerce shopping platform for young parents and mothers-to-be in China. The platform is expected to become one of the most trustworthy and convenient channels for maternity products in China by providing a full range of high quality and imported maternity products online. Currently, over 2,000 of the top-selling maternity items on BumpsBB are sourced from a range of reputable overseas suppliers, and can be shipped across China at affordable prices.

On 29 October 2015, the Chinese government announced to abandon its one-child policy and allow all couples to have two children, subject to top legislature’s approval. The Board believes that this policy change will increase China’s fertility ratio and boost baby and children-related consumption in China in the forthcoming years, thereby improving the Group’s long-term growth story. Looking ahead, the Group is optimistic about the business outlook of its existing virtual world offerings as well as its newly launched maternity products e-commerce business, and will continue to strategically focus on meeting the needs of families and their children across China.

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 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, and to exercise due caution when dealing in the securities of the Company. When in doubt, investors are advised to seek advice from professional or financial advisers.

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

Hong Kong, 30 October 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.