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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**

## **PURCHASE OF INTERNET LITERATURE IP AND ANNOUNCEMENT OF MOBILE PIPELINE**

This announcement is made by BAIOO Family Interactive Limited (“**BAIOO**” or the “**Company**”) on a voluntary basis for keeping the shareholders (the “**Shareholders**”) of the Company and potential investors informed of the latest business development of the Group.

### **PURCHASE OF THE INTERNET LITERATURE IP**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that, on 15 April 2016, the Company completed the transaction to acquire the exclusive edition rights in the field of mobile game publication originated from Chinese internet fantasy literature “Tuntianji” (「吞天記」) (the “**IP**”) in an intellectual property auction in Ningbo, China (the “**Purchase**”). The Purchase was financed by the Company’s internal resources.

“Tuntianji” is a top-ranking fantasy fiction written by Chinese internet literature writer Feng Qing Yang (「風青陽」) and its episodes are now being published daily for free on 17k.com, one of the most popular internet literature websites in China. According to 17k.com, Tuntianji is currently one of the most popular fantasy stories on 17k.com, with a weekly visit rate of 1.3 million. Since its publication in December 2015 and up to the date of this announcement, it has attracted more than 52 million visits, according to 17k.com.

# MOBILE PIPELINE

The Company intends to leverage the IP to develop an adapted mobile game product to monetize its growing popularity, in particular among young readers. With its strong content creation capabilities and operational experience gained from existing virtual world products, the Company plans to develop a 3D Action-RPG (role-playing game) mobile product based on the IP and targets to release it in the second half of 2016.

Given the IP's well-developed fantasy universe and its compelling storyline, the Company believes that it is an ideal intellectual property to be adapted into a mobile game that primarily targets teenagers but has no age barriers. The Company recognizes that mobile devices are becoming an essential platform for all users, and this product is expected to be an important step in this direction and create a new revenue stream for the Company.

## GENERAL

Save for the Purchase, BAIOO confirms that, to the best of the Board's knowledge and information, and after having made all reasonable enquiries, the seller of the IP is a third party that is independent of the Company and its connected persons (as defined by the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**")). Given that all of the applicable percentage ratios (as defined by the Listing Rules) with respect to the Purchase are less than 5%, the Purchase does not constitute a notifiable transaction of the Company under Chapter 14 of the Listing Rules. The Directors believe that the Purchase and the transactions contemplated thereunder are on normal commercial terms, fair and reasonable and in the interests of the Company and the Shareholders as a whole.

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

Hong Kong, 15 April 2016

*As at the date of this announcement, the executive directors of the Company are Mr. DAI Jian, Mr. WU Lili, Mr. LI Chong, Mr. WANG Xiaodong and Dr. XU Gang; the independent non-executive directors of the Company are Ms. LIU Qianli, Dr. WANG Qing and Mr. MA Xiaofeng.*