



In the third quarter of 2019, quarterly active accounts (“QAA”)<sup>1</sup> were 20.0 million, which represented an increase of 25% compared with the same quarter in 2018, or an increase of 100% compared with the previous quarter. Quarterly paying accounts (“QPA”)<sup>2</sup> were 2.7 million, which represented an increase of 125% compared with the same quarter in 2018, or an increase of 170% compared with the previous quarter. Both increases of QAA and QPA were primarily due to the launch of the Company’s new mobile games, namely Shiwuyu (「食物語」) and Aola Star Mobile (「奧拉星手遊」). The two mobile games were launched in September 2019 and have been well-received by the market and ranked among the top mobile games in various well-known gaming platforms in September 2019. Meanwhile, the Company’s core users remained loyal to the Company’s key products, including the web-based virtual worlds Aola Star (「奧拉星」) and Legend of Aoqi (「奧奇傳說」), while the Company continues to update its popular video games and create new video game contents.

Average revenue per quarterly paying accounts (“ARQPA”)<sup>3</sup> increased by 76.9% from the same quarter in 2018 and 41.4% from the previous quarter to RMB102.1. The strong performance was primarily due to a shift in the Company’s mobile game products to an older user base that has greater spending power compared with web game players due to the launch of the two new mobile games and the strong intentions of the users to pay for the two new mobile games. In addition, the Group launched various promotional campaigns during the last summer holidays to attract new players and boost in-app consumption.

During the third quarter of 2019, the Company launched two of its major mobile games, namely Shiwuyu (「食物語」) and Aola Star Mobile (「奧拉星手遊」). Shiwuyu (「食物語」), a female-oriented game featuring traditional Chinese cuisine, is distributed in collaboration with Tencent. It has been well-received by the market and ranked among the top mobile games in various well-known gaming platforms in September 2019. Aola Star Mobile (「奧拉星手遊」) is the official mobile version of the widely acclaimed web-based game of the same name. The original web-based Aola Star (「奧拉星」) has accumulated over 200 million registered users since its launch in 2010. Aola Star Mobile (「奧拉星手遊」) has successfully attracted a substantial number of loyal web-game players to expand onto the mobile platform and the Company expects this trend to continue.

The Company expects to launch another major mobile game, tentatively titled Zaowufaze II (「造物法則二」: now named as 「先鋒英雄」), in the fourth quarter of 2019. This is the sequel to the original mobile game, Zaowufaze (「造物法則」), one of the Company’s most successful proprietary comic inspired intellectual properties. This game is currently only available overseas. Zaowufaze II (「造物法則二」: now named as 「先鋒英雄」) is a fantasy JRPG developed by the same creative team behind the widely acclaimed comic series, Zaowufaze (「造物法則」), and the team will assist in the creative marketing and promotion of this popular “nijigen” (「二次元」) game.

The operating data disclosed above has been prepared on the basis of internal management records. It has not been audited or reviewed by external auditor. 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 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 financial advisers.

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

Hong Kong, 18 October 2019

*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 independent non-executive Directors of the Company are Ms. LIU Qianli, Dr. Wang Qing and Mr. MA Xiaofeng.*