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*(Incorporated in the Cayman Islands with limited liabilities)*

**(Stock code: 2100)**

## **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE**

This announcement is made by BAIOO Family Interactive Limited (“**BAIOO**” or the “**Company**”, together with its subsidiaries and its controlled entities in the PRC, the “**Group**”) on a voluntary basis.

The board of directors of the Company (the “**Board**”) is pleased to announce that Shiwuyu Singapore and Malaysia version (「食物語新馬版」) (“**Shiwuyu Singapore & Malaysia Version**”), a new version of the Company’s popular mobile role-playing game Shiwuyu (「食物語」), will be officially launched in Singapore and Malaysia on Wednesday, 27 May 2020.

The Group introduced new features to the Shiwuyu Singapore & Malaysia Version, which include creating new characters based on Singaporean cuisine, collaborated by over 40 character voice actors, and configured Live2D dynamics for its characters. As at the date of this announcement, the number of pre-registered game users for the Shiwuyu Singapore & Malaysia Version has exceeded 170,000.

The Board considers that the launch of Shiwuyu Singapore & Malaysia Version in Singapore and Malaysia will continue to promote the Group’s brand and consolidate the Company’s market position in the fast-growing pan-entertainment industry.

By order of the Board

**BAIOO Family Interactive Limited**

**DAI JIAN**

*Chairman, Chief Executive Officer and Executive Director*

Hong Kong, 26 May 2020

*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.*

*In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.*