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(Incorporated in the Cayman Islands with limited liabilities)

(Stock code: 2100)

## POSITIVE PROFIT ALERT

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**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2020 and information currently available, the board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that:

- the Group expects to record a revenue in the range of RMB624.5 million to RMB690.2 million for the six months ended 30 June 2020, which represented an increase of approximately 314.7% to 358.3% as compared to approximately RMB150.6 million for the six months ended 30 June 2019; and
- the Group expects to record a profit after tax in the range of RMB143.6 million to RMB158.7 million for the six months ended 30 June 2020, which represented an increase of approximately 610.9% to 685.6% as compared to approximately RMB20.2 million for the six months ended 30 June 2019.

The Group anticipates a significant increase in revenue and profit after tax of the Group for the six months ended 30 June 2020 mainly due to the following reasons:

- BAIOO successfully expanded its business beyond its web games platform to mobile games platform. During the second half of 2019, the Group launched three mobile games, namely Shiwuyu (「食物語」), Aola Star Mobile (「奧拉星手遊」) and Zaowufaze II (「造物法則二：先鋒英雄」), which have been well-received by the market and continued to achieve excellent results for their performances for the first half of 2020. During the six months ended 30 June 2020, the Group continued to update and launch new game themes for these three mobile games, the Group was able to offer a more diversified and fun gaming experience to existing users while attracting new users, resulting in significant expansion of the Group’s user base;

- BAIOO successfully expanded its mobile game business to various overseas markets. The Group proactively developed its overseas business with the launch of Shiwuyu (「食物語」) and The Law of Destiny (「命運的法則：無限交錯」) (which is titled “Zaowufaze II (「造物法則二：先鋒英雄」)”) in the PRC) in Hong Kong, Macau and Taiwan in February and April 2020, respectively, and the launch of Shiwuyu (「食物語」) in Singapore and Malaysia in May 2020. These game titles have been well-received in respective overseas markets, which exceeded the Group’s expectations. Revenue from the overseas business increased significantly for the six months ended 30 June 2020, compared with the same period of last year;
- BAIOO continued to strengthen its core web games business. By leveraging its strong content innovation ability, and persistence in regularly updating gaming content and optimizing its operating business model, the core web games continued to contribute relatively stable revenue to the Group as user stickiness remained high and operational performance remained stable; and
- BAIOO continued to focus on its three major niche game genres, namely female-oriented games, “nijigen” (「二次元」) games, and pet collection and raising games. The related game products have been well-recognized by users and the market. Within these niche genres, BAIOO continued to capitalize on its strong research and development, as well as content innovation capabilities, and not only successfully expanded its business from web games to mobile games, but also shifted its core user base to older users that generally have greater spending power. One example is Shiwuyu (「食物語」), which was launched in September 2019 and adopts elements of both female-oriented and “nijigen” (「二次元」), has been well-received by users. This has further supported the Company’s efforts to harness the value of the niche game segments and capitalize on opportunities to attract more users.

As the Company is still in the process of finalising the Group’s interim results for the six months ended 30 June 2020, the information contained in this announcement is only based on the information that is currently available and the preliminary unaudited consolidated management accounts of the Group for the six months ended 30 June 2020, which have neither been reviewed by the audit committee of the Board nor audited by the Company’s independent auditor. The Group’s audited interim results for the six months ended 30 June 2020 are expected to be published in August 2020.

**Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

By order of the Board  
**BAIOO Family Interactive Limited**  
**DAI JIAN**

*Chairman, Chief Executive Officer and Executive Director*

Hong Kong, 24 July 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.*