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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 one of the Company’s most popular mobile game titles, 시노니스 (which is titled “Zaowufaze II (「造物法則二：先鋒英雄」)”) in the PRC), will be launched in Korea on Tuesday, 8 September 2020.

시노니스 invited pop singer Raon Lee to cover the theme song of the game, which attracted the attention of players with over hundreds of thousands of airplay hits in one week. The mobile game title was first launched in the PRC in October 2019 and was recommended by the Apple App Store for several times. The game was then launched in Hong Kong, Macau, Taiwan and Japan, and had been well-received by the market. As at the date of this announcement, the number of pre-registered game users from Korea has exceeded 550,000. The game is expected to be one of the most anticipated Japanese role-playing games in Korea.

The Board considers that the launch of 시노니스 in Korea 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, 7 September 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.*