

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



*(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 the Company’s pet collection and raising game title that continues to surge in popularity among players, “Aola Star Mobile Monster Quest: Seven Sins”, will be launched in Europe and the United States at 6 p.m. (Beijing Time, GMT +8) on Wednesday, 14 October 2020.

Since its launch in China in September 2019, “Aola Star Mobile” has attracted a wide pool of players and has been awarded numerous industry awards. In anticipation of entering the European and the United States markets, the team behind “Aola Star Mobile Monster Quest: Seven Sins” had focused specifically on high-quality localization and designed the characters based on Western aesthetics, with an aim to strengthen adoption by local players. The new user guide and user interface as well as nearly a hundred types of 3D Abi (the pet characters) provide an exciting and refreshing new Aola experience for users in Europe and the United States.

The Board believes that the launch of Aola Star Mobile Monster Quest: Seven Sins in Europe and the United States 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, 14 October 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.*