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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 Mobile しょくものがたり (「食物語手遊しょくものがたり」), the Japanese version of the Company’s role-playing game title that continues to surge in popularity among players, Shiwuyu (「食物語」), will be launched in Japan at 10 a.m. (Beijing Time, GMT+8 ) on Tuesday, 3 November 2020.

Since its launch in mainland China, Hong Kong, Macau, Taiwan, Singapore and Malaysia, Shiwuyu has attracted a wide pool of players and has been highly recognized by the industry. As a mobile title featuring and promoting traditional Chinese cuisines, Shiwuyu’s mission is to capture more people’s attention on traditional cuisine culture. With an aim to strengthen adoption by local players, the team behind Shiwuyu Mobile しょくものがたり had focused specifically on high-quality localization and collaborated with top voice actors in Japan. As at 18 October 2020, the number of pre-registered game users for Shiwuyu Mobile しょくものがたり has exceeded 500,000.

The Board believes that the launch of Shiwuyu Mobile しょくものがたり in Japan will continue to promote the Group’s brand overseas 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, 2 November 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.*