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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 Legend of Aoqi Mobile (「奧奇傳說手遊」), a pet collection and raising game that was adapted from the Company’s web game intellectual property (“**IP**”), will be launched in China on Thursday, 15 April 2021.

The “Legend of Aoqi” IP has been operating for over 9 years and has accumulated more than 200 million registered users. Pre-registration started in April 2020, since then the game has over 7.8 million pre-registered users, and has topped TapTap’s pre-registration rankings and ranked top 5 of Bilibili’s top search list several times. In addition, the title has won multiple industry awards before its launch, including the “Most Anticipated Game Award” at the 2020 OPPO Developer Conference, the “Most Anticipated New Game of the Year Award” at the 5th Golden Gyro Awards, as well as the “Mobile Hardcore Alliance Most Anticipated Game of the Year Award” and “Mobile Hardcore Alliance Recommended Star Game” at the 6th Black Stone Awards, reflecting strong user anticipation and acclaim. Legend of Aoqi Mobile was developed by the same team that produced the original web game. The team has upgraded the graphics to 3D and worked with a number of famous voice actors such as A Jie (阿傑), Shan Xin (山新) and Wu Lei (吳磊), offering a richer and differentiated gaming experience for users.

The Board believes that the launch of Legend of Aoqi Mobile in China 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, 30 March 2021

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; and 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.