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UNAUDITED KEY OPERATING METRICS FOR THE THREE MONTHS ENDED 30 SEPTEMBER 2022

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UNAUDITED KEY OPERATING METRICS FOR THE THREE MONTHS ENDED 30 SEPTEMBER 2022

The board of directors (the “**Board**”) of BAIIOO Family Interactive Limited (“**BAIOO**” or the “**Company**”) is pleased to announce the unaudited key operating metrics of the Company, its subsidiaries and its controlled entities in the People’s Republic of China (“**PRC**”) (collectively, the “**Group**”) for the third quarter of 2022:

	For the three months ended			For the	
	30 September	30 June	Quarter-	three months	Year-
	2022	2022	over-quarter	ended	over-year
			change	30 September	change
				2021	
	<i>(QAA & QPA in millions, ARQPA in RMB)</i>				
QAA ¹	17.6	6.1	189%	10.0	76%
QPA ²	2.9	0.9	222%	1.5	93%
ARQPA ³	130.0	140.3	(7%)	135.2	(4%)

Notes:

1. QAA, which is defined as a registered account that was accessed at least once during a quarter.
2. QPA, which refers to the number of paying accounts for the virtual worlds in web-based platforms and mobile games in the relevant quarter.
3. ARQPA is calculated as revenue from the virtual worlds in web-based platforms and mobile games in a particular period divided by the total number of QPAs in that quarter.

In the third quarter of 2022, the Company’s quarterly active accounts (“**QAA**”)¹ were 17.6 million, representing an increase of 189% compared with the previous quarter, and an increase of 76% from the same quarter in 2021. Quarterly paying accounts (“**QPA**”)² were 2.9 million, representing an increase of 222% compared with the previous quarter, and an increase of 93% from the same quarter in 2021. The quarter-over-quarter increases in QAA and QPA were primarily due to the successful launch of the Company’s mobile game Aobi Island: Dreamland (「奧比島: 夢想國度」) in the third quarter of 2022 in Mainland China, which was met with an overwhelming response from the market. At the same time, the Company’s existing games continue to introduce diversified game content and actively incorporate historical and cultural linkages, which have been well received by the players.

The Company’s average revenue per quarterly paying account (“**ARQPA**”)³ in the third quarter of 2022 was RMB130.0, representing a decrease of 7% compared with the previous quarter, and a decrease of 4% compared with the same quarter in 2021. The quarter-over-quarter decrease was mainly due to the additional free virtual items that were given to players of the new game Aobi Island: Dreamland (「奧比島: 夢想國度」) in the third quarter of 2022 in order to attract more new users and increase existing users’ loyalty.

In the third quarter of 2022, BAIOO continued to execute our “Intellectual Property (“**IP**”) Super Evolution” strategy by, among the other things, further developing our niche game segments and optimizing game content. Pursuing innovation based on our solid business foundation developed in the past, BAIOO have successfully developed the diversified open community game Aobi Island: Dreamland (「奧比島: 夢想國度」). This classic web game IP Aobi Island (「奧比島」) has been operating for 14 years and has accumulated over 300 million registered users. Before its official launch, the game had already won many industry awards, such as “Most Anticipated Game of the Year” (「年度最受期待遊戲」) at Vivo Developer Conference 2021, “Most Anticipated Award” (「最受期待獎」) at OPPO Developer Conference 2021, “Most Anticipated New Game of the Year” (「年度期待新遊獎」) at the 6th Golden Conch Awards, “Most Anticipated Game of 2021” (「二零二一年最受期待遊戲」) at HUAWEI GameCenter, “Most Anticipated Game of the Year 2022” (「二零二二年度最值得期待遊戲」) at the 9th Golden Tea Awards at Game Teahouse, and “Most Anticipated Hardcore Game of the Year” (「硬核年度最受期待遊戲」) at the 7th Black Rock Awards. The relevant topics were also listed on Weibo Hot Search several times, demonstrating the IP’s influence and development potential. Upon its launch in Mainland China in July 2022, the game topped the iOS list of free game downloads on the first day and surged into the top 6 on the iOS list of best-selling games on the next day. At the same time, the hashtags #Aobi Island#, #Aobi Island ID#, #Aobi Island mobile game launch#, etc. were all listed on Weibo Hot Search, reflecting widespread recognition by users and the industry.

Looking ahead, BAIIOO will continue to explore development opportunities in the niche game segments, launch high-quality and differentiated game products, and further enrich its game product portfolio to meet users' ever-increasing expectations for game content and quality. By using the IPs that have been accumulated and prudently incubated for many years, BAIIOO continues to develop a series of innovative and interesting games through its "IP Super Evolution" strategy. In addition, BAIIOO will actively seize development opportunities domestically and abroad. The PRC Hong Kong, Macau and Taiwan versions of Legend of Aoqi Mobile (「奧奇傳說手遊」) were officially launched in September 2022. In the future, we expect that new mobile games will be launched every year to continue to enrich our product matrix. We will also continuously improve our independent research and development capabilities, integrate traditional Chinese culture into game content, provide innovative, interesting and beneficial products to users around the world, and further enhance the Group's brand awareness and market position in the gaming industry.

The operating data disclosed above has been prepared on the basis of internal management records. It has not been audited or reviewed by external auditor. The data disclosed may be subject to change and may differ from the audited or unaudited combined financial statements to be published by the Group on an annual or half-yearly basis. As such, the above data is provided for reference only. **Investors are advised not to rely on the information disclosed, and to exercise due caution when dealing in the securities of the Company. When in doubt, investors are advised to seek advice from professional financial advisers.**

By order of the Board
BAIOO Family Interactive Limited
DAI Jian
Chairman, Chief Executive Officer and Executive Director

Hong Kong, 17 October 2022

As at the date of this announcement, the executive directors of the Company are Mr. DAI Jian, Mr. WU Lili and Mr. LI Chong; the independent non-executive directors of the Company are Ms. LIU Qianli, Dr. WANG Qing and Mr. MA Xiaofeng.