

DESPATCH/COLLECTION OF SHARE CERTIFICATES AND REFUND MONIES

Share certificates for wholly or partially successful applications on **WHITE** Application Forms or through the **HK eIPO White Form** service and refund cheques or refund monies in respect of partially unsuccessful applications or wholly or partially successful applicants for application monies paid in excess of final Offer Price, without interest and together with the related brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%, are expected to be despatched or collected (where applicable) on Wednesday, April 9, 2014 in the manners set out below:

For Share certificate(s)

Applicants who have applied for 1,000,000 Hong Kong Offer Shares or more and are successfully or partially successfully allocated Hong Kong Offer Shares and have provided all information required by their **WHITE** Application Form and applicants who have applied for 1,000,000 Hong Kong Offer Shares or more through the **HK eIPO White Form** service by submitting an electronic application through the designated website at www.hkeipo.hk and their application is wholly or partially successful, may collect their Share certificate(s) in person from the Company's Hong Kong Share Registrar, Tricor Investor Services Limited, Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Wednesday, April 9, 2014.

Applicants being individuals who opt for collection of Share certificate(s) in person must not authorise any other person to make the collection on their behalf. Applicants being corporations who opt for collection in person must attend by their authorised representatives bearing a letter of authorisation from their corporations stamped with the corporations' chops. Both individuals and authorised representatives (if applicable) must produce, at the time of collection, evidence of identity acceptable to Tricor Investor Services Limited. If the applicants do not collect their Share certificate(s) during the above period, the Share certificate(s) will be despatched promptly thereafter to them by ordinary post to the address as specified in their **WHITE** Application Forms or the address specified in the application instructions through the **HK eIPO White Form** Service at their own risk.

Applicants who have applied for less than 1,000,000 Hong Kong Offer Shares by **WHITE** Application Form or through **HK eIPO White Form** service, their Share certificate(s) will be sent to the address as stated on their **WHITE** Application Forms or the address specified in their application instructions through the **HK eIPO White Form** Service on Wednesday, April 9, 2014 by ordinary post and at their own risk.

For refund cheques/refund monies

Applicants who have applied for 1,000,000 Hong Kong Offer Shares or more on a **WHITE** or **YELLOW** Application Forms and have provided all information required by their application forms may (where applicable) collect their refund cheque(s) from the Company's Hong Kong Share Registrar, Tricor Investor Services Limited, Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Wednesday, April 9, 2014.

Applicants who have applied for less than 1,000,000 Hong Kong Offer Shares by **WHITE** or **YELLOW** Application Forms, their refund cheque(s) (where applicable) will be sent to the address as stated on their Application Forms on Wednesday, April 9, 2014 by ordinary post and at their own risk.

Applicants being individuals who opt for collection of refund cheque(s) in person must not authorise any other person to make the collection on their behalf. Applicants being corporations who opt for collection in person must attend by their authorised representatives bearing a letter of authorisation from their corporations stamped with the corporations' chops. Both individuals and authorised representatives (if applicable) must produce, at the time of collection, evidence of identity acceptable to Tricor Investor Services Limited. If the applicants do not collect their refund cheque(s) during the above period, they will be despatched promptly thereafter to them by ordinary post to the address as specified in their Application Forms at their own risk.

Where applicants have applied through the **HK eIPO White Form** service and paid the application monies from a single bank account, refund monies (where applicable) will be despatched to their application payment bank account in the form of e-Auto refund payment instructions on Wednesday, April 9, 2014. For applicants who have applied through **HK eIPO White Form** service and paid the application monies from multiple bank accounts, refund monies (where applicable) in the form of refund cheque(s) will be sent to the address specified in their application instructions through the **HK eIPO White Form** Service on Wednesday, April 9, 2014 by ordinary post at their own risk.

Where applicants who have applied by giving **electronic application instructions** to HKSCC, their refund (if any) will be credited to their designated bank account or the designated bank account of the designated CCASS Participant through which they are applying on Wednesday, April 9, 2014. For applicants who have instructed their designated CCASS Participant (other than CCASS Investor Participant) to give **electronic application instructions** to HKSCC on their behalf, they can check the amount of refund (if any) payable to them with that designated CCASS Participant. Applicants applying as CCASS Investor Participant can check the amount of refund (if any) payable to them via the CCASS Phone System and CCASS Internet System (under the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time) on Wednesday, April 9, 2014 or in the activity statement showing the amount of refund money credited to their designated bank account made available to them by HKSCC immediately after the credit of refund money to their bank account.

The Company will not issue any temporary documents of title. No receipts will be issued for application monies received. Share certificates will only become valid certificates of title at 8:00 a.m. on Thursday, April 10, 2014 provided that (i) the Global Offering has become unconditional in all respects; and (ii) the right of termination as described in the paragraph headed “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for termination” in the Prospectus has not been exercised. For more information, please refer to the section headed “How to apply for the Hong Kong Offer Shares” in the Prospectus.

DEPOSIT OF SHARE CERTIFICATES INTO CCASS

For those applicants applying for the Hong Kong Offer Shares using a **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC via CCASS, whose application is wholly or partially successful, their Share certificates will be issued in the name of HKSCC Nominees and deposited into CCASS for credit to their CCASS Investor Participant’s stock account or the stock account of their designated CCASS Participant as instructed by them on Wednesday, April 9, 2014, or under contingent situation, on any other date as shall be determined by HKSCC or HKSCC Nominees.

CCASS Investor Participants using **YELLOW** Application Forms and CCASS Participants applying by giving **electronic application instructions** to HKSCC should check the results of the Hong Kong Public Offering published herein and report any discrepancies to HKSCC before 5:00 p.m. on Wednesday, April 9, 2014 or such other date as shall be determined by HKSCC or HKSCC Nominees. Applicants applying as CCASS Investor Participants by using **YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC can also check the result of application via the CCASS Phone System and CCASS Internet System (under the procedures contained in HKSCC’s “An Operating Guide for Investors Participants” in effect from time to time).

Applicants applying through a designated CCASS Participant (other than CCASS Investor Participant) using **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC for credit to the stock account of their designated CCASS Participant (other than CCASS Investor Participant) can check the number of Hong Kong Offer Shares allotted to them with that CCASS Participant.

For CCASS Investor Participants, they can check their new account balance via the CCASS Phone System and the CCASS Internet System immediately after the credit of the Hong Kong Offer Shares to their stock account on Wednesday, April 9, 2014. HKSCC will also make available to them an activity statement showing the number of Hong Kong Offer Shares credited to their stock account.

COMMENCEMENT OF DEALINGS

Assuming that the Global Offering becomes unconditional at 8:00 a.m. on Thursday, April 10, 2014, dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Thursday, April 10, 2014. Shares will be traded in Board Lots of 2,000 Shares each. The stock code of the Shares is 2100.

PUBLIC FLOAT

Immediately following the completion of the Global Offering, approximately 25.0% (assuming the Over-allotment Option is not exercised and without taking into account any Shares to be issued upon the exercise of share options granted under the Pre-IPO Share Option Scheme and any Shares which may be issued under the Post-IPO RSU Scheme) of the total issued share capital of the Company will be held by the public in compliance with the requirements under Rule 8.08 of the Listing Rules.

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

Hong Kong, April 9, 2014

As at the date of this announcement, the Executive Directors are Mr. DAI Jian, Mr. WU Lili, Mr. LI Chong, Mr. CHEN Ziming and Mr. WANG Xiaodong; the Non-Executive Director is Mr. JI Yue; the Independent Non-Executive Directors are Ms. LIU Qianli, Mr. WANG Qing and Mr. MA Xiaofeng.

Please also refer to the published version of this announcement in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese).