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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 the international server of the Company’s fantasy food role-playing game (RPG) mobile game Shiwuyu (「食物語」), available in multiple languages including Korean, English, and traditional Chinese, will be launched on Wednesday, 19 April 2023.

Shiwuyu’s intellectual property (“**IP**”) has been operating for more than three years, and has been successively released in Mainland China, Hong Kong, Macao and Taiwan China, Singapore, Malaysia and Japan. Shiwuyu is well received by the players and has won many awards, including “2020 Nijigen Mobile Game Top 10”, “2021 Top 10 National IP Selection Game Track No. 6” and “2022 Game Top 10 Games Excellent Chinese Traditional Culture Nomination”. On the third anniversary of the game, Shiwuyu was very popular and highly-acclaimed on the “Other Mobile Game List Hot No. 1” of the well-known video barrage website “Bilibili” (“**B station**”) during the live broadcast of the anniversary celebration held by B station and was listed on Weibo hot searches. A number of well-known voice actors from different regions have been invited to participate in the voice-over of characters in the upcoming multi-language international server version, which provides card collection, character cultivation, player versus environment (“**PVE**”), and simulation management and many other games. Players can collect and cultivate their favorite characters and interact with them closely. As of the date of this announcement, the number of pre-registered game users has exceeded 1 million.

The Board believes that the launch of Shiwuyu international server version will continue to enhance the Group’s brand influence 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, 18 April 2023

*As at the date of this announcement, the executive directors of the Company are Mr. DAI Jian (Chairman and Executive Officer), 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.*