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*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 2100)**

## PROFIT WARNING

This announcement is made by BAIOO Family Interactive Limited (“**BAIOO**” or the “**Company**”, together with its subsidiaries and its controlled entities in the People’s Republic of China (the “**PRC**”) collectively, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on a preliminary review of the Company’s unaudited consolidated management accounts for the year ended 31 December 2023 (the “**period under review**”) and information currently available to the Board, the Group is expected to record a net loss in the range of approximately RMB30.8 million to RMB35.4 million for the period under review, as compared to the net profit of approximately RMB10.3 million for the year ended 31 December 2022.

The expected net loss of the Group is mainly attributable to the natural decline in the growth of life cycles of some of the Company’s games with a longer launch period, which resulted in a decrease in revenue, and no new game was launched during the period under review.

However, the Group continues to adhere to the long-term life cycle operational strategy of Intellectual Property (“**IP**”) refinement, actively intensifies IP content, continues to iterate rich and diversified content, continuously links its IP with different brands, and integrates high-quality traditional Chinese culture into games content. Although some of its core products have been launched for a long period of time, there is still a significant increase in community activity and discussion among players, demonstrating the significant effect of the long-term IP operational strategy. At the same time, the Company has invested heavily in research and development (“**R&D**”) to build a rich product matrix in 2023. At present, a number of products in various advantageous segments are in active R&D and testing stage, planning to be launched in the global market. Among them, “Aola Star 2” (formerly named “**project bn**”), which is a 3-D multiplayer pet turn-based RPG mobile game will be launched in the domestic market. In the international market, BAIOO will step up its expansion efforts to proactively seize overseas development opportunities and a number of products are now actively planning for launch. The Board believes that the continuous increase in investment in R&D to strengthen independent game development efforts and user experience will be beneficial to the long-term performance and sustainable development of the Group, and the Board has confidence in the Group’s development prospects.

The Company is still in the process of finalizing the consolidated annual results of the Group for the period under review. The information contained in this announcement is only based on the information currently available to the Board and the Company's unaudited consolidated management accounts for the period under review. It is not based on any figures or information that have been audited or reviewed by the Company's auditor, or reviewed by the audit committee of the Board. The audited consolidated annual results of the Group for the period under review are expected to be published by the end of March 2024.

**Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

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

Hong Kong, 9 February 2024

*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, Mr. MA Xiaofeng and Mr. WEI Kevin Cheng.*