百奧家庭互動有限公司
BAIOO Family Interactive Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 2100)

POSITIVE PROFIT ALERT

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 "**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).

Based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 and information currently available, the board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that:

- the Group expects to record a revenue in the range of RMB295.0 million to RMB310.0 million for the six months ended 30 June 2025, which represented an increase of approximately 8.3% to 13.8% as compared to approximately RMB272.3 million for the six months ended 30 June 2024; and

- the Group expects to record a profit after tax in the range of RMB5.2 million to RMB6.2 million for the six months ended 30 June 2025, which represented an increase of approximately 134.9% to 141.6% as compared to approximately loss of RMB14.9 million for the six months ended 30 June 2024.

The Group anticipates growth in revenue and profit after tax of the Group for the six months ended 30 June 2025, primarily benefiting from the following factors:

Robust Performance of Existing Games: The Group has consistently updated content for existing games and launched new themed versions, providing users with a more diverse and enriched gaming experience. This strategy has not only effectively attracted new users but also helped drive dual growth in both active user base and paying user scale, thereby boosting revenue. This fully demonstrates the Group's exceptional long-term operational capabilities.

Looking ahead, the Group will continue to:

Deepen Presence in Niche Segments and Strengthen Intellectual Properties ("IP") Operations: Focus on core gaming sub-sectors, refine IP operations management, deeply explore user needs, and strive to deliver an unparalleled gaming experience for players.

Integrate Traditional Culture and Revitalize Core IPs: Actively explore the creative integration of games with Chinese traditional culture, injecting new cultural vitality into core IPs. This aims to extend the lifecycle of existing core games. Through innovative marketing approaches, we will provide players with more diverse and enriched experiences, further solidifying the Group's leading position in its niche markets.

Build an Research and Development ("R&D") Matrix and Expand Growth Frontiers: Dedicate full efforts to establishing a diverse and robust product R&D matrix. Currently, multiple new products are being actively prepared and are ready for launch. Simultaneously, the Group will persistently explore the potential of technology to empower gaming and strengthen its global footprint to actively develop new growth drivers. As more products are successively launched in global markets, the Group's competitive advantages in its niche segments and its global competitiveness will be continuously enhanced.

As the Company is still in the process of finalising the Group's interim results for the six months ended 30 June 2025, the information contained in this announcement is only based on the information that is currently available and the preliminary unaudited consolidate management accounts of the Group for the six months ended 30 June 2025, which have neither been reviewed by the audit committee of the Board nor audited by the Company's independent auditor. The Group's audited interim results for the six months ended 30 June 2025 are expected to be published by the end of August 2025.

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, 29 July 2025

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.

In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.