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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)**

# UNAUDITED KEY OPERATING METRICS FOR THE THREE MONTHS ENDED 31 MARCH 2026

This announcement is voluntarily made pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

## UNAUDITED KEY OPERATING METRICS FOR THE THREE MONTHS ENDED 31 MARCH 2026

The board of directors (the "**Board**") of BAIOO 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 first quarter of 2026:

| | For the three months ended | | | For the three months ended | |
|---|---|---|---|---|---|
| | 31 March 2026 | 31 December 2025 | Quarter-over-quarter change | 31 March 2025 | Year-over-year change |
| | *(QAA & QPA in millions, ARQPA in RMB)* | | | | |
| QAA[1] | 6.4 | 6.3 | 1.6% | 6.5 | (1.5%) |
| QPA[2] | 0.9 | 0.8 | 12.5% | 0.9 | — |
| ARQPA[3] | 188.8 | 175.7 | 7.5% | 177.0 | 6.7% |

*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 first quarter of 2026, the Company's quarterly active accounts ("**QAA**")[1] were 6.4 million, representing an increase of 1.6% compared with the previous quarter, and a decrease of 1.5% from the same quarter in 2025. Quarterly paying accounts ("**QPA**")[2] were 0.9 million, representing an increase of 12.5% compared with the previous quarter, and flat compared with the same quarter in 2025. The Company's QAA saw a slight year-over-year decline due to certain games entering their mature stage, while the QPA size recovered to the same level as last year, which was mainly attributable to the Company's in-depth operations centered around its core users, effectively enhancing user payment stickiness.

The Company's average revenue per quarterly paying account ("**ARQPA**")[3] was RMB188.8, representing an increase of 7.5% compared with the previous quarter, and an increase of 6.7% compared with the same quarter in 2025. Both quarter-over-quarter and year-over-year increases in such metric were primarily attributable to the further advancement of the Company's long-term operation strategy of intellectual property ("**IP**") refinement. Through in-depth content iteration of its core games and optimization of the monetization system, the Company successfully stimulated the core users' willingness to pay, thereby driving a notable increase in the average contribution of paying users.

In the first quarter of 2026, the Company continued to maintain healthy and stable operations of its core self-developed IP products, with continuous progress made in user retention and value enhancement. Legend of Aoqi Mobile (「奧奇傳説手遊」) launched brand-new content in its New Year version, Genesis Finale (「創世終章」), which effectively enhanced user activity and willingness to pay. Aobi Island: Dreamland (「奧比島：夢想國度」) actively carried out operations centered around IP collaborations and content innovation, especially with the Intangible Cultural Heritage Splendor (「非遺風華」) themed version launched during the Spring Festival, which integrated traditional culture with gaming experience and received favorable user feedback. Meanwhile, Aobi Island Web (「奧比島」頁遊) and Aola Star Web (「奧拉星」頁遊) continued to undergo optimization based on user feedback, thereby maintaining the strong vitality of the classic products. Thanks to long-term IP accumulation and content updates, these products continued to contribute a stable revenue to the Company.

Looking ahead, BAIOO will continue to focus on the niche game market and further deepen the long-term operation of its IPs. On the one hand, the Company will continue to optimize and innovate its existing products. On the other hand, new product reserves are progressing smoothly, its self-developed games, self-developed trendsetting card game (「亂塗彩世界」) and content-based card-style mobile game (「夜幕之下」), have completed all pre-launch testings, with self-developed trendsetting card game (「亂塗彩世界」) scheduled for official launch in 28 April 2026. Meanwhile, the Company will leverage its existing strengths to actively explore opportunities in the global market, and gradually enhance its international brand influence through localized innovation and customized operations.

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, 21 April 2026

*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.*