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(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2100)

## UNAUDITED KEY OPERATING METRICS FOR THE THREE MONTHS ENDED 30 SEPTEMBER 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 30 SEPTEMBER 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 third quarter of 2026:

|                    | For the three months ended            |         |              | For the      |           |
|--------------------|---------------------------------------|---------|--------------|--------------|-----------|
|                    | September 30                          | June 30 | Quarter-     | three months | Year-     |
|                    | 2026                                  | 2026    | over-quarter | ended        | over-year |
|                    |                                       |         | change       | September 30 | change    |
|                    |                                       |         |              | 2025         |           |
|                    | (QAA & QPA in millions, ARQPA in RMB) |         |              |              |           |
| QAA <sup>1</sup>   | 9.6                                   | 13.9    | (30.9%)      | 10.2         | (5.9%)    |
| QPA <sup>2</sup>   | 1.5                                   | 1.9     | (21.1%)      | 1.1          | 36.4%     |
| ARQPA <sup>3</sup> | 164.5                                 | 157.1   | 4.7%         | 141.2        | 16.5%     |

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 third quarter of 2026, the Company's quarterly active accounts ("QAA")<sup>1</sup> were 9.6 million, representing a decrease of 30.9% compared with the previous quarter, and a decrease of 5.9% from the same quarter in 2025. The quarter-on-quarter decrease was primarily attributable to the gradual transition of the two games launched in the first half of the year from their initial promotion stage to a stable operational stage, resulting in a more normalized pace of user acquisition. The year-on-year decrease was mainly due to the high comparison base resulting from the launch of a new game in July 2025. Quarterly paying accounts ("QPA")<sup>2</sup> were 1.5 million, representing a decrease of 21.1% compared with the previous quarter, and an increase of 36.4% compared with the same quarter in 2025. The quarter-on-quarter decline was mainly attributable to the natural normalization of the paying user base as the two newly launched games progressed from their launch phase into a stable operational stage. The year-on-year increase was primarily driven by the Company's continued implementation of refined user operation strategies, effectively enhancing user payment stickiness.

The Company's average revenue per quarterly paying account ("ARQPA")<sup>3</sup> was RMB164.5, representing an increase of 4.7% compared with the previous quarter, and an increase of 16.5% 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 third quarter of 2026, the Company continued to maintain healthy and stable operations of its core self-developed IP products, while further enriching user experience through high-quality content updates. In terms of IP collaborations and content innovation, the mobile game "Color the World" (「亂塗!彩世界」) launched its "Chicken Gold Food Festival" (「雞金美食節」) season and entered into a cross-industry collaboration with the Nanyue King Museum; the mobile game "Reign the Nightfall" (「夜幕之下」) released its new "Brave New World" (「美麗新世界」) version; "Legend of Aoqi" (「奧奇傳說」) mobile game launched its "Rebirth at the End" (「終末新生」) version; and the mobile game "Aobi Island: Dreamland" (「奧比島：夢想國度」) launched the "Creator Cup: Interstellar Contest" (「創造杯•星際大賽」) themed update, featuring crossover collaborations with Bigequan (嗶個圈) and Cloobi (綿雲村). These content updates were well received by players and garnered positive market feedback. Meanwhile, the Company's web games "Aobi Island" (「奧比島」), "Legend of Aoqi" (「奧奇傳說」) and "Aola Star" (「奧拉星」) continued to undergo optimization and iterative enhancements based on user feedback, thereby maintaining the strong vitality of the classic products.

Looking ahead, BAIOO will continue to focus on the niche game market and further deepen the long-term operational strategy of its IPs. For its existing product portfolio, the Company will continue to pursue the optimization and innovation of its existing products to maintain the vitality and competitiveness of its product matrix. With respect to its growth initiatives, the Company will steadily advance the development of new products and expand its product pipeline, with the development of several new titles progressing smoothly. Meanwhile, the Company will continue to deepen the application of cutting-edge AI technologies across its game development pipeline, while remaining committed to product quality and a human-centric approach. By leveraging human-AI

collaboration, the Company aims to drive product innovation and enhance operational efficiency. The Company will also 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 October 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.*