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*This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. This announcement is not a prospectus. Potential investors should read the prospectus dated March 28, 2014 (the “Prospectus”) issued by BAIIO Family Interactive Limited (the “Company”) for detailed information about the Global Offering described below before deciding whether or not to invest in the Offer Shares.*

*This announcement is not an offer of securities for sale in the United States. Securities may not be offered, sold or delivered in the United States except pursuant to Rule 144A or an exemption from registration requirements under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”). The Hong Kong Offer Shares are being offered and sold outside the United States in offshore transactions in accordance with Regulation S under the U.S. Securities Act. There is not and it is not currently intended for there to be any public offering of securities of the Company in the United States.*

*Unless otherwise defined herein, terms used in this announcement shall have the same meanings as those defined in the Prospectus.*



# BAIOO Family Interactive Limited

百奧家庭互動有限公司

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

## GLOBAL OFFERING

Number of Offer Shares	: 706,106,000 Shares
under the Global Offering	(subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	: 70,612,000 Shares (subject to adjustment)
Number of International Offer Shares	: 635,494,000 Shares (subject to adjustment and the Over-allotment Option)
Maximum Offer Price	: HK\$2.60 per Offer Share, plus brokerage fee of 1%, SFC transaction levy of 0.003%, and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal value	: US\$0.0000005 per Share
Stock code	: 2100

### Joint Sponsors, Joint Global Coordinators

Deutsche Bank Group 



### Joint Bookrunners

Deutsche Bank Group 

J.P.Morgan



### Joint Lead Managers

Deutsche Bank Group 



J.P.Morgan



Application has been made by the Company to the Listing Committee of the Stock Exchange for the granting approval for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering (including any additional Shares which may be issued pursuant to the exercise of the Over-allotment Option), the Shares to be issued upon the exercise of share options granted under the Pre-IPO Share Option Scheme, and the Shares which may be issued under the Post-IPO RSU Scheme.

The Global Offering comprises the Hong Kong Public Offering of initially 70,612,000 Shares (subject to adjustment) and the International Offering of initially 635,494,000 Shares (subject to adjustment and the Over-allotment Option) representing approximately 10% and 90% of the total number of Shares initially being offered under the Global Offering, respectively. Please refer to the section headed “Structure of the Global Offering” in the Prospectus for more details.

Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Thursday, April 10, 2014, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Thursday, April 10, 2014. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the websites of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company at [www.baioo.com.hk](http://www.baioo.com.hk).

The Offer Price will not be more than HK\$2.60 per Share and is expected to be not less than HK\$2.00 per Share. Applicants under the Hong Kong Public Offering are required to pay, on application, the maximum price of HK\$2.60 per Offer Share in addition to the brokerage fee, SFC transaction levy and the Stock Exchange trading fee payable on each Offer Share, equal to a total of HK\$5,252.42 for one board lot of 2,000 Shares.

**Applications for Hong Kong Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus and the Application Forms.**

Applicants who would like to be allotted Hong Kong Offer Shares registered in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **HK eIPO White Form** Service Provider at [www.hkeipo.hk](http://www.hkeipo.hk) under the **HK eIPO White Form** service. Applicants who would like to have the allotted Hong Kong Offer Shares registered in the name of HKSCC Nominees and deposited directly into CCASS for credit to their designated CCASS Participants’ stock accounts or their CCASS Investor Participant stock accounts should (i) complete and sign the **YELLOW** Application Forms; or (ii) give electronic application instructions to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours in the same period from 9:00 a.m. on Friday, March 28, 2014 until 12:00 noon on Wednesday, April 2, 2014 from:

1. any of the following addresses of the Hong Kong Underwriters:

**Deutsche Bank AG, Hong Kong Branch**

Level 52, International Commerce Centre  
1 Austin Road West  
Kowloon, Hong Kong

**Citigroup Global Markets Asia Limited**

50th Floor, Citibank Tower  
Citibank Plaza  
3 Garden Road  
Central, Hong Kong

**J.P. Morgan Securities  
(Asia Pacific) Limited**

28/F Chater House  
8 Connaught Road  
Central, Hong Kong

**China International Capital Corporation  
Hong Kong Securities Limited**

29th Floor, One International Finance Centre  
1 Harbour View Street  
Central, Hong Kong

**CIMB Securities Limited**

Units 7706–08 Level 77  
International Commerce Centre  
1 Austin Road West  
Kowloon, Hong Kong

or

2. any of the branches of the following receiving banks:

**Bank of China (Hong Kong) Limited**

	<b>Branch</b>	<b>Address</b>
<b>Hong Kong Island</b>	Bank of China Tower Branch	3/F, 1 Garden Road
	Connaught Road Central Branch	13–14 Connaught Road Central
	409 Hennessy Road Branch	409–415 Hennessy Road, Wan Chai
	Taikoo Shing Branch	Shop G1006, Hoi Sing Mansion, Taikoo Shing
<b>Kowloon</b>	Yau Ma Tei Branch	471 Nathan Road, Yau Ma Tei
	Humphrey's Avenue Branch	4–4A Humphrey's Avenue, Tsim Sha Tsui
	Kowloon Plaza Branch	Unit 1, Kowloon Plaza, 485 Castle Peak Road
	Metro City Branch	Shop 209, Level 2, Metro City Phase 1, Tseung Kwan O
<b>New Territories</b>	Tai Po Branch	68–70 Po Heung Street, Tai Po Market
	Yuen Long (Hang Fat Mansion) Branch	8–18 Castle Peak Road, Yuen Long

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Friday, March 28, 2014 till 12:00 noon on Wednesday, April 2, 2014 from the Depository Counter of HKSCC at 2/F, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have **YELLOW** Application Forms and Prospectus available.

Both **WHITE** and **YELLOW** Application Forms completed in all respects in accordance with the instructions printed thereon, to which cheques or banker's cashier orders payable to **Bank of China (Hong Kong) Nominees Limited — BAIOO Public Offer** should be securely stapled, should be deposited in the special collection boxes provided at any of the branches referred to above on the following dates during the following times:

Friday, March 28, 2014 — 9:00 a.m. to 5:00 p.m.  
Saturday, March 29, 2014 — 9:00 a.m. to 1:00 p.m.  
Monday, March 31, 2014 — 9:00 a.m. to 5:00 p.m.  
Tuesday, April 1, 2014 — 9:00 a.m. to 5:00 p.m.  
Wednesday, April 2, 2014 — 9:00 a.m. to 12:00 noon

Applicants may submit your application through the designated website at [www.hkeipo.hk](http://www.hkeipo.hk) from 9:00 a.m. on Friday, March 28, 2014 until 11:30 a.m. on Wednesday, April 2, 2014 or such later time as described in the section headed "How to Apply for Hong Kong Offer Shares — Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus (24 hours daily, except on the last application day).

CCASS Participants can input electronic application instructions from 9:00 a.m. on Friday, March 28, 2014 until 12:00 noon on Wednesday, April 2, 2014 (or such later date as may apply in case of certain bad weather conditions as described in “How to Apply for Hong Kong Offer Shares — Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus).

Please refer to the “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares” sections in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to publish the announcement on the Offer Price, an indication of the level of interest in the International Placing and the basis of allocation of the Hong Kong Offer Shares (i) in the South China Morning Post (in English); (ii) in the Hong Kong Economic Times (in Chinese); (iii) on our website ([www.baioo.com.hk](http://www.baioo.com.hk)) and (iv) on the website of the Stock Exchange ([www.hkexnews.hk](http://www.hkexnews.hk)) on Wednesday, April 9, 2014.

Results of allocations of the Hong Kong Public Offering and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be made available in a manner described in the section entitled “How to Apply for Hong Kong Offer Shares — Publication of Results” in the Prospectus on Wednesday, April 9, 2014.

The Company will not issue temporary documents of title or receipt for application fees received. Share certificates will only become valid certificates of title provided that the Hong Kong Public Offering has become unconditional in all respects and the right of termination described in the section entitled “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination” has lapsed, which is expected to be at 8:00 a.m. on Thursday, April 10, 2014.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Thursday, April 10, 2014. The Shares will be traded in board lots of 2,000 Shares each under the Company’s stock code 2100.

By order of the Board of Directors  
**BAIOO Family Interactive Limited**  
**DAI Jian**  
*Chairman and Executive Director*

Hong Kong, March 28, 2014

*As at the date of this announcement, the Executive Directors are Mr. DAI Jian, Mr. WU Lili, Mr. LI Chong, Mr. CHEN Ziming and Mr. WANG Xiaodong; the Non-Executive Director is Mr. JI Yue; the Independent Non-Executive Directors are Ms. LIU Qianli, Mr. WANG Qing and Mr. MA Xiaofeng.*

*Please also refer to the published version of this announcement in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese).*