

Unless otherwise defined herein, capitalized terms used in this announcement shall have the same meanings as those defined in the prospectus dated March 28, 2014 (the “**Prospectus**”) issued by BAIOO Family Interactive Limited (the “**Company**”).

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. Potential investors should read the Prospectus for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares.

The information contained herein does not, and does not intend to, constitute an offer to sell or an invitation or solicitation of an offer to buy or subscribe for the securities of the Company in the United States. The securities referred to herein may not be offered or sold in the United States absent registration under the United States Securities Act of 1933, as amended (the “**U.S. Securities Act**”), or an applicable exemption from the registration requirements of the U.S. Securities Act or any applicable state securities laws of the United States. There will not and is not currently intended to be any public offering of securities in the United States.

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and Hong Kong Securities Clearing Company Limited (“**HKSCC**”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

In connection with the Global Offering, Citigroup Global Markets Asia Limited, as stabilizing manager (the “**Stabilizing Manager**”), or any person acting for it, on behalf of the Underwriters, may over-allocate or effect short sales or any other stabilizing transactions with a view to stabilizing or maintaining the market price of the Offer Shares at a level higher than that which might otherwise prevail in the open market for a limited period beginning on the Listing Date and expected to end on May 2, 2014, being the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. However, there is no obligation on the Stabilizing Manager or any person acting for it to conduct any such stabilizing action, which, if commenced, will be done at the sole and absolute discretion of the Stabilizing Manager and may be discontinued at any time. Any such stabilizing activity is required to be brought to an end on Friday, May 2, 2014, being the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. Such stabilization action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules, as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong). A public announcement will be made on the Stock Exchange’s website at www.hkexnews.hk and the Company’s website at www.baioo.com.hk within seven days after the expiration of the stabilizing period in compliance with the Securities and Futures (Price Stabilizing) Rules. No such stabilizing action can be taken to support the price of the Shares for longer than the stabilization period which begins on the Listing Date and is expected to expire on Friday, May 2, 2014, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, and demand for the Shares and the price of the Shares could fall.

Potential investors of the Offer Shares should note that the Joint Global Coordinators (for themselves and on behalf of the Hong Kong Underwriters) shall be entitled to terminate their obligations under the Hong Kong Underwriting Agreement with immediate effect upon the occurrence of any of the events set out in the paragraph headed “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination” in the Prospectus, at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date (which is currently expected to be on Thursday, April 10, 2014).



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 under the Global Offering	: 706,106,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	: 62,548,000 Shares
Number of International Offer Shares	: 643,558,000 Shares (subject to the Over-allotment Option)
Offer Price	: HK\$2.15 per Offer Share, excluding brokerage of 1%, SFC transaction levy of 0.003%, and Hong Kong Stock Exchange trading fee of 0.005%
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

