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BAIOO Family Interactive Limited

百奧家庭互動有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2100)

VOLUNTARY WINDING UP OF BUMPS TO BABES LIMITED

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The board of directors (the “**Board**”) of BAIOO Family Interactive Limited (the “**Company**”) would like to announce that on 2 March 2018, the board of directors of Bumps to Babes Limited (“**Bumps to Babes**”), a subsidiary of the Company, resolved to approve its voluntary winding up under section 228A of the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Cap. 32) (the “**Voluntary Winding Up**”).

INFORMATION ABOUT BUMPS TO BABES

Bumps to Babes, a company incorporated in Hong Kong, is owned indirectly as to 74.9% by Bababaobei Commerce Limited and 25.1% by Mr. Richard Ian Walker. Bababaobei Commerce Limited is owned as to 92.5% by the Company and 7.5% by Mr. Richard Ian Walker. Accordingly, Bumps to Babes is an indirect non-wholly subsidiary of the Company.

Bumps to Babes primarily engages in the sales of mother and baby products.

IMPLICATIONS UNDER THE LISTING RULES

Since the total revenue of Bumps to Babes for the year ended 31 December 2016 was 5% or more of the Company’s consolidated total revenue, Rule 13.25 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited applies.

REASONS FOR THE VOLUNTARY WINDING UP

As Bumps to Babes has not been generating sufficient revenue to cover its operating expenses, the Company does not foresee any reasonable prospect of the business of Bumps to Babes. As a result, the Company intends not to further invest in its retail business as part of its strategy to focus on its principal business of developing and operating children’s online entertainment destinations including games, comics and animations.

Based on the above, the Board believes that the Voluntary Winding Up is in the best interests of the Company and its shareholders as a whole.

EFFECTS OF THE VOLUNTARY WINDING UP ON THE GROUP

Upon conclusion of the Voluntary Winding Up and all incidental procedures, Bumps to Babes will cease to be an indirect non-wholly subsidiary of the Company. The Board believes that the Voluntary Winding Up will help mitigate the loss from the Group's retail business after the conclusion and will not have an impact on the principal business operation of the Group.

Further announcement(s) will be made by the Company as and when appropriate if there is any material progress regarding the Voluntary Winding Up.

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

Hong Kong, 5 March 2018

As at the date of this announcement, the executive directors of the Company are Mr. DAI Jian, Mr. WU Lili, Mr. LI Chong and Mr. WANG Xiaodong; the independent non-executive directors of the Company are Ms. LIU Qianli, Dr. WANG Qing and Mr. MA Xiaofeng.