

For immediate release



BAIOO Family Interactive Limited Enters Maternity Market with Strategic Partnership With Bumps to Babes

HONG KONG, 8 May, 2015 – BAIOO Family Interactive Limited (“BAIOO”, stock code: 2100), China’s largest online entertainment destination designed for children, today announced that it has formed a strategic partnership with Hong Kong’s leading maternity product provider Bumps to Babes Limited (“Bumps to Babes”). BAIOO has acquired 74.9% equity interest in Bumps to Babes, and Mr. Richard Ian Walker, the founder of Bumps to Babes, holds 7.5% equity interest in the new venture, which will expand Bumps to Babes into China as a one-stop-shop for parents to purchase safe, trusted and premium baby products via e-commerce.

Bumps to Babes is a Hong Kong household brand among parents. It is one of the largest mother and baby superstore in Hong Kong, with three retail stores in Pedder Street, Central, Horizon Plaza, Ap Lei Chau and Stanley Plaza, Stanley, covering over 10,000 different items available to be shipped for to-door delivery, providing a one-stop-shopping experience for mums including full ranges of cots, car seats, pushchairs, high chairs, bedding, toiletries, baby food, nappies and toys etc. Bumps to Babes have been successful for 14 years in Hong Kong, one of the most competitive retail markets in the world. In 2013, Bumps to Babes was awarded “Best Kid Store” in The List Readers’ Choice Awards 2013: Family. Earlier this year, Bumps to Babes was also named “Best Children’s Shop” based on votes from more than 800 readers by the Southside Magazine, a residential lifestyle publication in Hong Kong.

This strategic partnership will allow BAIOO to expand into the lucrative maternity products segment and continue to answer needs of children and their families both in Hong Kong and Mainland China. According to the 2014 China Maternal & Baby Industry E-Commerce Report by iResearch, the gross market value of China’s maternal and baby market reached RMB1.43 trillion in 2013, and is expected to surpass RMB2 trillion in 2015. Within this market, e-commerce transactions accounted for approximately 6%, at RMB86 billion, with a projected CAGR of 30% going into 2017.

Mr. Jeff Dai, Chairman of BAIOO, said “This partnership with of Bumps to Babes will allow BAIOO to tap into the highly lucrative baby products market, as we will be able to create significant synergies with Bumps to Babes given our well-established brand name and extensive understanding of children and their families in China. By combining BAIOO’s technological capabilities and strong financial position with Bumps to Babes’ established strong presence, BAIOO will look to expand Bumps to Babes’ operations into China as a one-stop-shop to answer the needs of families through online channels. I look forward to bringing Bumps to Babes to even more parents in China.”

Mr. Richard Ian Walker, Founder of Bumps to Babes, said, “Our knowledge and experience within the ever-growing maternity marketplace, as well as our family-centric culture, is a perfect fit with BAIOO who also has an in-depth understanding of the child market. We are excited about joining the BAIOO family. With the help of BAIOO’s leading market presence and deep understanding of children and their families in China, we believe the combination of Bumps to Babes and BAIOO will successfully introduce our brand through e-commerce to the China market.”

Mr. Dai concluded, “I am delighted to work with Richard to bring Bumps to Babes into the Chinese market, where there is rapidly growing demand for quality baby products from mums-to-be and young parents. Currently, trustworthy and convenient channels for maternity products can be hard to identify in China; as such, we believe that there are significant opportunities for BAIOO to grow its revenue stream in this lucrative market, and have already invested HK\$200 million into this new business line. We are confident that Bumps to Babes will provide an excellent platform for BAIOO to increase its presence and offerings to the family market in China, and will generate significant value for our shareholders going forward.”

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About BAIOO

The Company is one of the largest online entertainment destination designed for children. Its web portal page, 100bt.com, is a centralized platform for interactive children’s content through which users can access all six of its virtual worlds and entertainment, e-learning and other products and services using one registered account. Representing its core brand values of “Dreams, Friendship and Development,” BAIOO’s virtual worlds and their characters have gained strong awareness among children and parents in China. As one of the leading providers of interactive online content for children in China, the Company has accumulated an extensive knowledge base and deep understanding of children’s behavior and needs with respect to online activity and consumption. Through BAIOO’s commitment to create a safe and fun environment with age-appropriate content and its understanding of children’s needs, the Company’s products and services have gained the trust of parents and regulators. Leveraging the Company’s competitive strengths, BAIOO plans to pursue a variety of growth strategies, including increasing its addressable market, expanding its online product offerings, strengthening its brand, and continuing to execute its mobile strategy. The Company also intends to expand its offerings into the maternity product e-commerce market through the strategic partnership with Hong Kong’s leading maternity product provider Bumps to Babes.

About Bumps to Babes

Bumps to Babes is one of Hong Kong’s largest mother and baby superstores, offering exclusive maternity, baby and children’s ranges from around the world at affordable prices with to-door delivery, covering over 10,000 different items, including full ranges of cots, car seats, pushchairs, high chairs, bedding, toiletries, baby food, nappies and toys etc. Available products are sourced from the highest quality manufacturers worldwide, and Bumps to Babes also offers a comprehensive range of accessories from leading brands.

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