

For immediate release



BAIOO Cooperates with Tencent Interactive Entertainment to Expand Pan-entertainment Presence

HONG KONG, 20 Apr, 2017 – BAIOO Family Interactive Limited (“BAIOO”, HKEx stock code: 2100), one of China’s top online entertainment destinations designed for children, today announced a strategic cooperation with Tencent Interactive Entertainment to jointly establish a committee for the award-winning online comic series XiXingJi (西行紀), the intellectual property (“IP”) of which is owned by BAIOO, to co-develop derivative multimedia works, including movies and television series, game licensing, comics, and other derivative products and forms of literary works from XiXingJi.

XiXingJi is a fantasy adventure comic series adapted from classic Chinese literature and created by renowned Hong Kong artist Mr. Cheng Kin Wo (鄭健和). Since its debut in April 2016 through various online platforms, XiXingJi has reached aggregate click views of approximately 3.0 billion. With a successful IP development strategy that focused on the comics at initial stages, BAIOO has succeeded in attracting and retaining core fans from the well-received XiXingJi comic series.

The development of the XiXingJi IP with Tencent Interactive Entertainment will start from animations, movies and television series to games in sequence, with strengthened efforts for each phase to enhance the value of such IP. BAIOO will adopt the production model of Japanese animations and direct the overall IP development and license planning for such series. The 3D online animated series of XiXingJi is planned to be released at the end of 2017.

Mr. Jeff Dai, Chairman of BAIOO, commented, “This strategic cooperation with Tencent Interactive Entertainment will leverage both companies’ respective advantages and drive the pan-entertainment development of XiXingJi IP to a new level. We will continue to leverage our game IP resources and huge fan base accumulated over the years, while expanding our IP portfolio through development and acquisition, using other channels to increase IP exposure and creating a series of multimedia franchises, including online comic series, animated series, companion television series and movies to strengthen our proprietary IPs. I believe such strategic initiatives will help to deepen the execution of our IP-centric strategies and expand our coverage throughout the whole value chain from games to animations and comics to bring our business to the next level.”

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About BAIOO

BAIOO Family Interactive Limited (HKEx stock code: 2100) is one of China's top children's web game developers. At present, BAIOO has three main development strategies: adapting high quality game IPs, developing comic IPs and incubating new IPs. At its most basic, having solid IPs allows BAIOO to create storylines that appeal to humans on an emotional level, and then it will use the IPs to foster positive and healthy values among the next generation of youth to fulfill its vision of "Healthy Content, Responsible Development and Joyful Companion". In addition to games and animations, BAIOO also plans to further explore other potential fields of edutainment, and in particular, interactive early childhood educational products, such as children's picture books, board games and smart products for 3- to 6-year-old.

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