## Zhong Ao Home Group Limited
## 中 奧 到 家 集 團 有 限 公 司

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

**(Stock Code: 1538)**

### VOLUNTARY ANNOUNCEMENT —
### UNAUDITED OPERATION STATISTICS OF
### THE O2O PLATFORM OF THE GROUP

The board of directors (the "**Board**") of Zhong Ao Home Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") is pleased to announce the updated operation statistics of its Aidaojia mobile application platform as at/for the month ended 30 June 2016 (together with the comparative data as at/for the month ended 31 March 2016) as follows:

| | As at 30 June 2016 | | | As at 31 March 2016 | Change |
| --- | --- | --- | --- | --- | --- |
| | Hangzhou | Other cities | Total | | |
| Number of residential properties served | 2,277 | 2,334 | **4,611** | 2,870 | 61% |
| Number of registered users | 364,082 | 101,034 | **465,116** | 295,900 | 57% |
| Number of merchant partners involved | 1,992 | 816 | **2,808** | 1,655 | 70% |

| | For the month ended 30 June 2016 | | | For the month ended 31 March 2016 | Change |
| --- | --- | --- | --- | --- | --- |
| | Hangzhou | Other cities | Total | | |
| Monthly active user ratio[1] (%) | | | **30%** | 32% | (2)pp |
| Average daily active user ratio[2] (%) | | | **6%** | 5% | 1pp |
| Number of orders processed | 313,000 | 121,200 | **434,200** | 103,900 | 318% |
| Repeated purchases ratio[3] (%) | 66% | 56% | **62%** | 43% | 19pp |
| Average price per order (excluding orders with promotional offers) (RMB) | 19.1 | 20.4 | **19.4** | 26.1 | (26)% |

*Notes:*

1. Monthly active user ratio: total member of users logging into the Aidaojia mobile application during the month/total number of registered users at the month end.

2. Average daily active user ratio: average number of users logging into the Aidaojia mobile application per day during the month/average number of registered users during the month.

3. Repeated purchases ratio: total number of users who have at least made purchases twice on the Aidaojia mobile application (excluding orders with promotional offers)/total users who have made purchases (excluding order with promotional offers).

The Group has completed trials on the services scope and the scale of operation for the O2O platform during the first six months of 2016. In the second half of the year, the Group will focus on creating a revenue generating model, thereby completing the three stages of trials for the business, scale and revenue generating models for the implementation of a stable development direction for the O2O platform.

The Group will focus on improving the quality of the merchandises being offered, thereby increasing the selling price per order with a corresponding rise in gross margin. As of the date of this announcement, the Group's O2O platform covers approximately 4,600 residential properties. The Group will focus on developing more cooperation opportunities within the residential properties that we already covered and improving our penetration rates.

The above-mentioned operation data is unaudited and is based on preliminary internal information of the Group, which may differ from the final audited figures of the Company. In this connection, the above data is provided for investors' reference only. Shareholders and investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professional or financial advisers.

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By order of the Board of
**Zhong Ao Home Group Limited**
**Yu Ho Ming**
*Company Secretary*

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Hong Kong, 25 July 2016

*As at the date of this announcement, our executive directors are Mr. Liu Jian, Ms. Chen Zhuo, Mr. Liang Bing, Mr. Long Weimin, our non-executive directors are Mr. Wei Zhe, Ms. Wu Qimin, Mr. Lam Yiu Por, and our independent non-executive directors are Mr. Zhang Weilun, Mr. Lee Kwok Tung Louis, Mr. Yuan Boyin, and Mr. Wu Haibing.*