



Bilibili and Aniplex Renew Operation Agreement in China on the Game Fate/Grand Order

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SHANGHAI, China, Aug. 20, 2018 (GLOBE NEWSWIRE) -- Bilibili Inc. ("Bilibili" or the "Company") (Nasdaq: BILI), a leading online entertainment platform for young generations in China, today announced that Aniplex Inc. ("Aniplex") and the Company have mutually agreed to extend their operation agreement on the game *Fate/Grand Order* ("FGO") in mainland China.

Fate/Grand Order is a role-playing mobile game based on the Fate series, an anime collective that began with the visual novel *Fate/stay night* and has since gathered a number of derivative works and adaptations bearing the same "Fate" name. Noticing the popularity of the *Fate series* on Bilibili platform, the Company strategically cooperated with Aniplex, and localized and launched *FGO* on an exclusive basis in China in September 2016. The game attracted millions of players since release and has been gaining increasing popularity afterward.

"Our partnership with Aniplex on *FGO* has been a great success during the past three years," said Mr. Rui Chen, Chairman of the Board and Chief Executive Officer of Bilibili. "As a premier entertainment platform serving young generations in China, we are firmly committed to bringing superior entertainment experience for game players in China through the extension of our cooperation with Aniplex and *FGO*," Mr. Chen concluded.

About Bilibili Inc.

Bilibili represents the iconic brand of online entertainment with a mission to enrich the everyday life of young generations in China. Bilibili is a full-spectrum online entertainment world covering a wide array of genres and media formats, including videos, live broadcasting and mobile games. Bilibili provides an immersive entertainment experience and high-quality content that caters to the evolving and diversified interests of its users and communities, and has built its platform based on the strong emotional connections of Bilibili's users to its content and communities.

For more information, please visit: <http://ir.bilibili.com>.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "aims," "future," "intends," "plans," "believes," "estimates," "confident," "potential," "continue" or other similar expressions. Among other things, the Outlook and quotations from management in this announcement, as well as Bilibili's strategic and operational plans, contain forward-looking statements. Bilibili may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Bilibili's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Bilibili's strategies; Bilibili's future business development, financial condition and results of operations; Bilibili's ability to retain and increase the number of users, members and advertising customers, provide quality content, products and services, and expand its product and service offerings; competition in the online entertainment industry; Bilibili's ability to maintain its culture and brand image within its addressable user communities; Bilibili's ability to manage its costs and expenses; PRC governmental policies and regulations relating to the online entertainment industry, general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and the Company undertakes no duty to update such information, except as required under applicable law.

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