



Bilibili Partners with Discovery to Bring Exclusive Factual Content to Younger Audiences in China

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Launches “bilibili x Discovery” Channel through the online entertainment platform, engaging new and younger audiences with Discovery content

SHANGHAI, China, Sept. 25, 2018 (GLOBE NEWSWIRE) -- Bilibili Inc. (“Bilibili” or the “Company”) (Nasdaq: BILI), a leading online entertainment platform for young generations in China, today announced that it has partnered with Discovery, Inc. to launch a new Discovery branded channel for its platform in China. The deal also includes a content co-production partnership between the two companies. The “bilibili x Discovery” branded channel delivers exclusive, engaging and unmatched high-quality factual content from Discovery to a young and wide-ranging Chinese audience base.

The partnership includes 145 documentaries and 200 hours of exclusive content, produced by Discovery, which will be published on the “bilibili x Discovery” channel by the end of 2018. The diverse range of content genres available will include adventure, technology, history and animals, all of which are synonymous with Discovery’s world-class storytelling capabilities.

The partnership also leverages the content production expertise of both companies. With a comprehensive understanding of the culture and preferences of young generations in China, as well as exceptional content selection capabilities, Bilibili was selected as a co-production partner of Discovery in the Greater China region, providing further opportunities for the collaboration to grow and become even more impactful for consumers.

“Documentaries have always been an integral component in our content ecosystem,” said Mr. Rui Chen, Chairman of the Board and Chief Executive Officer of Bilibili. “From broadcasting *Masters in Forbidden City* to co-producing *Chuan*, Bilibili has become one of the largest broadcasting platforms and producers of documentaries in China. Beyond enriching our content through purchasing licenses, the cooperation with Discovery also enables us to strengthen our documentary co-production capabilities. Integrating our branding and production efforts with Discovery to provide new high-quality and original content to our users will be an exciting new pathway for our cooperation going forward.”

“Bilibili brings together swathes of young audiences who are keen on great factual content that is a hallmark of Discovery. We look forward to bringing together our leading content and production capabilities with Bilibili’s user data insight to bring high-quality factual content to young people across China. This will help ensure Discovery’s content is accessible to new and younger audiences across all screens,” said Mr. Tony Qiu, General Manager of Discovery Greater China Region.

In addition to broadcasting popular Discovery documentaries such as *Naked And Afraid*, *How The Universe Works*, *My Cat From Hell*, *Manhunt*, *Man Vs. Wild*, *America: Facts Vs. Fiction* and more than 100 other documentaries, Bilibili will also exclusively broadcast the biggest and best shows from Discovery’s *Animal Planet*, the world’s first television channel dedicated to the animal kingdom, which was launched in 1996 and continues to grow internationally.

About Discovery

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and nearly 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps and Discovery Kids Play; direct-to-consumer streaming services such as Eurosport Player and Motor Trend OnDemand; digital-first and social content from Group Nine Media and a strategic alliance with the PGA Tour to create the Global Home of Golf. Discovery’s portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, Turbo/Velocity, Animal Planet, and Science Channel, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit www.corporate.discovery.com and follow @DiscoveryIncTV across social platforms.

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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