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YY Announces Exclusive Partnership with Hunan TV and EE Media

Bringing the 2013 Happy Boy Show, One of China's Most Popular TV Talent Shows, to YY's Interactive Internet Platform

GUANGZHOU, China, June 6, 2013 (GLOBE NEWSWIRE) -- YY Inc. (Nasdaq:YY) ("YY" or the "Company"), a revolutionary rich communication social platform, today announced the formation of an exclusive partnership with Hunan Satellite Television ("Hunan TV") and EE Media, a subsidiary of Hunan TV, to bring the 2013 season of China's widely watched singing talent TV show, *Happy Boy Show*, to YY's interactive Internet platform.

The 2013 Happy Boy Show will leverage YY's unique platform to debut a live TV talent show in an unprecedented interactive format simultaneously across TV, online and mobile platforms. Once contestants complete their preliminary selection rounds and generate a large fan-base, YY will broadcast the contestants' training and rehearsal sessions live across PC and mobile platforms beginning in late June. In July, during the final rounds of competition, YY will establish a designated channel on YY Music for each finalist, documenting their real-life stories and offering live, behind-the-scenes viewer interaction. Moreover, the show's unique interactive functionality will allow YY users to show their support for their favorite performers through a variety of both paid and free features on the YY platform such as sending virtual gifts and casting votes, thereby enhancing the appeal and intimacy of the show with its audience members and raising YY user participation levels.

Mr. David Xueling Li, Chief Executive Officer of YY, stated, "We are very excited to partner with one of China's leading entertainment TV networks, Hunan TV. This revolutionary partnership reflects our recognized success in engaging over 527 million Internet users through our robust real-time and interactive platform. The dynamic combination of bringing together the interactivity of YY Music with massively popular TV content will further drive additional user traffic and stickiness with our end-users and advertisers. In addition, this partnership represents one of our most innovative forays into creating new monetization methods such as virtual gifts for TV performances, paid votes, entitlement rights, sponsorship advertising and online advertising."

Ms. Dani Long, President of EE Media, commented, "This strategic partnership with YY enables us to take a forward-thinking approach to meeting the increasingly dynamic needs of our Chinese audience for interactive entertainment across multiple platforms. In addition to the on-stage performances, the off-stage reality show, which will be exclusively offered on YY's platform, will allow our contestants to showcase their talent and interact directly with their fans in many new and cutting-edge ways across an interactive social platform. By leveraging YY's strong technological advantages which enables the delivery of high quality audio and video content as well as its strong appeal for a younger generation of Chinese, we are very confident that our *2013 Happy Boy Show* will continue to be a hit throughout China."

The *Happy Boy Show* is considered one of the most popular talent shows in Mainland China's television broadcasting history. Designed to uncover the talented male stars of tomorrow, the *2013 Happy Boy Show* marks the third season of this national singing contest series. The second season received more than 240 thousand applicants and was widely viewed throughout China.

About YY Inc.

YY Inc. ("YY" or the "Company") is a revolutionary rich communication social platform that engages users in real-time online group activities through voice, text and video. Launched in July 2008, YY Client, the Company's core product, empowers users to create and organize groups of varying sizes to discover and participate in a wide range of online activities, including online games, karaoke, music concerts, education, live shows and conference calls.

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," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the business outlook and quotations from management in this announcement, contain 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. Further information regarding these

factors and other risks is included in YY's filings with the SEC. All information provided in this press release is as of the date of this press release, and YY does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

CONTACT: Investor Relations Contact:

YY Inc.

Anna Yu

Tel: (+86) 20 29162000

Email: IR@YY.com

ICR, Inc.

Jeremy Peruski

Tel: +1 (646) 915-1611

Email: IR@YY.com

Source: YY Inc.

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