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Boyaa Interactive International Limited

博雅互動國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0434)

PROFIT WARNING

This announcement is made by Boyaa Interactive International Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that based on a preliminary assessment by the Company’s management on the unaudited consolidated management accounts of the Company and the information currently available to the Board, the revenue of the Company for the three months ended 31 March 2021 is expected to decrease by approximately 5% to 10% as compared to that for the three months ended 31 March 2020, which is mainly due to the COVID-19 pandemic (the “**COVID-19 Pandemic**”) had eased and the online time and consumption of online games by game users had decreased in the first quarter of 2021.

The Group’s loss attributable to owners of the Company for the three months ended 31 March 2021 is expected to be approximately RMB15.5 million to RMB16.7 million whereas the Group recorded a profit attributable to owners of the Company of RMB11.9 million for the three months ended 31 March 2020, which is mainly due to (i) the decrease in the Group’s fair value of financial assets such as equity investment partnerships under the impact of the economic downturn caused by the COVID-19 Pandemic and market factors; and (ii) the decrease in revenue for the three months ended 31 March 2021 as compared to the same period in 2020. Excluding the impact of non-operating one-off factors such as changes in the fair value of financial assets, such as equity investment partnerships, the Group is expected to

record profit attributable to owners of the Company for the three months ended 31 March 2021 and is expected to decrease by approximately 5% to 10% as compared to that for the three months ended 31 March 2020, which is mainly attributable to the decrease in revenue recorded for the first quarter of 2021 as compared to the same period in 2020.

The information contained in this announcement is based only on the preliminary assessment by the management of the Company with reference to the information currently available, including the unaudited management accounts of the Group for the three months ended 31 March 2021, and is not based on any information or figures which have been audited, confirmed or reviewed by the Company's independent auditors and would require further discussion with the audit committee of the Company. As at the date of this announcement, the consolidated results of the Group for the three months ended 31 March 2021 have not yet been finalized.

The unaudited consolidated first quarterly results announcement of the Group for the three months ended 31 March 2021 is expected to be published on or about 27 May 2021.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Boyaa Interactive International Limited
DAI Zhikang
Chairman and Executive Director

Hong Kong, 19 May 2021

As at the date of this announcement, the executive directors are Mr. DAI Zhikang and Ms. TAO Ying; the independent non-executive directors are Mr. CHEUNG Ngai Lam, Mr. CHOI Hon Keung Simon and Mr. Kong Fanwei.