



**Boyaa Interactive International Limited**  
**博雅互動國際有限公司**  
(Stock Code: 434.HK)

**Announces 2024 Annual Results**

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**Net Profit Increased by 6.5 Times to RMB 884 Million**  
**Final Dividend was approx. 10.6 HK cents per Share**  
**Continuously Expanding Bitcoin Reserves and Investing in Web3 Projects**

(5 March 2025 – Hong Kong) Boyaa Interactive International Limited (“Boyaa Interactive”, and together with its subsidiaries, the “Group”, stock code: 434.HK) is pleased to announce its consolidated results for the year ended 31 December 2024.

Boyaa Interactive recorded revenue of approximately RMB456.9 million for the year ended 31 December 2024, representing an increase of approximately 15.8% as compared to 2023. The increase was primarily due to the value-added gain of digital assets generated from the cryptocurrencies held by the Group; and the increase in the Group’s revenue generated from online games as a result of certain online operational activities and continuous optimization of its gaming products and gameplay. For 2024, profit attributable to equity holders amounted to RMB883.8 million, representing an increase of 654.2% as compared to 2023. The increase was mainly due to the increase in the fair value of cryptocurrencies, the increase in the Group’s revenue recorded, as well as the reduction in the decrease in the fair value of financial assets.

**New Dividend Policy**

For 2024, the Board has recommended the payment of a final dividend in the sum of approximately HK\$75,596,000, representing approximately HK\$0.1064 per ordinary share. The final dividend comprises 20% of the Group’s operating net profit for 2024, 5% of the fair value increase in digital assets, and 5% of the realized gains.

In order to better align the dividend policy with the Group’s strategies, the Board has, after careful consideration, reviewed and amended the current dividend policy. According to the newly amended dividend policy, over the next four years, the Company will pay dividends in an amount not less than

20% of the net operating profit per annum, while the value-added gains and fair value changes from the Company's digital assets will no longer be included in the calculation of dividends.

### **Digital Assets - Long-term holding and continuously expanding cryptocurrency reserves**

Continuous expansion of Bitcoin (BTC) reserves is an important strategy of the Group. Since the end of 2023, Boyaa Interactive has been continuously purchasing and holding cryptocurrencies.

As of 31 December 2024, the Group held approximately 3,274 units of BTC (average cost of approximately US\$57,930 per unit) and approximately 298 units of Ether (ETH) (average cost of approximately US\$1,676 per unit). The fair value of digital assets amounted to approximately RMB2,360.0 million, which mainly consisted of BTC and USDT. Compared to 31 December 2023, the number of BTC held by the Group increased significantly by 65,380% to 3,274 as of 31 December 2024. For the year ended 31 December 2024, we recorded fair value gains on digital assets of approximately RMB864.7 million.

On 28 February 2025, the Group further increased its holdings of BTC by purchasing approximately 100 units for a total of approximately US\$7.95 million (average cost of approximately US\$79,495 per unit). As of 5 March 2025, the Group holds approximately 3,351 BTC with an average cost of US\$58,628.

### **Online Games – Strong contribution of cash flow with focus on overseas market expansion**

In 2024, the Group's traditional online game business maintained a steady and modest growth trend, with online games revenue increasing by 2.8% year-on-year to RMB 405.6 million, mobile games revenue rising by 4.7% year-on-year to RMB 289.5 million.

During the year, the Group also made more profound business layout in the field of Web3, with an aim to create industry-leading Web3 games through a combination of existing online games and Web3 technology, as well as invest in and conduct projects in the field of Web3. In view of the operation situation in the PRC domestic market, the Group terminated the operation of six domestic game products in China to focus on developing other markets. In overseas markets, the Group focused on regions such as Southeast Asia and the Middle East. During the year, our gaming revenue in the Middle East increased significantly year-on-year.

### **Web3 Business – Web3 projects R&D and investment incubation**

In 2024, the Group invested in and conducted a number of projects in the Web3 field, including three of the Web3-related projects, Awakening Ventures Fund (mainly investing in Web3 race track projects), Pacific Waterdrip Digital Asset Fund (mainly investing in meta-universe, non-fungible token (NFT), and blockchain field of Web3 infrastructure), UTXO Fund (focusing on the emerging Bitcoin ecosystem); as well as Web3-related platforms, such as RootData, a Web3 asset data platform, MTT ESports (focusing on the R&D and operation of Web3 infrastructure and Web3

games), BounceBit, a Web3 asset management platform, etc. The Group believes that this series of investments will complement and support the development of its Web3 business, assist in the construction and development of blockchain-related technologies, products, services, and integrated solutions in the Web3 business, and further facilitate the Group's business development and deployment in the Web3 field.

### **Prospects**

Boyaa Interactive remains optimistic about the cryptocurrency market and the development of Bitcoin, believing in its long-term value, and will not exclude the possibility of raising funds in the secondary market by way of placing of shares and issuing bonds, etc.;

Looking ahead to 2025, the online gaming industry will continue to present both opportunities and challenges amid multiple technological transformations. For the emerging Web3 industry, Boyaa Interactive believes the market size will continue to grow and mature, and the Group is confident in its future development. Over the next year, the Group will further expand its cryptocurrency reserves, particularly Bitcoin holdings, and explore capital market financing to enhance its reserves. At the same time, the Company will intensify its efforts in R&D, investment, and incubation in the Web3 field to drive the development of Web3 game-related products and infrastructure. Additionally, Boyaa Interactive will maintain steady growth in its traditional gaming business, improve game content and user experience, and actively expand its overseas card and board games market, including Web3 games. The Company will also innovate operational models for both domestic and overseas game products, focusing on the development of competitive gaming products to enhance player loyalty and build industry-leading Web3 gaming products and a century-old brand.

Boyaa Interactive is committed to transforming the Group into a pure and leading Web3 listed company.

### **About Boyaa Interactive International Limited**

Boyaa Interactive (434.HK), founded in 2004, is a leading developer and operator in China's card and board online game industry. On 12 November 2013, Boyaa Interactive International Limited was successfully listed on the Hong Kong Stock Exchange (stock code 0434.HK). The Group is fully embracing the Web3 era and repositioning itself by expanding its cryptocurrency reserves and developing innovative products related to Web3 gaming. Additionally, Boyaa is focusing on becoming a pure and leading publicly listed company in the Web3 space through the development of Web3 infrastructure.

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