

For immediate release

8 June 2016



Boyaa Interactive International Limited

Boyaa Interactive Announces 2016 First Quarterly Results

Net Profit Grew by 8.5%

Healthier Product Ecosystem, Brand Influence Continually Reinforced

Financial Highlights	For the three months ended 31 March 2016 (RMB'000)	For the three months ended 31 March 2015 (RMB'000)
Revenue	170,196	243,956
Gross Profit	107,444	131,305
Profit Attributable to owners of the Company	59,630	57,593
Non-IFRS adjusted net profit (unaudited)	66,614	61,375

[8 June 2016 - Hong Kong] Boyaa Interactive International Limited (“Boyaa Interactive” or the “Company”, together with its subsidiaries, the “Group”, stock code: 0434), a leading online card and board game developer and operator in China, today announced its first quarterly results for the three months ended 31 March 2016 (the “period under review”).

In the first quarter of 2016, the company recorded revenue for the three months ended 31 March 2016 of approximately RMB170.2 million, the company recorded unaudited non-IFRS adjusted net profit of approximately RMB66.6 million,

representing a year-on-year increase of approximately 8.5% compared to the first quarter of 2015, whereas if the one-off gain from the disposal of equity interest in RaySns Technology Co., Ltd. (雷尚(北京)科技有限公司) in the fourth quarter of 2015 was excluded, the company recorded quarter-on-quarter growth. For the three months ended 31 March 2016, revenue generated from mobile games and web-based games accounted for approximately 61.0% and 39.0% of total revenue, respectively, as compared with 58.9% and 41.1%, respectively, for the three months ended 31 March 2015.

Continue to Optimize the Quality of Games, Focus on the Research and Development, and Innovation of Game Products

In the first quarter of 2016, the company continued to enhance refined operations for products and innovate modes of operations for products. Through the constant polishing of the quality of games, there was improvement in net profit while the impact on the number of players due to the decrease in advertising and marketing expenditure as a result of the adjustment to advertising strategy in 2015 gradually diminished, thereby advancing a considerable step forward in the path to creating a healthier product ecosystem and establishing Boyaa as a century-old brand.

In terms of games products, the company continued to focus on the research and development, and innovation of online card and board games products. As at 31 March 2016, the online games product portfolio increased to 44 types, the majority of which were card and board games products, and newly-added products were overseas online card and board games. Meanwhile, through the trial-operation of in-room card and board games mode, player resources could be concentrated effectively, contributing to the reinforcement of brand influence.

Introduce a New Mode of Live Broadcast of and Interaction in Card and Board Game Competitions, Recognized Board Game Brand

In April 2016, the company co-organized the Boyaa Fight the Landlord Huawei Spring Competition with Huawei Software Technologies Co., Ltd, with the aim to increasing the volume of active game players and enhancing the propagation of brand through the form of online competition. The company also worked with LeTV Sports Culture Develop (Beijing), Co., Ltd to release a new customized game – LeTv Happy Fight the Landlord, thereby introducing a new mode of live broadcast of and interaction in card and board game competitions.

In January 2016, by virtue of the pervasive brand image of games and good reputation in capital markets, the magazine China Financial Market conferred upon the company the “Listed Company with the Greatest Potential Award” among the “2015 China Financial Market Listed Companies Awards”, which further inspired the company’s confidence in building a leading brand in online card and board games and persistence to pragmatically excel in capital markets.

Mr. Zhang Wei, Chairman of the Board, Executive Director and CEO of Boyaa Interactive, commented: In the second quarter of 2016, we will continue to focus on card and board games, concentrate on player experience, and commit to our goal of becoming a leading brand in online card and board games. We intend to continue to implement our key strategies in 2016, which are, amongst others, continuously enriching and expanding our card and board games portfolio, advancing product innovation and penetrating into emerging markets, further enhancing refined operations for our products, and improving the hosting of online and offline competitions and the interactive experience of players.

About Boyaa Interactive International Limited (Boyaa Interactive)

Boyaa Interactive is a leading online card and board game developer and operator with a strong strategic focus on mobile games. Currently, Boyaa Interactive offers a total of 44 online games, 12 of which are offered as both web-based and mobile games, 2 as web-based games only and 30 as mobile games only. Boyaa Interactive has established a leading position in mobile card and board games in the largest target markets, namely, China, Hong Kong, Taiwan and Thailand, etc.

For further information about Boyaa Interactive, please visit www.boyaa.com.hk

The press release is distributed by **Wonderful Sky Financial Group Limited** on behalf of **Boyaa Interactive International Limited**.

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