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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 (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcement of the Company dated 31 March 2020 in relation to the Company’s unaudited material financial information for the year ended 31 December 2019 (the “**Announcement**”).

The board of directors (the “**Board**”) of the Company wishes to provide an update to the shareholders (the “**Shareholders**”) and potential investors of the Company in relation to the unaudited material financial information as disclosed in the Announcement.

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 year ended 31 December 2019 is expected to have no material change as compared to that as disclosed in the Announcement. The decrease in revenue for the year ended 31 December 2019 as compared to the same period in 2018 was mainly due to, among other things, (1) the impact from the incident of Apple Inc. carrying out rectification and inspection of the applications launched on its system starting from the second quarter of 2017; (2) the effect of regulatory risk regarding the market rumor of the implementation of the “Administrative Measures of Online Chess and Card Games” by the Chinese government aiming to shut down Texas Hold’em poker games, and prohibit the operation of Texas Hold’em poker games starting from 1 June 2018 (although such policy has

not yet been implemented, certain platforms have removed relevant products, which affected our revenue to a certain extent); and (3) the decrease in revenue generated from web-based games due to the industry trend of a gradual transfer of web-based games to mobile terminals.

Due to the decrease in our revenue and the decrease in fair value of our financial assets such as equity investment partnerships due to the market factors for the year ended 31 December 2019, the profit attributable to owners of the Company for the year ended 31 December 2019 is expected to decrease by approximately 80% to 90% as compared to that for the year ended 31 December 2018 (which would be approximately 50% as calculated by using the amount of profit attributable to owners of the Company as disclosed in the Announcement). Excluding the impact of non-operating one-off impairment factors such as the change in fair value of our financial assets such as equity investment partnerships, the profit attributable to owners of the Company for the year ended 31 December 2019 is expected to decrease by approximately 40% to 50% as compared to that for the year ended 31 December 2018 (which would be approximately 45% as calculated by using the amount of profit attributable to owners of the Company as disclosed in the Announcement).

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 year ended 31 December 2019, 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 year ended 31 December 2019 have not yet been finalized.

An application has been made by the Company to The Stock Exchange of Hong Kong Limited for a waiver from the strict compliance with Rules 13.46(2)(a) and 13.49(1) of the Listing Rules.

The annual results announcement of the Group for the year ended 31 December 2019 is expected to be published on or about 29 May 2020.

The Company will make further announcement(s) as and when appropriate in accordance with the Listing Rules.

**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, 20 May 2020

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