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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 2020 is expected to increase by approximately 15% to 20% as compared to that for the three months ended 31 March 2019, which is mainly attributable to the increased time spent and spending of users on the online gaming products of the Group due to (i) the preventive measures and social distancing policies imposed by the relevant government authorities to combat the COVID-19 pandemic (the “**COVID-19 Pandemic**”) in China, Hong Kong, Taiwan and other overseas countries; and (ii) the online operational activities held by the Group.

Despite the expected increase in revenue for the three months ended 31 March 2020 as compared to the same period in 2019, the profit attributable to owners of the Company for the three months ended 31 March 2020 is expected to decrease by approximately 70% as compared to that for the three months ended on 31 March 2019 which is mainly attributable to the decrease in fair value of our financial assets such as equity investment partnerships due to the economic downturn and market factors caused by the COVID-19 Pandemic and the increase in exchange loss due to fluctuation in exchange rates in the global financial market. Excluding the one-off non-operating impact of change in fair value of our financial assets, such as equity investment partnerships, the profit attributable to owners of the Company for the three months ended 31 March 2020 is expected to remain stable as compared to the three months ended 31 March 2019.

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 2020, 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 2020 have not yet been finalized.

The first quarterly results announcement of the Group for the three months ended 31 March 2020 is expected to be published on 24 June 2020.

**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, 18 June 2020

*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. SUN Zihua.*