

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 Group and the information currently available to the Board, the revenue of the Group for the six months ended 30 June 2020 is expected to increase by approximately 15% to 20% as compared to that for the six months ended 30 June 2019, which is mainly attributable to the increased time spent and spending of users on the online gaming products 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) certain online operational activities held by the Group.

Despite the increase in the Group's revenue for the six months ended 30 June 2020 as compared to the same period in 2019, the Group's profit attributable to owners of the Company for the six months ended 30 June 2020 is expected to decrease by approximately 120%-125% as compared to that for the six months ended 30 June 2019 which is mainly due to the decrease in the Group's fair value of financial assets such as equity investment partnerships due to the economic downturn and market factors caused by the COVID-19 Pandemic. Excluding the one-off non-operating impact of the change in fair value of our financial assets, such as equity investment partnerships, the Group's profit attributable to owners of the Company for the six months ended 30 June 2020 is expected to increase by approximately 10% to 15% as compared to that for the six months ended 30 June 2019, which is mainly attributable to the increase in revenue.

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 consolidated management accounts of the Group for the six months ended 30 June 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 six months ended 30 June 2020 have not yet been finalized.

The interim results announcement of the Group for the six months ended 30 June 2020 is expected to be published on or about 27 August 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 August 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. Kong Fanwei.