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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 Group and the information currently available to the Board, the revenue of the Group for the year ended 31 December 2020 is expected to increase by approximately 5% to 10% as compared to that for the year ended 31 December 2019, which is mainly due to (i) the implementation of preventive measures and social distancing policies imposed by the relevant government authorities to combat the COVID-19 pandemic (the “**COVID-19 Pandemic**”) in Mainland China, Hong Kong, Taiwan and overseas regions; and (ii) the online time and consumption of online games by game users increased in the first half of 2020 given to certain online operating activities held by the Group.

Despite the increase in the Group's revenue for the year ended 31 December 2020 as compared to the same period in 2019, the Group's loss attributable to owners of the Company for the year ended 31 December 2020 is expected to be approximately RMB 40.5 million to RMB 43.9 million (representing a decrease of approximately 220% to 230% as compared to that the Group's profit attributable to owners of the Company for the year ended 31 December 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 impact of the one-off non-operating factors of the changes in the fair value of financial assets, such as equity investment partnerships, the profit attributable to owners of the Company for the year ended 31 December 2020 is expected to increase by approximately 10% to 15% as compared to that for the year ended 31 December 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 management accounts of the Group for the year ended 31 December 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 year ended 31 December 2020 have not yet been finalized.

The annual results announcement of the Group for the year ended 31 December 2020 is expected to be published on or about 25 March 2021.

**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, 10 March 2021

*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.*