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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)

INSIDE INFORMATION – REDUCTION OF LOSS

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 (as defined in the Listing Rules) 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 of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment by the management of the Company on the unaudited consolidated management accounts of the Group and the information currently available to the Board, the revenue of the Group for the nine months ended 30 September 2021 is expected to increase by approximately 1% to 5% as compared to the revenue of the Group for the same period in 2020 (nine months ended 30 September 2020: RMB273.8 million), which is primarily due to the Group’s holding of certain online operation activities and the continuous optimisation of its gaming products and gameplay and the Group’s revenue has maintained a steady increase.

Due to the decrease in the fair value of financial assets such as equity investment partnerships for the nine months ended 30 September 2021, the Group recorded a loss attributable to owners of the Company for the nine months ended 30 September 2021. Whereas due to (i) the increase in revenue for the nine months ended 30 September 2021 as compared to the same period in 2020; and (ii) the decrease in administrative expenses for the nine months ended 30 September 2021 as compared to the same period in 2020, it is expected that the loss attributable to owners of the Company for the nine months ended 30 September 2021 will decrease by approximately 60% to 65% as compared to the same period in 2020. Excluding the impact of non-operating one-off factors such as changes in the fair value of financial assets including equity investment partnerships, the Company would have recorded profits attributable to the owners of the Company for the nine months ended 30 September 2021, which would expect to be an increase of approximately 20% to 25% as compared to the same period in 2020, mainly due to the period-on-period increase in revenue and the period-on-period decrease in administrative expenses.

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 nine months ended 30 September 2021, 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 nine months ended 30 September 2021 have not yet been finalised.

The unaudited consolidated third quarterly results announcement of the Group for the nine months ended 30 September 2021 is expected to be published on or about 25 November 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, 16 November 2021

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. KONG Fanwei.