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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)

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of Boyaa Interactive International Limited (the “**Company**”) announces that a meeting of the Board will be held on Tuesday, 28 March 2017, for the purpose of, among other things, approving the announcement of the annual results of the Company and its subsidiaries for the financial year ended 31 December 2016 and considering the payment of a final dividend (if any).

By Order of the Board

Boyaa Interactive International Limited

ZHANG Wei

Chairman and Executive Director

Hong Kong, 16 March 2017

As at the date of this announcement, the executive directors of the Company are Mr. ZHANG Wei and Mr. DAI Zhikang; the independent non-executive directors are Mr. CHEUNG Ngai Lam, Mr. CHOI Hon Keung Simon and Mr. YOU Caizhen.