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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 (the “**Listing Rules**”) 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 six months ended 30 June 2018 is expected to decrease by approximately 30% as compared to that for the six months ended 30 June 2017, which is mainly attributable to, among other things, (1) the impact from the incident of Apple Inc. carrying out rectification and inspection of the applications launched on its system starting from the second quarter of 2017; (2) the effect of regulatory risk regarding the market rumor of the implementation of the “Administrative Measures of Online Chess and Card Games” by the Chinese government aiming to shut down Texas Hold’em poker games and prohibiting the operation of Texas Hold’em poker games starting from 1 June 2018 (although such policy has not yet been implemented, certain platforms have removed relevant products, which affect our revenue to a certain extent); and (3) revenue generated from web-based games decreased due to the industry trend of a gradual transfer of web-based games to mobile terminals.

Although our revenue has been impacted, the profit attributable to owners of the Company for the six months ended 30 June 2018 is expected to remain relatively stable as compared to that for the six months ended on 30 June 2017 due to the continuous and smooth implementation of the Company's cost control policy as well as factors such as the increase of investment income from the Company's equity investment in partnership enterprises, offsetting the impact brought by the decrease of revenue of the Company.

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 six months ended 30 June 2018, 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 2018 have not yet been finalized.

The interim results announcement of the Group for the six months ended 30 June 2018 is expected to be published in August 2018.

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
ZHANG Wei
Chairman and Executive Director

Hong Kong, 31 July 2018

As at the date of this announcement, the executive directors 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.