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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)

POSITIVE PROFIT ALERT

This announcement is made by Boyaa Interactive International Limited (the “Company”, together with its subsidiaries, collectively referred to as 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 Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available, it is expected that the Group will record a considerable increase in revenue and unaudited adjusted net profit for the year ended December 31, 2013, as compared with the year ended December 31, 2012. The Board considers that the expected increase in revenue is principally attributable to a substantial increase in revenue generated from the Group’s mobile games as the Company continued to place significant strategic focus on mobile games as well as the increase in number of mobile games paying players.

The Board wishes to highlight that “adjusted net profit” is not defined under International Financial Reporting Standards, or IFRS. It is defined by the Group as net income excluding (i) share-based compensation expenses; (ii) fair value change of the liability component of the series A preferred shares previously issued by the Company, which were converted into ordinary shares of the Company before the listing of the Company (the “Series A Preferred Shares”); and (iii) service fees relating to the issuance of the Series A Preferred Shares and expenses relating to the listing of the Company on The Stock Exchange of Hong Kong Limited. Accordingly, while the adjusted net profit reflects the operation result of the Group, it does not

include all non-operation items as mentioned above that may impact the Group's profit for the year ended December 31, 2013 and therefore an increase in adjusted net profit does not necessarily indicate an increase in the audited net profit of the Group for the year.

The information contained in this announcement is only a preliminary assessment made by the management of the Company based on the unaudited management accounts of the Group for the year ended December 31, 2013, and such information has not been audited by the Company's independent auditors. The adjusted net profit is an unaudited non-IFRS financial measure.

Details of the Group's performance will be disclosed in the audited final results of the Group for the year ended December 31, 2013, which will be announced on Thursday, February 27, 2014.

Shareholders and potential investors are advised to exercise caution when dealing in securities of the Company.

By Order of the Board
Boyaa Interactive International Limited
ZHANG Wei
Chairman and Executive Director

Hong Kong, February 17, 2014

As at the date of this announcement, the executive directors of the Company are Mr. ZHANG Wei, Mr. DAI Zhikang and Mr. GAO Junfeng; the non-executive director is Mr. ZHOU Kui; the independent non-executive directors are Mr. CHEUNG Ngai Lam, Mr. CHOI Hon Keung Simon and Mr. GAO Shaofei.