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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)

RESIGNATION OF VICE PRESIDENT AND JOINT COMPANY SECRETARY

The Board announces that Ms. Huang Haiyan, a Vice President and one of the joint company secretaries of the Company, has resigned as a Vice President and a joint company secretary of the Company with effect from 27 March 2015. Ms. Lai Siu Kuen, the other joint company secretary of the Company, will remain as the company secretary of the Company.

The board of directors (the “**Board**”) of Boyaa Interactive International Limited (the “**Company**”) announces that Ms. Huang Haiyan (“**Ms. Huang**”), a Vice President and one of the joint company secretaries of the Company, has resigned as a Vice President and a joint company secretary of the Company with effect from 27 March 2015 due to personal reason for pursuing other opportunities.

Ms. Huang confirms that she has no disagreement with the Board and there is no matter relating to her resignation that needs to be brought to the attention of the shareholders of the Company.

Following the resignation of Ms. Huang, Ms. Lai Siu Kuen, the other joint company secretary of the Company who possesses the requisite qualification and experience of a company secretary as required under Rule 3.28 and Rule 8.17 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, will remain as the company secretary of the Company and will act as the sole company secretary of the Company. Ms. Lai Siu Kuen is a senior manager of the Listing Services Department of KCS Hong Kong Limited, and her primary corporate contact person at the Company subsequent to Ms. Huang’s resignation is Mr. Gao Junfeng, an executive Director and the Chief Financial Officer of the Company.

The Board would like to take this opportunity to express its sincere gratitude to Ms. Huang for her valuable contributions to the Company during the tenure of her service. The Company is in the course of identifying a suitable candidate with appropriate experience to fill the vacancy left by the resignation of Ms. Huang as the vice president. Before the suitable candidate is found, the relevant duties will be undertaken by other executives and senior management members of the Company.

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

Hong Kong, 27 March 2015

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.