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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(2)(a) 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 under 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 (the “**Shareholders**”) and potential investors of the Company that based on a preliminary assessment by the Company’s management on the consolidated unaudited management accounts of the Company, it is expected that the profit attributable to the equity holders of the Company for the six months ended 30 June 2015 would decrease considerably as compared to that for the six months ended 30 June 2014, which is mainly because, among other things, (1) revenue generated from web-based games decreased due to the industry trend of a gradual transfer of web-based games to mobile terminals; and (2) relevant costs and expenses increased relatively significantly due to the Company making early and increased investments in strategic markets in 2015.

The information contained in this announcement is based only on the preliminary assessment by the Board with reference to the information currently available, including the latest unaudited management accounts of the Group, and is not based on any information or figures which have been audited, confirmed or reviewed by the Company’s auditor or audit committee. As at the date of this announcement, the consolidated results of the Group for the six months ended 30 June 2015 have not yet been finalized.

The interim results announcement of the Group for the six months ended 30 June 2015 is expected to be published in August 2015.

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

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

Hong Kong, 24 July 2015

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. GAO Shaofei.