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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)

CESSATION OF THE APPOINTMENT OF JOINT COMPANY SECRETARY AND FINANCIAL CONTROLLER

The Board announces that Ms. Dai Meng, one of the joint company secretaries of the Company and the financial controller of the Group, has ceased to be a joint company secretary of the Company and the financial controller of the Group with effect from 1 June 2016.

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**”, together with its subsidiaries, the “**Group**”) announces that Ms. Dai Meng (“**Ms. Dai**”), one of the joint company secretaries of the Company and the financial controller of the Group, has ceased to be a joint company secretary of the Company and the financial controller of the Group with effect from 1 June 2016.

Following the above-mentioned cessation, Ms. Lai Siu Kuen (“**Ms. Lai**”), 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 is a senior manager of the Listing Services Department of TMF Hong Kong Limited.

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

Hong Kong, 1 June 2016

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.