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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 ALERT**

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 (as defined in 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 of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment by the management of the Company on the unaudited consolidated management accounts of the Group and the information currently available to the Board, the revenue recorded by the Group for the nine months ended 30 September 2022 is expected to increase by approximately 0.5% to 3.0% as compared to the revenue recorded for the nine months ended 30 September 2021 (nine months ended 30 September 2021: approximately RMB278.5 million), which is primarily due to (i) the Group’s holding of certain online operation activities; and (ii) the continuous optimisation of its gaming products and gameplay so that the Group’s revenue has maintained a steady increase.

The Group is expected to record a profit attributable to owners of the Company for the nine months ended 30 September 2022 of approximately RMB44.0 million to RMB47.0 million as compared to the position of a loss attributable to owners of the Company in the amount of approximately RMB5.3 million for the nine months ended 30 September 2021. The position of a profit attributable to owners of the Company for the nine months ended 30 September 2022 as compared to a position of the loss for the nine months ended 30 September 2021 is mainly due to (i) the expected increase in revenue for the nine months ended 30 September 2022 as compared to the same period in 2021; and (ii) the reduction in the decrease in fair

value of financial assets such as equity investment partnerships for the nine months ended 30 September 2022 as compared to the same period in 2021. Excluding the impact of non-operating one-off factors such as changes in the fair value of financial assets including equity investment partnerships, the profit attributable to owners of the Company for the nine months ended 30 September 2022 is expected to have decreased by approximately 5% to 10% as compared to the profit attributable to owners of the Company that would have been recorded for the same period in 2021 when the impact of non-operating one-off factors such as changes in the fair value of financial assets including equity investment partnerships is excluded, which is mainly due to the increase in selling and marketing expenses as a result of the Group's enhanced marketing and game promotion efforts in 2022 and slight increase in employee compensation and benefits as compared to the same period in 2021.

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 consolidated management accounts of the Group for the nine months ended 30 September 2022, and is not based on any information or figures which have been audited, confirmed or reviewed by the Company's independent auditor 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 nine months ended 30 September 2022 have not yet been finalised.

The unaudited consolidated third quarterly results announcement of the Group for the nine months ended 30 September 2022 is expected to be published by the end of November 2022.

**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**  
**DAI Zhikang**  
*Chairman and Executive Director*

Hong Kong, 10 November 2022

*As at the date of this announcement, the executive directors of the Company are Mr. DAI Zhikang and Ms. TAO Ying; the independent non-executive directors of the Company are Mr. CHEUNG Ngai Lam, Mr. CHOI Hon Keung Simon and Mr. KONG Fanwei.*