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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, 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 year ended 31 December 2022 is expected to increase by approximately 1% to 5% as compared to the revenue recorded for the year ended 31 December 2021 (the year ended 31 December 2021: approximately RMB366.2 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’s profit attributable to owners of the Company for the year ended 31 December 2022 is expected to increase by approximately 680% to 730% as compared to that for the year ended 31 December 2021 (the year ended 31 December 2021: approximately RMB8.0 million), which is mainly due to, among other things, (i) the expected increase in revenue for the year ended 31 December 2022 as compared to the same period in 2021; (ii) optimisation of the organizational structure of the Group and gaining on disposal of subsidiary of the Company in 2022; and (iii) the reduction in the decrease in fair value of financial assets such as equity investment partnerships for the year ended 31 December 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 year ended 31 December 2022 is expected to have increased 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, among other things, the expected increase in revenue for the year ended 31 December 2022 as compared to the same period in 2021 and optimisation of the organizational structure of the Group and gaining on disposal of subsidiary of the Company in 2022.

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 year ended 31 December 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 year ended 31 December 2022 have not yet been finalised.

The annual results announcement of the Group for the year ended 31 December 2022 is expected to be published by the end of March 2023.

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, 9 March 2023

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.