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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 of the Group for the three months ended 31 March 2024 is expected to increase by approximately 10% to 15% as compared to that for the three months ended 31 March 2023 (the three months ended 31 March 2023: approximately RMB95.2 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 which led to the increase of the Group’s revenue.

The Group’s profit attributable to owners of the Company for the three months ended 31 March 2024 is expected to increase by approximately 1,120% to 1,130% as compared to that for the three months ended 31 March 2023 (the three months ended 31 March 2023: approximately RMB28.7 million), which is mainly due to (i) the increase in revenue of the Group for the three months ended 31 March 2024 as compared to the same period in 2023; (ii) the increase in fair value of the Group’s digital assets for the three months ended 31 March 2024; and (iii) the reduction in the decrease in fair value of financial assets such as equity investment partnerships of the Group for the three months ended 31 March 2024 as compared to the three months ended 31 March 2023. Excluding the impact of non-operating

one-off factors such as changes in the fair value of digital assets and financial assets including equity investment partnerships, the Group's profit attributable to owners of the Company for the three months ended 31 March 2024 is expected to increase by approximately 5% to 10% as compared to the profit attributable to owners of the Company excluding non-operating one-off factors such as changes in the fair value of financial assets including equity investment partnerships for the same period in 2023, which is mainly due to the expected year-on-year increase in revenue.

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 three months ended 31 March 2024, and is not based on any information or figures which have been audited, confirmed or reviewed by the Company's independent auditors 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 three months ended 31 March 2024 have not yet been finalised.

The unaudited consolidated first quarterly results announcement of the Group for the three months ended 31 March 2024 is expected to be published by the end of May 2024.

**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 May 2024

*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. MA Jingchun.*