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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 year ended 31 December 2024 is expected to increase by approximately 15% to 20% as compared to that for the year ended 31 December 2023 (for the year ended 31 December 2023: approximately RMB394.6 million), which is primarily due to (i) the digital assets value-added gain generated from the cryptocurrencies held by the Group; and (ii) the Group’s holding of certain online operation activities and the continuous optimisation of its gaming products and gameplay which led to the increase of the Group’s online game operation revenue.

The Group’s profit attributable to owners of the Company for the year ended 31 December 2024 is expected to increase by approximately 640% to 680% as compared to that for the year ended 31 December 2023 (for the year ended 31 December 2023: approximately RMB117.2 million), which is mainly due to (i) the increase in fair value of the Group’s digital assets as compared to purchase costs for the year ended 31 December 2024; (ii) the increase in revenue of the Group for the year ended 31 December 2024 as compared to that for the

same period in 2023; and (iii) the reduction in the decrease in fair value of financial assets such as equity investment partnerships of the Group for the year ended 31 December 2024 as compared to that for the same period in 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 year ended 31 December 2024 is expected to increase by approximately 5 % to 15% as compared to that for the same period in 2023, which is mainly due to the expected increase in revenue as compared to the same period in 2023.

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 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 year ended 31 December 2024 have not yet been finalised.

The annual results announcement of the Group for the year ended 31 December 2024 is expected to be published by the end of February 2025.

**The aforementioned data in relation to the fair value of the digital assets for the year ended 31 December 2024 is recorded based on the market price of the relevant cryptocurrencies as at 31 December 2024. The price of cryptocurrencies may show real time fluctuations, and the impact of the fair value of digital assets on the profit attributable to owners of the Company may vary accordingly.**

**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, 16 February 2025

*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.*