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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 Group's revenue generated from online games for the nine months ended 30 September 2026 is expected to increase. However, as a result of the decline in Bitcoin prices during the period, the Group is expected to record a decrease in the fair value of its digital assets for the nine months ended 30 September 2026, whereas the Company recorded an increase in the fair value of digital assets for the nine months ended 30 September 2025. As a result, the Group's profit attributable to owners of the Company for the nine months ended 30 September 2026 is expected to decrease by approximately 95% to 100% as compared to the same period in 2025 (profit attributable to owners of the Company for the nine months ended 30 September 2025: approximately HKD487 million). 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 is expected to record an increase in the profit attributable to owners of the Company for the nine months ended 30 September 2026 of approximately 55% to 65% as compared to the same period in 2025, mainly due to the expected increase in revenue of the Group generated from online games for the nine months ended 30 September 2026 as compared to the same period in 2025.

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 2026, 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 unaudited consolidated results of the Group for the nine months ended 30 September 2026 have not yet been finalised.

The unaudited third quarterly results announcement of the Group for the nine months ended 30 September 2026 is expected to be published by the end of November 2026.

The aforementioned data in relation to the fair value of the digital assets for the nine months ended 30 September 2026 is recorded based on the market price of the relevant cryptocurrencies as at 30 September 2026. 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, 9 November 2026

As at the date of this announcement, the executive directors of the Company are Mr. DAI Zhikang and Ms. YIN Chunyan; the independent non-executive directors of the Company are Mr. CHEUNG Ngai Lam, Mr. CHOI Hon Keung Simon and Mr. LIM Marco Jun Kit.