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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)

**INSIDE INFORMATION –
PROFIT ALERT FOR THE YEAR ENDED 31 DECEMBER 2016**

This announcement is made by Boyaa Interactive International Limited (the “**Company**”, together with its subsidiaries, collectively referred to as the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) 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 Company and information currently available to the Board, by eliminating the one-off gain from the disposal of equity interest in RaySns Technology Co., Ltd. (雷尚(北京)科技有限公司) (“**RaySns**”) (the “**Gain from Disposal of RaySns**”) recorded in 2015, the profit attributable to owners of the Company for the year ended 31 December 2016 is expected to increase by approximately 30% as compared to the year ended 31 December 2015. It is mainly because the Company successfully launched the cost control policy and optimized the payment channels, which effectively lowered the costs and expenses. Please refer to the 2015 annual report of the Company for the details of the Gain from Disposal of RaySns.

Notwithstanding the above, if not eliminating the Gain from Disposal of RaySns, because of the effect of the one-off gain from the disposal of equity interest in RaySns, the profit attributable to owners of the Company for the year ended 31 December 2016 is expected to decrease by approximately 20% as compared to the year ended 31 December 2015.

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 management accounts of the Group for the year ended 31 December 2016, 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 2016 have not yet been finalized.

Details of the Group's performance will be disclosed in the audited final results of the Group for the year ended 31 December 2016, which is expected to be published in March 2017.

Shareholders and potential investors are advised to exercise caution when dealing in securities of the Company.

By Order of the Board
Boyaa Interactive International Limited
ZHANG Wei
Chairman and Executive Director

Hong Kong, 10 February 2017

As at the date of this announcement, the executive directors of the Company are Mr. ZHANG Wei and Mr. DAI Zhikang; the independent non-executive directors are Mr. CHEUNG Ngai Lam, Mr. CHOI Hon Keung Simon and Mr. YOU Caizhen.