



Boyaa Interactive International Limited

博雅互動國際有限公司

(Stock Code: 434.HK)

Announces 1H 2025 Results

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**Stable Online Gaming Revenue and Significant Increase in Digital Asset Value
Net Profit Reached HK\$226 Million
Long-term Holding and Continued Expansion of Bitcoin Reserves
Active Expansion in Web3 Ecosystem**

(11 August 2025 – Hong Kong) **Boyaa Interactive International Limited** (“**Boyaa Interactive**”, and together with its subsidiaries, **the “Group”**, stock code: 434.HK) is pleased to announce its unaudited consolidated results for the six months ended 30 June 2025.

As a global online game operator, Boyaa Interactive leverages its well-established technological infrastructure, data analytics capabilities, and high-quality customer services to continuously innovate its gaming products, delivering an exceptional user experience and building a highly attractive user community. The Group believes that online gaming has high compatibility with Web3 technologies. With years of solid and leading technologies in the internet domain, the Group is actively deploying in the areas of research and development, investment and incubation related to Web3 games and Web3 infrastructures.

Digital Assets – Long-term Holding and Continued Expansion of Bitcoin Reserves

Continuously increasing BTC reserves is the utmost strategy of the Group. Since the end of 2023, the Group has been purchasing and holding cryptocurrencies.

Boyaa currently holds the largest amount of Bitcoin reserves among listed companies in Hong Kong and ranks among the top 25 globally. As of the date of this results announcement, 11 August 2025, the Group held a total of approximately 3,416 BTC, at an average cost of around US\$59,323 per BTC. This represents an increase of approximately 63 BTC compared with 30 June 2025.

As of 30 June 2025, the Group held approximately 3,353 BTC and approximately 298 ETH, with average costs of US\$58,695 per BTC and US\$1,661 per ETH respectively. During the period, the Group recorded a fair value gain on digital assets of approximately HK\$186 million.

In addition, in March this year, the Group’s shares were included in the Bitwise Bitcoin Standard Corporations ETF (stock code: OWINB) launched by Bitwise Asset Management. The Group ranked

fifth among the top ten holdings and is the only Hong Kong-listed company in the top ten, with a holding weight of 5.75%. This reflects the market's strong recognition of the Group's digital asset strategy.

Online Gaming Users Continue to Grow; Overall Profitability Maintained

For the six months ended 30 June 2025, the Group's revenue generated from online games remained stable at approximately HK\$220 million, representing a slight year-on-year decrease of 4.1%. The Group's user metrics continued to grow with paying players increasing by 5.8% year-on-year to 219,000. The ARPPU of mobile Texas Hold'em Series increased by more than 50% year-on-year. Monthly active users (MAU) increased to 4.5 million, representing a year-on-year increase of 10.3%, and daily active users (DAU) increased by 10.2% year-on-year to approximately 1.2 million.

In terms of financial performance, total revenue decreased slightly by 5.2% year-on-year, mainly due to market conditions and the implementation of the Company's long-term operation strategy which slowed the growth of revenue from traditional games. The Group recorded a profit attributable to owners of the Company ("Net Profit") of approximately HK\$226.0 million. The decrease in Net Profit was mainly due to the lower revenue compared with the same period in 2024, and a decrease in interest income due to reduced bank deposits following the purchase of cryptocurrencies.

Prospects and Future Development

Looking ahead, the Group will continue to drive sustainable growth through three core strategies: solid development of its traditional online gaming business, continuous expansion of its Bitcoin reserves, and R&D, investment, and incubation in Web3 games. The Group aims to consolidate its existing markets while expanding internationally and accelerating its business development and deployment in the Web3 domain to implement its strategic vision.

The Company will strictly comply with the various laws and regulations in various jurisdictions that it has operations, and will steadily develop its business in the field of online board games and Web3, endeavouring to create high-quality board game products and industry-leading Web3 game products, and focusing on building the Company into a pure and leading Web3 listed company.

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About Boyaa Interactive International Limited

Founded in 2004, Boyaa Interactive is a leading developer and operator in card game industry. On 12 November 2013, Boyaa Interactive was successfully listed on the main board of Hong Kong Stock Exchange (stock code 434.HK). The Group is fully embracing the Web3 era and repositioning itself by expanding its cryptocurrency reserves and developing innovative products related to Web3 gaming. Additionally, Boyaa is focusing on becoming a pure and leading publicly listed company in the Web3 space through the development of Web3 infrastructure.