



## **Boyaa Interactive International Limited**

**博雅互動國際有限公司**

(Stock Code: 434.HK)

### **Boyaa Interactive Awarded “2025 ESG Award for Outstanding Investment Value”**

*Highly Recognized for Its Sustainable Development and Investment Value*

(15 January 2026, Hong Kong) **Boyaa Interactive International Limited** (“Boyaa Interactive” or the “Company”, together with its subsidiaries, the “Group”; stock code: 0434.HK) is pleased to announce that the Company has been awarded the “2025 ESG Award for Outstanding Investment Value” accolade, jointly presented by Hong Kong Commercial Daily, the Global Commercial Newspapers Union and the Hong Kong Economic Herald.

Standing out among numerous participating companies, the award represents strong recognition by professional rating institutions of the Group’s long-term outstanding performance in environmental, social and governance (“ESG”) practices, and reflects the capital market’s high regard for the Group’s sustainable development efforts and investment value.

#### **Advancing Business Growth with ESG Practices**

Boyaa Interactive’s core business focuses on the development and operation of online games, while actively advancing the development of Web3-related gaming businesses. The Group has consistently upheld the principles of “Awareness Cultivation, Strict Management”, actively promoting environmental initiatives in its daily office operations. Through energy-saving measures, cost control and pollution prevention, the Group encourages efficient resource utilization, ensuring that corporate growth and environmental protection are mutually reinforcing.

In terms of social responsibility, Boyaa Interactive is an equal opportunity employer and adopts a diversified employment policy, providing employees from different backgrounds with equal opportunities to realize their potential. The Group also places strong emphasis on community engagement. In November 2025, the Group donated HK\$1 million to the Hong Kong Government in support of post-fire reconstruction efforts following the serious fire incident in Tai Po. In addition, the

Group has continuously carried out charitable initiatives across various regions in Mainland China to support rural revitalization, demonstrating its ongoing commitment to giving back to society through concrete actions.

### **Creating Long-term and Sustainable Value for Shareholders and Society**

As a global online game operator, Boyaa Interactive leverages data-driven refined operations, strong localization capabilities and high-quality services to continuously innovate its game offerings and foster a highly attractive user community. At the same time, the Group actively pursues innovation and business expansion, advancing the research and development, investment and incubation of Web3 games and related infrastructure. Regarding shareholder returns, the Company has established a clear and stable dividend policy, reflecting its firm commitment to delivering sustainable value to shareholders.

Looking ahead, while maintaining the steady development of its traditional online gaming business, Boyaa Interactive will continue to advance its Web3 strategic deployment and further integrate ESG principles into its corporate governance and business development. By carefully balancing innovation with prudent risk management, the Group is focusing on building the Company into a pure and leading Web3 game ecosystem company that delivers long-term and sustainable value to its shareholders and society.