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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 WARNING

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 is expected to record loss attributable to owners of the Company of approximately HKD200 million to HKD220 million for the three months ended 31 March 2025 (whereas the Group recorded profit attributable to owners of the Company of approximately HKD388 million (restated) for the three months ended 31 March 2024), which is attributable to the decrease in the fair value of the digital assets of the Group as of 31 March 2025 as compared to that as of 31 December 2024 as a result of the decline in the price of Bitcoins during the first quarter of 2025. Excluding the impact of non-operating one-off factors such as the change in fair value of financial assets such as digital assets and equity investment partnerships, the Group is expected to record a decrease by approximately 25% to 30% in profit attributable to owners of the Company for the three months ended 31 March 2025, as compared to the corresponding period in 2024, mainly attributable to the slight decrease in revenue in the first quarter of 2025 compared to the same period in 2024 and a reduction in bank deposits resulting from cryptocurrency purchases, leading to a year-on-year decline in deposit interest income for the period.

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 three months ended 31 March 2025, 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 three months ended 31 March 2025 have not yet been finalised.

The unaudited consolidated first quarterly results announcement of the Group for the three months ended 31 March 2025 is expected to be published on 29 May 2025.

The aforementioned data in relation to the fair value of the digital assets for the three months ended 31 March 2025 is recorded based on the market price of the relevant cryptocurrencies as at 31 March 2025. 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, 21 May 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.