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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)**

### **DISCLOSEABLE TRANSACTION ACQUISITION OF BITCOINS**

#### **ACQUISITION OF BITCOINS**

The Board is pleased to announce that during the period from 15 September 2025 to 16 September 2025, the Group conducted a series of transactions in the open market to acquire an aggregate of approximately 245 Bitcoins with a total consideration of approximately HK\$219 million (equivalent to approximately US\$28.16 million) (the “**Bitcoin Acquisition**”).

Following the completion of the Bitcoin Acquisition and as at the date of this announcement, the Group holds an aggregate of approximately 3,925 Bitcoins, with an average purchase cost of US\$66,094 per Bitcoin.

#### **LISTING RULES IMPLICATIONS**

As the Bitcoin Acquisition was not conducted pursuant to either of the two Cryptocurrency Acquisition Mandates granted to the Board by Shareholders in general meetings of the Company held on 19 April 2024 and 22 December 2023, respectively, while such Cryptocurrency Acquisition Mandates have been used up as at the date of this announcement, it is therefore subject to the requirements under Chapter 14 of the Listing Rules.

As the relevant percentage ratios (as defined under the Listing Rules) in respect of each of (i) the Bitcoin Acquisition itself; and (ii) the Bitcoin Acquisition in aggregate with the Previous Acquisition (please refer to the Group's announcement in relation to the relevant discloseable transaction published on 25 August 2025 for details), are more than 5% but less than 25%, each of (i) the Bitcoin Acquisition itself; and (ii) the Bitcoin Acquisition in aggregate with the Previous Acquisition, constitutes a discloseable transaction of the Company under the Listing Rules and is subject to the notification and announcement requirements under Chapter 14 of the Listing Rules.

## **ACQUISITION OF BITCOINS**

The Board is pleased to announce that during the period from 15 September 2025 to 16 September 2025, the Group conducted a series of transactions in the open market to acquire an aggregate of approximately 245 Bitcoins for an aggregate consideration of approximately HK\$219 million (equivalent to approximately US\$28.16 million).

Following the completion of the Bitcoin Acquisition and as at the date of this announcement, the Group holds an aggregate of approximately 3,925 Bitcoins, with an average purchase cost of US\$66,094 per Bitcoin.

As the Bitcoin Acquisition was conducted entirely on the open market, the identities of the vendors of each unit of Bitcoin cannot be ascertained. To the best of the Directors' knowledge, information, and belief, after having made all reasonable enquiries, each vendor of Bitcoin, as well as their ultimate beneficial owner(s) (if applicable), is an Independent Third Party of the Company and its connected persons.

### **Consideration**

The consideration for the Bitcoin Acquisition was satisfied in cash and was determined according to the bid and ask prices of Bitcoin as quoted in open market, and the Bitcoin Acquisition was funded by the with the Proceeds from the Placing (for details of the Proceeds from the Placing, please refer to the announcements of the Company dated 21 August 2025, 29 August 2025, 9 September 2025 and 12 September 2025).

### **Completion**

Settlement of the Bitcoin Acquisition took place after the purchase order placed and transaction confirmed.

## **Information on Bitcoin**

Among various types of cryptocurrencies, Bitcoin was launched in 2009 and has become the world's largest cryptocurrency by market capitalization.

## **MANNER OF THE BITCOIN ACQUISITION**

The Bitcoin Acquisition was conducted on regulated and licensed trading platforms.

## **INFORMATION ON THE GROUP**

The Company is an investment holding company. The principal activity of the Group involves the development and operation of online card and board games. Moving forward, the Group will be dedicated to promoting and developing Web3 game-related businesses, with the strategic objective of establishing the Company as a pure and leading Web3 game ecosystem company.

## **REASONS FOR AND BENEFITS OF THE FURTHER BITCOIN ACQUISITION**

The further acquisition of Bitcoins by the Group is intended to advance its development and strategic layout in the Web3 sector, including but not limited to (1) the continued deployment in the research and development of Web3 games and Web3 infrastructure; (2) further expansion of the Group's reserve of core Web3 strategic assets; and (3) ongoing project investments and strategic collaborations in the Web3 sector, with a view to building a deeper and more sustainable foundation for the Group's Web3 strategic transformation, ensuring sustainable development in the Web3 sector, thereby securing its leading position in the Web3 sector in Asia.

The Group has been deeply engaged in the online game industry for over 20 years. Leveraging its robust technological infrastructure, data analytics capabilities and high-quality customer services, the Group has continuously innovated its game products, delivered outstanding user experiences, and cultivated highly attractive user communities. Internet games are highly compatible with Web3 technologies, given their emphasis on community and user engagement, as well as their inherent virtual asset attributes. This makes Web3 technologies easier to be widely applied in the internet game industry. Currently, the Group operates over 60 traditional online games, which are launched in multiple languages across more than 100 countries and regions. The Group's global presence and its solid and leading expertise accumulated over the past years in the internet game sector, including internet game and cybersecurity technologies, provide strong support for our expansion into Web3 sector and development of Web3 games. The Group seeks to leverage the integration of our existing internet game operations with Web3 technologies to innovate and create

industry-leading Web3 games, and to further expand our business presence in the Web3 sector. Taking into account the Hong Kong Government's strong policy support for the development of the Web3 industry, the Board is of the view that a full transformation towards a Web3 strategy, with the aim of building a pure and leading Web3 game ecosystem company, is an important decision for the current and future development of the Company.

The purchase and holding of cryptocurrencies constitute an important foundation and measure in the Group's implementation of its Web3 strategic transformation. Cryptocurrencies are not only a fundamental basis for the Group's Web3 business deployment and the construction of the Web3 ecosystem, but also serve as a key driver to ensure the sustainable development of the Group's Web3 games and related businesses and the successful execution of the Group's Web3 strategic transformation. The long-term holding and continuous expansion of Bitcoin reserves is an important pillar for the Group's business deployment in the Web3 sector. Seizing the right opportunities and opportunities to build strategic Web3 cryptocurrency assets is crucial for the Group. This is key to our continued development and leadership in the Web3 space and creating greater value for our shareholders.

The Web3 industry is currently experiencing rapid global growth, and competition is fierce. Cryptocurrencies, particularly Bitcoin, are crucial core strategic resources within the Web3 sector. However, their total supply is limited. With the development of the Web3 industry and the rise of Web3 businesses, market demand for them will continue to grow, while the availability of these resources will continue to decrease. Therefore, for the Group's long-term perspective, it is of strategic importance to establish a proactive reserve strategy.

In light of the foregoing, the Board believes that the purchase of Bitcoin will further advance the Group's Web3 business development and expand its Web3 strategic asset reserves, thereby ensuring the successful implementation of the Group's Web3 strategy and the Group's long-term sustainable development in the Web3 sector. Furthermore, as a store of value, Bitcoin has the potential to resist inflation and holds long-term value. While the Group develops and operates Web3 games and related businesses, its holdings in Bitcoin also provide appreciation potential for the Group's assets. The Board believes that the purchase of Bitcoin is in the overall interests of the Company and its shareholders.

The Directors are of the view that the terms of the Bitcoin Acquisition are fair and reasonable and on normal commercial terms.

## **LISTING RULES IMPLICATIONS**

As the Bitcoin Acquisition was not conducted pursuant to either of the two Cryptocurrency Acquisition Mandates granted to the Board by Shareholders in general meetings of the Company held on 19 April 2024 and 22 December 2023, respectively, while such Cryptocurrency Acquisition Mandates have been used up as at the date of this announcement, it is therefore subject to the requirements under Chapter 14 of the Listing Rules.

As the relevant percentage ratios (as defined under the Listing Rules) in respect of each of (i) the Bitcoin Acquisition itself; and (ii) the Bitcoin Acquisition in aggregate with the Previous Acquisition (please refer to the Group's announcement in relation to the relevant discloseable transaction published on 25 August 2025 for details), are more than 5% but less than 25%, each of (i) the Bitcoin Acquisition itself; and (ii) the Bitcoin Acquisition in aggregate with the Previous Acquisition, constitutes a discloseable transaction of the Company under the Listing Rules and is subject to the notification and announcement requirements under Chapter 14 of the Listing Rules.

## **DEFINITIONS**

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

“Bitcoin”	a type of cryptocurrency that operates using blockchain technology
“Board”	the board of directors of the Company
“Company”	Boyaa Interactive International Limited (博雅互動國際有限公司), a company incorporated in the Cayman Islands with limited liability and the issued Shares of which are listed on the Main Board of the Stock Exchange (Stock Code: 0434)
“connected persons”	has the meaning ascribed thereto under the Listing Rules

“Cryptocurrency Acquisition Mandates”	two cryptocurrency acquisition mandates granted to the Board by Shareholders in general meetings of the Company held on 19 April 2024 and 22 December 2023, respectively, which authorised the purchase of cryptocurrencies in an aggregate amount of not exceeding US\$200 million (For details, please refer to the circulars of the Company dated 5 December 2023 and 28 March 2024, respectively)
“Director(s)”	the directors of the Company
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Independent Third Party(ies)”	has the meaning ascribed thereto under the Listing Rules
“Listing Rules”	The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“Previous Acquisition”	the acquisition of Bitcoin from 5 August 2025 to 25 August 2025. Details of which are set out in the announcement of the Company dated 25 August 2025
“Proceeds from the Placing”	the net proceeds raised by the Company from the placing of an aggregate of 59,973,000 placing shares at the placing price of HK\$6.95 per placing share. For further details, please refer to the announcements published by the Company on 21 August 2025, 29 August 2025 and 12 September 2025
“Share(s)”	ordinary share(s) with a nominal value of US\$0.00005 each in the share capital of the Company
“Shareholder(s)”	the holder(s) of the Shares
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

“substantial shareholder”	has the meaning as ascribed thereto under the Listing Rules
“US\$”	United States dollars, the lawful currency of the United States of America
“%”	per cent

**Attention is drawn to the shareholders and potential investors of the Company that the cryptocurrency market is subject to volatility and the price of cryptocurrencies may show real time fluctuations. Due to the fluctuations in cryptocurrency prices (primarily Bitcoins), the impact of the fair value of digital assets on the financial performance 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, 16 September 2025

*For the purpose of this announcement, unless otherwise indicated, the exchange rate at HK\$1 = US\$0.1283 has been used, where applicable, for the purpose of illustration only and does not constitute a representation that any amount has been, could have been or may be exchanged.*

*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. LIM Marco Jun Kit.*