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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, due to the decrease in the fair value growth of digital assets in the first half of 2025 as compared to the growth in the first half of 2024, the Group’s profit attributable to owners of the Company for the six months ended 30 June 2025 is expected to decrease by approximately 25% to 35% as compared to that for the corresponding period in 2024 (the profit attributable to owners of the Company for the six months ended 30 June 2024: approximately HK\$313 million (restated)). Excluding the impact of non-operating one-off factors such as changes in the fair value of digital assets and financial assets including equity investment partnerships, the Group’s profit attributable to owners of the Company for the six months ended 30 June 2025 is expected to decrease by approximately 35% to 45% as compared to that for the corresponding period in 2024, which is mainly due to an expected decrease in revenue for the six months ended 30 June 2025 as compared to the corresponding period in 2024, and a reduction in bank deposits resulting from cryptocurrency purchases, leading to an expected period-on-period decline in deposit interests 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 six months ended 30 June 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 six months ended 30 June 2025 have not yet been finalised.

The unaudited interim results announcement of the Group for the six months ended 30 June 2025 is expected to be published on 11 August 2025.

The aforementioned data in relation to the fair value of the digital assets for the six months ended 30 June 2025 is recorded based on the market price of the relevant cryptocurrencies as at 30 June 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, 5 August 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. LIM Marco Jun Kit.