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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)

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of Boyaa Interactive International Limited (the “**Company**”) announces that a meeting of the Board will be held on Tuesday, 12 August 2014, for the purpose of, among other things, approving the announcement of the interim results of the Company and its subsidiaries for the six months ended 30 June 2014 and considering the payment of an interim dividend (if any).

By Order of the Board

Boyaa Interactive International Limited

ZHANG Wei

Chairman and Executive Director

Hong Kong, 31 July 2014

As at the date of this announcement, the executive directors of the Company are Mr. ZHANG Wei, Mr. DAI Zhikang and Mr. GAO Junfeng; the non-executive director is Mr. ZHOU Kui; the independent non-executive directors are Mr. CHEUNG Ngai Lam, Mr. CHOI Hon Keung Simon and Mr. GAO Shaofei.