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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 Thursday, 27 August 2015, 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 2015.

By Order of the Board

Boyaa Interactive International Limited

ZHANG Wei

Chairman and Executive Director

Hong Kong, 17 August 2015

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