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This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. This announcement is not a prospectus. Potential investors should read the prospectus dated October 31, 2013 (the "Prospectus") issued by Boyaa Interactive International Limited (the "Company") for detailed information about the Global Offering described below before deciding whether or not to invest in the Offer Shares.

This announcement is not an offer of securities for sale in the United States. Securities may not be offered, sold or delivered in the United States except pursuant to Rule 144A or an exemption from registration requirements under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"). The Hong Kong Offer Shares are being offered and sold outside the United States in offshore transactions in accordance with Regulation S under the U.S. Securities Act. There is not and it is not currently intended for there to be any public offering of securities of the Company in the United States.

Unless otherwise defined herein, terms used in this announcement shall have the same meanings as those defined in the Prospectus.



Boyaa Interactive International Limited
博雅互動國際有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Offer Shares under the Global Offering	: 184,390,000 Shares (comprising 177,014,000 New Shares and 7,376,000 Sale Shares and subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	: 18,440,000 New Shares (subject to adjustment)
Number of International Offer Shares	: 165,950,000 Shares (comprising 158,574,000 New Shares and 7,376,000 Sale Shares and subject to adjustment and the Over-allotment Option)
Maximum Offer Price	: HK\$5.60 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal value	: US\$0.00005 per Share
Stock code	: 0434

Sole Sponsor and Sole Global Coordinator



Joint Bookrunners and Joint Lead Managers



華興資本
CHINA RENAISSANCE

Application has been made by the Company to the Listing Committee of the Stock Exchange for the granting of the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering (including any additional Shares which may be issued upon the exercise of the options which were granted under the Pre-IPO Share Option Scheme or may be granted under the Post-IPO Share Option Scheme).

The Global Offering comprises the Hong Kong Public Offering of initially 18,440,000 New Shares (subject to adjustment) and the International Offering of initially 165,950,000 Shares (comprising 158,574,000 New Shares and 7,376,000 Sale Shares and subject to adjustment and the Over-allotment Option) representing approximately 10% and 90% of the total number of Shares initially being offered under the Global Offering respectively. Please refer to the section headed “Structure of the Global Offering” in the Prospectus for more details. If the Stock Exchange grants the listing of, and permission to deal in, our Shares and we comply with the stock admission requirements of HKSCC, our Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS.

Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Tuesday, November 12, 2013, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Tuesday, November 12, 2013. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the websites of the Stock Exchange at www.hkexnews.hk and the Company at www.boyaa.com.hk.

The Offer Price will not be more than HK\$5.60 per Share and is expected to be not less than HK\$4.55 per Share. Applicants under the Hong Kong Public Offering are required to pay, on application, the maximum price of HK\$5.60 per Offer Share together with the brokerage, SFC transaction levy and the Stock Exchange trading fee payable on each Offer Share, equal to a total of HK\$5,656.45 for one board lot of 1,000 Shares.

Applications for Hong Kong Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus, the WHITE or YELLOW Application Forms and the designated website (www.eipo.com.hk) for the White Form eIPO.

Applicants who would like to be allotted Hong Kong Offer Shares registered in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk under the **White Form eIPO** service. Applicants who would like to have the allotted Hong Kong Offer Shares registered

in the name of HKSCC Nominees and deposited directly into CCASS for credit to their designated CCASS Participants' stock accounts or their CCASS Investor Participant stock accounts should (i) complete and sign the **YELLOW** Application Forms; or (ii) give electronic application instructions to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. Thursday, October 31, 2013 until 12:00 noon on Tuesday, November 5, 2013 from:

1. any of the following addresses of the Joint Bookrunners:

Credit Suisse (Hong Kong) Limited	Level 88, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong
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China Renaissance Securities (Hong Kong) Limited	Unit 901-3, Agricultural Bank of China Tower, 50 Connaught Road Central, Central, Hong Kong
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or

2. any of the following branches of the receiving banks for the Hong Kong Public Offering:

- **Bank of China (Hong Kong) Limited**

	Branch Name	Address
Hong Kong Island	Bank of China Tower Branch	3/F, 1 Garden Road
	Shek Tong Tsui Branch	534 Queen's Road West, Shek Tong Tsui
	Connaught Road Central Branch	13-14 Connaught Road Central
	Chai Wan Branch	Block B, Walton Estate, 341-343 Chai Wan Road, Chai Wan
Kowloon	Shanghai Street (Mong Kok) Branch	611-617 Shanghai Street, Mong Kok
	Kowloon Plaza Branch	Unit 1, Kowloon Plaza, 485 Castle Peak Road
	Humphrey's Avenue Branch	4-4A Humphrey's Avenue, Tsim Sha Tsui
	East Point City Branch	Shop 101, East Point City, Tseung Kwan O

New Territories	Lucky Plaza Branch	Lucky Plaza, Wang Pok Street, Sha Tin
	Yuen Long (Hang Fat Mansion) Branch	8-18 Castle Peak Road, Yuen Long

- **The Bank of East Asia, Limited**

	Branch Name	Address
Hong Kong Island	Queen's Road Central Branch	Shop A-C, G/F, Wah Ying Cheong Central Building, 158-164 Queen's Road Central
	North Point Branch	326-328 King's Road
	Quarry Bay Branch	Shop G2-G4, G/F, Fok Cheong Building, 1032-1044 King's Road, Quarry Bay
	Admiralty Branch	Shop 1007-1008, 1/F, United Centre, 95 Queensway
Kowloon	Ma Tau Wei Road Branch	23-27 Ma Tau Wei Road
	Whampoa Garden Branch	Shop 1-3, G/F, Site 9, Whampoa Garden
	Mei Foo Sun Chuen Branch	Shop N57, G/F, Mount Sterling Mall
New Territories	Tai Po Branch	62-66 Po Heung Street, Tai Po Market
	East Point City Branch	Shop 217B, Level 2, East Point City, 8 Chung Wa Road, Tseung Kwan O
	Yuen Long Branch	77 Castle Peak Road

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Thursday, October 31, 2013 until 12:00 noon on Tuesday, November 5, 2013 from the Depository Counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker.

The **WHITE** or **YELLOW** Application Form completed in all respects in accordance with the instructions printed thereon, to which a cheque or banker's cashier order payable to "Bank of China (Hong Kong) Nominees Limited — Boyaa Interactive Public Offer" should be securely stapled, should be deposited in the special collection boxes provided at any of the branches of the receiving banks referred to above on the following dates during the following times:

Thursday, October 31, 2013 — 9:00 a.m. to 5:00 p.m.
Friday, November 1, 2013 — 9:00 a.m. to 5:00 p.m.
Saturday, November 2, 2013 — 9:00 a.m. to 1:00 p.m.
Monday, November 4, 2013 — 9:00 a.m. to 5:00 p.m.
Tuesday, November 5, 2013 — 9:00 a.m. to 12:00 noon

Applicants may submit your application through the designated website at www.eipo.com.hk (24 hours daily, except on the last application day) from 9:00 a.m. on Thursday, October 31, 2013 until 11:30 a.m. on Tuesday, November 5, 2013 or such later time as described in the section headed "How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus.

CCASS Participants can input electronic application instructions from 9:00 a.m. on Thursday, October 31, 2013 until 12:00 noon on Tuesday, November 5, 2013 (or such later date as may apply in case of certain bad weather conditions as described in "How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus).

Please refer to the "Structure of the Global Offering" and "How to Apply for Hong Kong Offer Shares" sections in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to publish the announcement on the Offer Price, the level of indication of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares (i) in the South China Morning Post (in English); (ii) in the Hong Kong Economic Times (in Chinese); (iii) on our website www.boyaa.com.hk and (iv) on the website of the Stock Exchange (www.hkexnews.hk) on Monday, November 11, 2013.

Results of allocations of the Hong Kong Public Offering and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be made available in a manner described in the section entitled “How to Apply for Hong Kong Offer Shares — 11. Publication of Results” in the Prospectus on Monday, November 11, 2013.

The Company will not issue temporary documents of title or receipt for application fees received. Share certificates will only become valid certificates of title at 8:00 a.m. on Tuesday, November 12, 2013 provided that the Global Offering has become unconditional in all respects and the right of termination described in the section entitled “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination” in the Prospectus has not been exercised.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Tuesday, November 12, 2013. The Shares will be traded in board lots of 1,000 Shares each under the Company’s stock code 0434.

By order of the Board of Directors
Boyaa Interactive International Limited
ZHANG Wei
Chairman and Executive Director

Hong Kong, October 31, 2013

As the date of this announcement, the Executive Directors are Mr. ZHANG Wei and Mr. DAI Zhikang; 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.

*Please also refer to the published version of this announcement in the **South China Morning Post** (in English) and the **Hong Kong Economic Times** (in Chinese).*