



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

(Incorporated in the Cayman Islands with limited liability)
(於開曼群島註冊成立的有限公司)
(Stock Code 股份代號: 0434)

NOTIFICATION LETTER 通知信函

11 September 2014

Dear Non-registered holders ^(Note),

Boyaa Interactive International Limited (the “Company”)

– Publication of the Interim Report for the six months ended 30 June 2014 (“Current Corporate Communications”)

The English and Chinese versions of the Company’s Current Corporate Communications are available on the Company’s website at www.boyaa.com.hk and the HKExnews website at www.hkexnews.hk.

If you would like to receive the printed version of the Current Corporate Communications, please complete the request form on the reverse side (the “**Request Form**”) and sign and return it by post or by hand to the Company c/o the Company’s Hong Kong share registrar, Computershare Hong Kong Investor Services Limited (the “**Hong Kong Share Registrar**”) at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong. If you post your reply in Hong Kong, you may use the mailing label in the Request Form and need not affix a stamp on the envelope when returning your Request Form. Otherwise, please affix an appropriate stamp. You may also send an email with a scanned copy of the completed Request Form to boyaa.ecom@computershare.com.hk.

Should you have any query in relation to this letter, please call the telephone hotline of the Hong Kong Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

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

Note: This letter is addressed to non-registered holders of the Company (a “non-registered holder” means such person or company whose shares in the Company are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that such person or company wish to receive Corporate Communications). If you have sold or transferred your shares in the Company, please disregard this letter and the Request Form on the reverse side.*

** Corporate Communications include but not limited to (a) the directors’ report, annual accounts together with a copy of the auditor’s report; (b) the interim report; (c) a notice of meeting; (d) a listing document; and (e) a circular.*

各位非登記持有人^(附註)：

博雅互動國際有限公司 (「本公司」)

– 發佈截至 2014 年 6 月 30 日止六個月之中期報告 (「本次公司通訊文件」)

本公司本次公司通訊文件之中、英文版本已上載於本公司網站 www.boyaa.com.hk 及香港交易所披露易網站 www.hkexnews.hk，歡迎查閱。

如閣下欲收取本次公司通訊文件之印刷本，請閣下填妥在本函背面的(「**申請表格**」)，並在表格上簽名，並寄回或親手交回本公司經本公司之香港股份登記處——香港中央證券登記有限公司(「**香港股份登記處**」)，地址為香港灣仔皇后大道東183號合和中心17M樓。倘若閣下在香港投寄，可使用申請表格內的郵寄標籤寄回，而毋須在信封上貼上郵票；否則，請貼上適當的郵票。閣下亦可把已填妥之申請表格的掃描副本電郵至 boyaa.ecom@computershare.com.hk。

閣下如有任何與本函內容有關的疑問，請致電香港股份登記處電話熱線(852) 2862 8688，辦公時間為星期一至星期五(公眾假期除外)上午9時正至下午6時正。

承董事會命
博雅互動國際有限公司
主席兼執行董事
張偉
謹啟

2014 年 9 月 11 日

附註：本函乃向本公司之非登記持有人(「非登記持有人」指存放本公司股份於中央結算及交收系統的人士或公司，透過香港中央結算有限公司不時向本公司發出通知，表示該等人士或公司希望收到公司通訊文件)發出。如果閣下已經售出或轉讓所持有的所有本公司股份，則無需理會本函件及所附之申請表格。*

** 公司通訊文件包括但不限於：(a)董事會報告書、年度賬目連同核數師報告書；(b)中期報告；(c)會議通告；(d)上市文件；及(e)通函。*

BIH-11092014-1(0)

Name(s) and Address of Non-registered holder(s):
非登記持有人之姓名及地址:

Request Form 申請表格

To: **Boyaa Interactive International Limited (the “Company”)**
(Stock Codes: 0434)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre, 183 Queen’s Road East,
Wanchai, Hong Kong

致: 博雅互動國際有限公司 (「公司」)
(股份代號: 0434)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the Corporate Communications[#] of the Company (“**Corporate Communications**”) in the manner as indicated below:

本人／我們希望以下列方式收取 貴公司之公司通訊文件[#] (「公司通訊文件」):

(Please mark **ONLY ONE (X)** of the following boxes)

(請從下列選擇中，僅在其中一個空格內劃上「X」號)

- ☐ to receive the **printed English version** of all Corporate Communications ONLY; **or**
僅收取公司通訊文件之英文印刷本；或
- ☐ to receive the **printed Chinese version** of all Corporate Communications ONLY; **or**
僅收取公司通訊文件之中文印刷本；或
- ☐ to receive both **printed English and Chinese versions** of all Corporate Communications.
同時收取公司通訊文件之英文及中文各一份印刷本。

Name
姓名

Contact telephone number
聯絡電話號碼

Signature
簽名

Date
日期

Notes 附註:

- Please complete all your details clearly.
請 閣下清楚填妥所有資料。
- This Request Form is to be completed by non-registered holders of the Company (a “**non-registered holder**” means such person or company whose shares in the Company are held in the Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that such person or company wishes to receive Corporate Communications).
本申請表格是由本公司之非登記持有人(「**非登記持有人**」指存放本公司股份於中央結算及交收系統的人士或公司，透過香港中央結算有限公司不時向本公司發出通知表示該等人士或公司希望收到公司通訊文件)填妥的。
- Any form with more than one box marked (X), with no box marked (X), with no signature or otherwise incorrectly completed will be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確，則本表格將會作廢。
- The above instruction will apply to the Corporate Communications to be sent to you until you notify to the Company c/o the Company’s share registrar, Computershare Hong Kong Investor Services Limited to the contrary or unless you have at anytime ceased to have shareholdings in the Company.
上述指示適用於發送予 閣下之所有公司通訊文件，直至 閣下通知本公司經本公司之香港股份登記處—香港中央證券登記有限公司另外之安排或任何時候停止持有本公司的股份。
- For the avoidance of doubt, we do not accept any special instructions written on this Request Form.
為免存疑，任何在本申請表格上的額外手寫指示，本公司將不予處理。

[#] Corporate Communications include but are not limited to (a) the directors’ report, annual accounts together with a copy of the auditor’s report; (b) the interim report; (c) a notice of meeting; (d) a listing document; and (e) a circular.
公司通訊文件包括但不限於：(a) 董事會報告書、年度賬目連同核數師報告書；(b) 中期報告；(c) 會議通告；(d) 上市文件；及(e) 通函。

郵寄標籤 MAILING LABEL

閣下寄回此申請表格時，請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。
Please cut the mailing label and stick this on the envelope
to return this Request Form to us.
No postage stamp necessary if posted in Hong Kong.

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong

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