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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)**

**RESIGNATION OF EXECUTIVE DIRECTOR AND  
THE CHIEF FINANCIAL OFFICER**

The board of directors (the “**Board**”) of Boyaa Interactive International Limited (the “**Company**”) announces that Mr. Gao Junfeng (“**Mr. Gao**”) has tendered his resignation as an executive director and the chief financial officer of the Company with effect from 1 July 2015 due to his intention to pursue further education abroad.

Mr. Gao has confirmed that there is no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its sincere gratitude to Mr. Gao for his valuable contributions to the Company during his tenure of office. The Company is in the course of identifying a suitable candidate with appropriate experience to fill the vacancy left by the resignation of Mr. Gao as the chief financial officer. Before the suitable candidate is found, the relevant duties will be undertaken by other executives and senior management members of the Company.

By Order of the Board

**Boyaa Interactive International Limited**

**ZHANG Wei**

*Chairman and Executive Director*

Hong Kong, 30 June 2015

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