

**PhillipMart Announces Pre-IPO Share Price of
 Boyaa Interactive International Limited (Stock code: 00434)**

(Hong Kong – 11 Nov 2013) **Phillip Securities (HK) Ltd.** (“Phillip Securities”) announced today the details of pre-IPO trading activities for shares of **Boyaa Interactive International Limited** (“**Boyaa**”; stock code: 00434) on PhillipMart, an automated electronic platform for pre-IPO shares trading.

Pre-IPO highest and lowest trading prices for **Boyaa** on PhillipMart were HK\$7.09 and HK\$6.01. The price closed at HK\$7.09 per share, 32.52% higher than its offer price of HK\$5.35. The price opened at HK\$6.01, with the most actively traded price of HK\$6.90 per share, and a turnover of 1,648,000shares. The total trading volume reached 10,364,000shares with total turnover of HK\$70,697,420.00. The final price of **Boyaa**, to debut trading tomorrow has been fixed at HK\$5.35 per share.

Pre-IPO price for shares of Boyaa Interactive International Limited trading on PhillipMart:

1. Open price	HK\$6.01
2. Highest trading price	HK\$7.09
3. Highest trading price vs. offer price	Up32.52%
4. Lowest trading price	HK\$6.01
5. Lowest trading price vs. offer price	Up12.34%
6. Most actively traded price	HK\$6.90
7. Most actively traded price vs. offer price	Up28.97%
8. Volume of shares at most actively traded price	1,648,000shares
9. Close price	HK\$7.09
10. Close price vs. offer price	Up32.52 %

Price information is available on the left side of Phillip Securities homepage (<http://www.poems.com.hk/>), it providing instant prices of pre-IPO trading.

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現價	7.090	18:29 -	20K	7.090																
前收市價	5.350	18:29 -	1000	7.080	950	-5s	201	-12s	005	2123	941	239								
開市價	6.010	18:29 -	3000	7.090	201	-	-9s	-	601	310	287	919								
最高	7.090	18:30 -	1000	7.090																
最低	6.010																			
升跌	+1.740																			
升跌%	+32.523%																			
成交盤數	1432																			
成交股數	10.3M																			
總成交	70.6M																			
每手股數	1000																			
差價	0.01																			
貨幣	HKD																			

About PhillipMart

In 2007, Phillip Securities (HK) Ltd (“Phillip Securities”) is the first financial institution granted license for a trading platform (PhillipMart) for pre-market trading of IPOshares one day prior to the official listing day from SFC. Those who have already been or is expected to be allotted shares could trade those shares on PhillipMart before the shares will be listed on the HKEX and ready for AMS. For a majority of IPOs, we offer PhillipMart trading one day prior to the listing date. Only Phillip clients are allowed to trade via the PhillipMart platform. In view of customers demand, Phillip Securities announce that the trading hours of **PhillipMart has be changed from 4:30p.m. - 6:00p.m. to 4:15p.m.-6:30p.m. effective from Thursday, 29 March 2012.**

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