



Boyaa Interactive International Limited

(Stock Code: 0434.HK)

Boyaa Interactive Announces 2018 First Quarterly Results

Net Profit Grew by 17.7%

Consistently Enhancing Operations by Refining Products

Focusing on Strengthening and Promoting Players' Satisfaction

Financial Highlights	For the three months ended 31 March 2018 (RMB'000)	For the three months ended 31 March 2017 (RMB'000)
Revenue	159,870	222,370
Gross Profit	105,390	128,270
Profit Attributable to owners of the Company	82,022	67,441
Non-IFRS adjusted net profit (unaudited)	82,230	70,711

[23 May 2018 - Hong Kong] Boyaa Interactive International Limited (“Boyaa Interactive” or the “Company”, together with its subsidiaries, the “Group”, stock code: 0434), a leading online card and board game developer and operator in China, today announced its first quarterly unaudited consolidated results for the three months ended 31 March 2018 (the “Reporting Period”).

In the first quarter of 2018, the Company’s revenue saw steady growth. The Company recorded a revenue of approximately RMB159.9 million; an unaudited non-IFRS adjusted net profit of approximately RMB83.2 million, representing a year-on-year increase of approximately 17.7% compared to that of the first quarter of 2017 and a quarter-on-quarter increase of approximately 126.8% compared to that of the fourth quarter of 2017. The Company’s profit attributable to owners of the Company for the three months ended 31 March 2018 amounted to approximately RMB82.0 million, representing year-on-year increase of 21.6%,

from the profit attributable to owners of the Company of approximately RMB67.4 million recorded for the same period in 2017.

In the first quarter of 2018, the Company is focused on strengthening the stability and players' satisfaction for its existing products. The number of the Company's online games product portfolio is 79, with 17 language versions available as of 31 March 2018. In terms of performance with respect to operational data, Average Revenue Per Paying User ("ARPPU") of Texas Hold'em games and ARPPU of Other Card and Board mobile games increased in the first quarter of 2018. Among which, the number of paying players is approximately 0.789 million players, the number of daily active players 3.9 million players, the number of monthly active player is approximately 16.2 million players. During the reporting period, revenue generated from the Company's mobile games and web-based games accounted for approximately 67.4% and 32.6% of its total revenue, respectively, as compared with 71.7% and 28.3% respectively, for the three months ended 31 March 2017.

Mr. Zhang Wei, Chairman of the Board, Executive Director and CEO of Boyaa Interactive, commented: "In 2018, we will continue to make further market research, focus on the development and innovation of our products, enrichment of the variety of games and enhancement of users' experience, thereby steadily and consistently enhancing our operations by refining and diversifying our products to promote our brand influence, making a stable progress in building up a time-honoured brand in the card and board game industry."

About Boyaa Interactive International Limited (Boyaa Interactive)

Boyaa Interactive was founded in 2004. On November 12, 2013, Boyaa Interactive was successfully listed on Hong Kong Stock Exchange. Currently, Boyaa Interactive has developed into a leading developer and operator of card and board games in China with more than 700 million total registered players from over 100 countries and regions. Boyaa Interactive has developed and operated more than 70 online games. And the company has successfully organized Boyaa Poker Tour ("BPT") in 2015, 2016 and 2017. In 2014, Boyaa Interactive was listed at the top of China's Top 100 SMEs with strong potential by Forbes Magazine followed by the "the Listed Company with the Greatest Potential" at the "Chinese Companies Financial Awards" in the year of 2016. Also in the same year, Boyaa became an official strategic partner of the General Administration of Sport of China.

For further information about Boyaa Interactive, please visit [**www.boyaa.com.hk**](http://www.boyaa.com.hk)