



bo yaa

Boyaa Interactive
International Limited
(Stock Code: 0434.HK)

2019 Q4 and Annual Results

*Aims to becoming the leading global brand
in online card and board games*

2019 Q4 and Annual Results Highlights

1

In 2019, revenue declined still mainly attributable to Apple's rectification on APPs and regulatory risk

FY 2019

- Revenue amounted to RMB 323.8mn, down 28.6% yoy
- Gross profit amounted to RMB 221.2mn, down 27.5% yoy
- Profit attributable to owners of the Company amounted to RMB 33.8mn, down 83.2% yoy

2

Excluding the impact of the decrease in the fair value of financial assets, the adjusted net profit for the fourth quarter of 2019 increased by 6.7%

Excluding the impact of non-operating one-off factors such as the decrease in the fair value of financial assets:

- Adjusted net profit for 2019 decreased by approximately 47.1% yoy
- Adjusted net profit for the fourth quarter of 2019 increased by approximately 6.7% qoq

3

During the fourth quarter of 2019, the Company successfully held the 2019 “Boyaa” Mahjong Competition in Zigong, the 2019 “Boyaa” Mahjong Competition in Chengdu, the 2019 “Boyaa” Chess League Competition of Nine Universities in Yunnan and the BPT Series Competition – 2019BPT Competition in Europe. “Boyaa” Competitions aim to promote the philosophy of public welfare by way of card and board intelligence games, and to guide and encourage our users to actively participate in public welfare undertakings through competitions

4

The Group repurchased 6,246,000 of its own shares from the market in 2019 at an aggregate consideration of HKD7,798,820

2019 Annual Results

2019 Annual Results

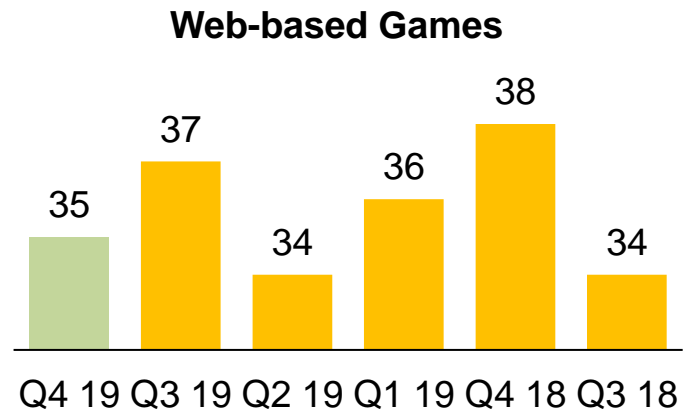
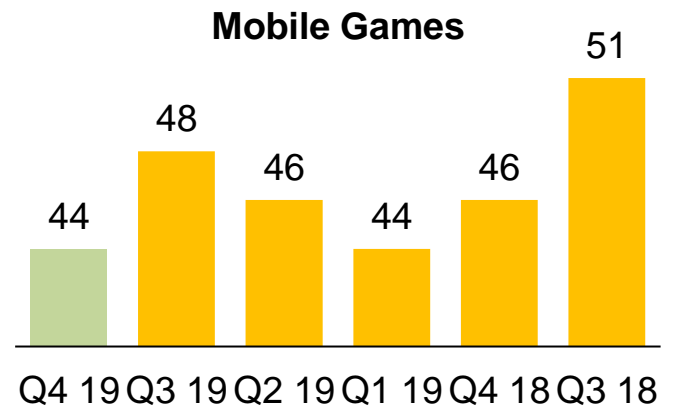
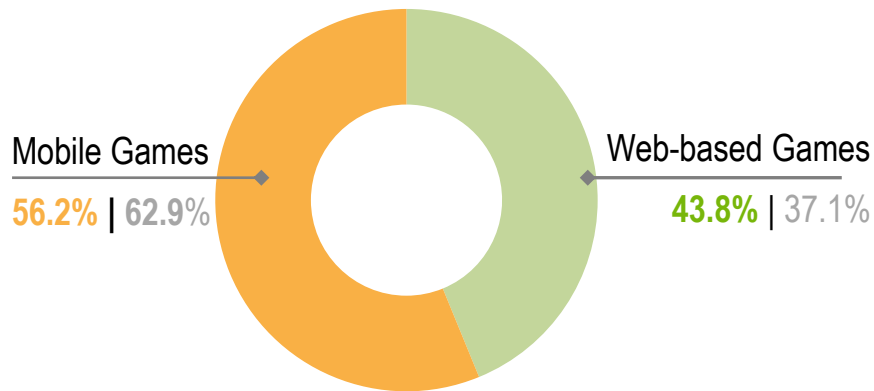
RMB'000	2019	2018	Change
Revenue	323,816	453,234	-28.6%
Gross Profit	221,164	304,970	-27.5%
Profit Attributable to Owners of the Company	33,760	201,532	-83.2%
Gross Profit Margin	68.3%	67.3%	+1.0p.p.
Net Profit Margin	10.4%	44.5%	-34.1p.p.
EPS – Basic (RMB cent)	5.05	29.56	-82.9%
EPS – Diluted (RMB cent)	5.05	29.48	-82.9%

2019 Revenue Breakdown

Revenue by Game Types

2019 | 2018

(RMB million)

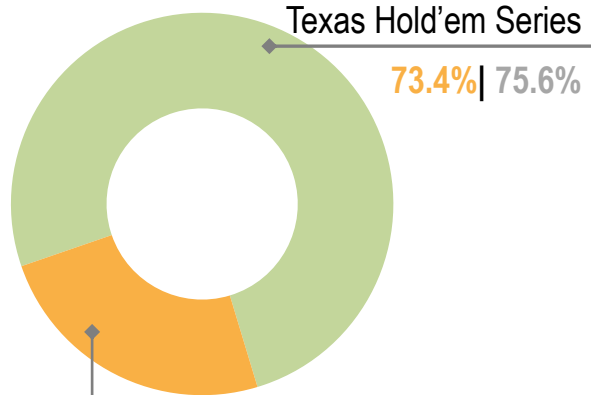


2019 Revenue Breakdown

Revenue by Games

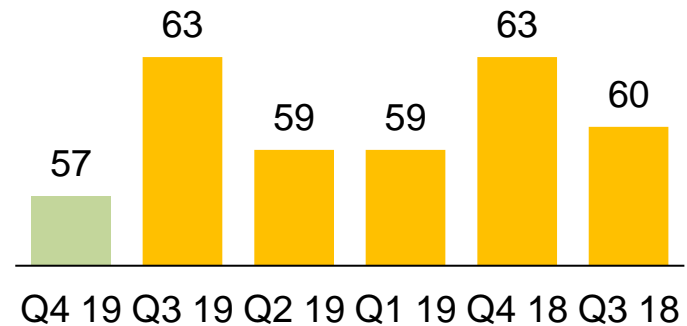
2019 | 2018

(RMB million)

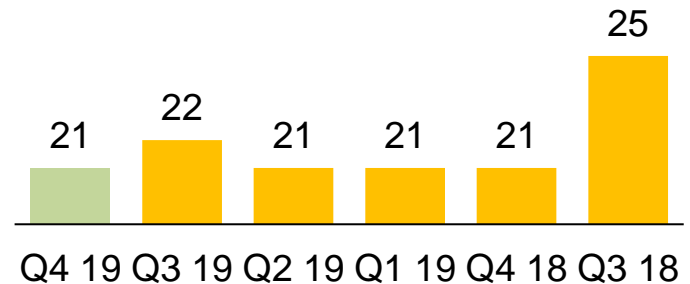


Other Card and Board Games
26.6% | 24.4%

Texas Hold'em Series



Other Card and Board Games

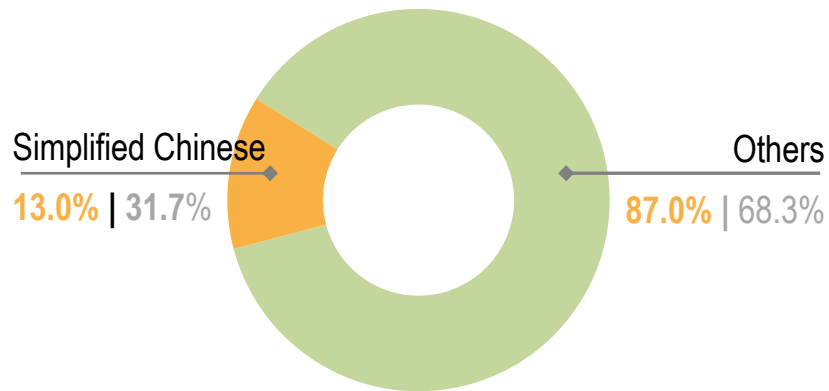


2019 Revenue Breakdown

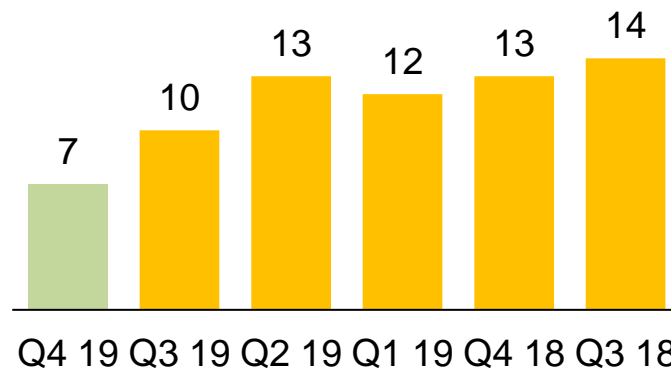
Revenue by Language Versions of Games

2019 | 2018

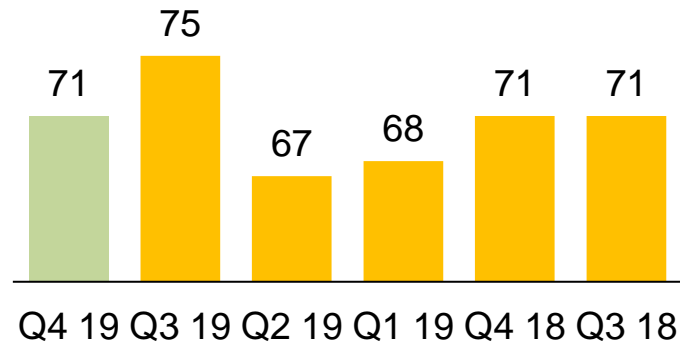
(RMB million)



Simplified Chinese



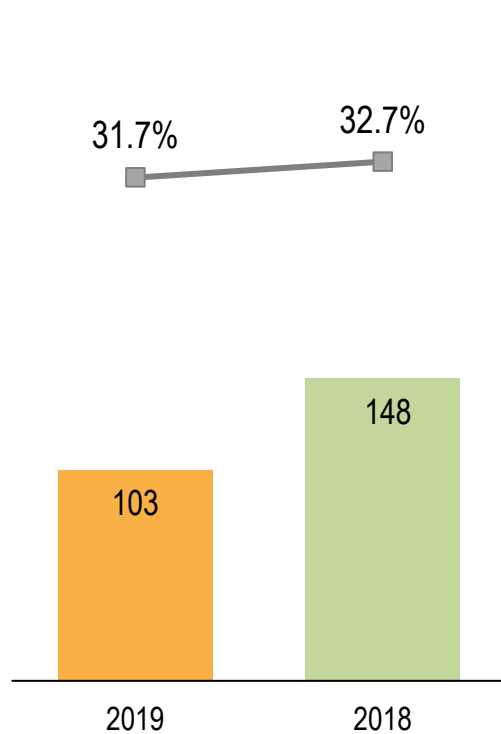
Others



2019 Costs and Expenses Breakdown

Cost of Revenue

(% of revenue, RMB million)



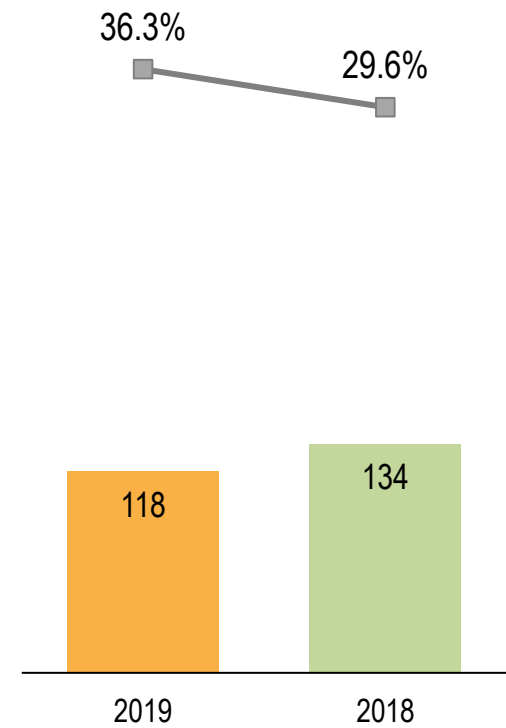
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



Financial Position

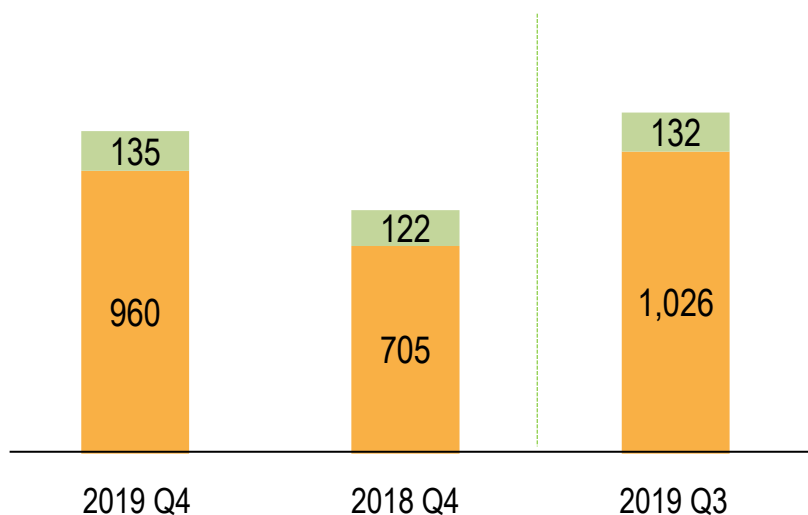
RMB '000	As of 2019 31 December	As of 2018 31 December	Change
Total Assets	2,393,155	2,527,213	-5.3%
Total Liabilities	282,912	262,179	+7.9%
Net Assets	2,110,243	2,265,034	-6.8%
Current Asset	1,726,181	1,757,638	-1.8%
Cash and Cash Equivalents and Term deposits*	1,163,911	891,297	+30.6%
Trade Receivables	18,001	18,365	-2.0%
Trade and Other Payables	72,057	69,363	+3.9%

*Cash and Cash Equivalents and Term deposits include: Bank and cash balances, Restricted bank deposits and Term deposits.

Average Revenue Per Paying Users (ARPPU) of Key Games

ARPPU of Texas Hold'em Series

(RMB)



■ Mobile Games

■ Web-based Games

ARPPU of Texas Hold'em Series

YoY

QoQ

Mobile Games

+10.7%

+2.0%

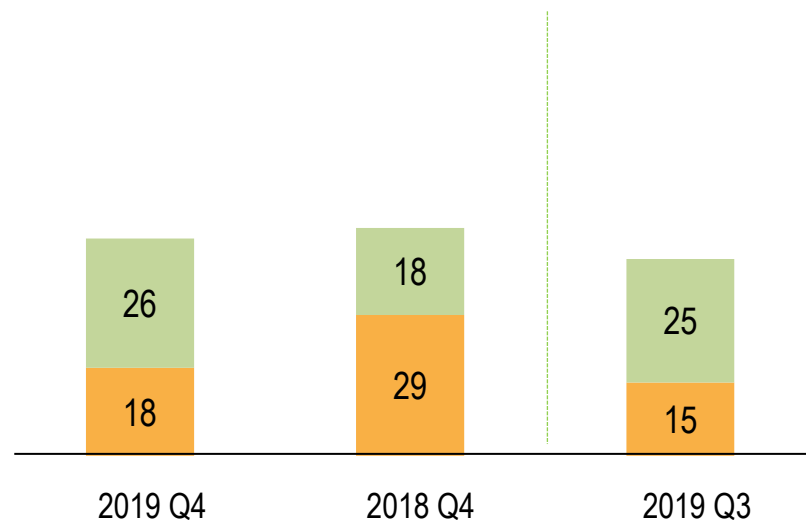
Web-based Games

+36.3%

-6.4%

ARPPU of Other Card and Board Games

(RMB)



■ Other Card and Board Games (mobile)

■ Other Card and Board Games (web-based)

ARPPU of Other Card and Board Games

YoY

QoQ

Mobile Games

+48.3%

+4.8%

Web-based Games

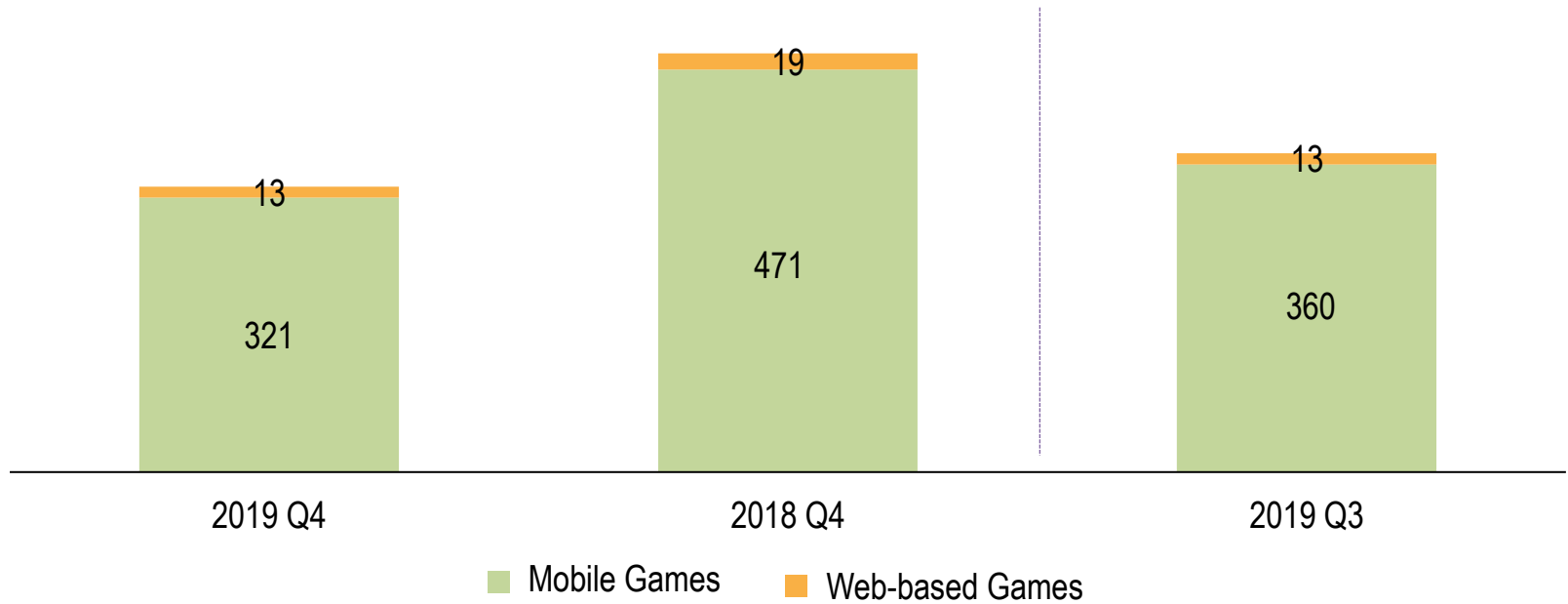
-37.5%

+20.0%

Paying Players

Paying Players

('000)

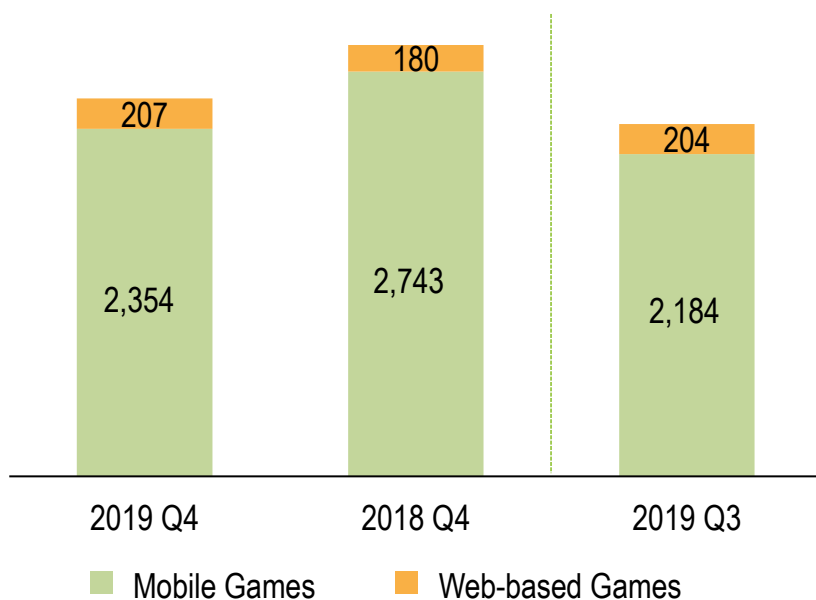


Paying Players	YoY	QoQ
Total	-31.8%	-10.5%
Mobile Games	-31.8%	-10.8%
Web-based Games	-31.6%	-

Daily Active Users and Monthly Active Users

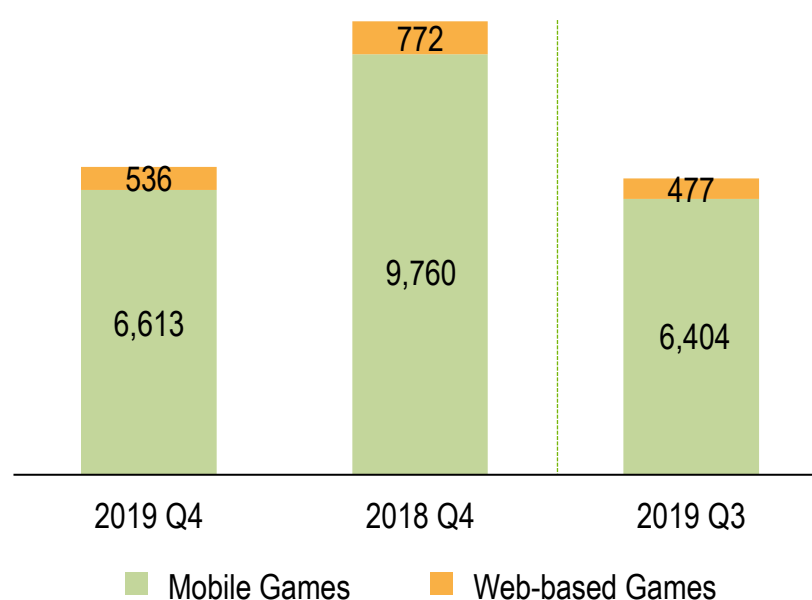
Daily Active Users

('000)



Monthly Active Users

('000)



Daily Active Users	YoY	QoQ
--------------------	-----	-----

Total	-12.4%	+7.2%
--------------	--------	-------

Mobile Games	-14.2%	+7.8%
---------------------	--------	-------

Web-based Games	+15.0%	+1.5%
------------------------	--------	-------

Monthly Active Users	YoY	QoQ
----------------------	-----	-----

Total	-32.1%	+3.9%
--------------	--------	-------

Mobile Games	-32.2%	+3.3%
---------------------	--------	-------

Web-based Games	-30.6%	+12.4%
------------------------	--------	--------

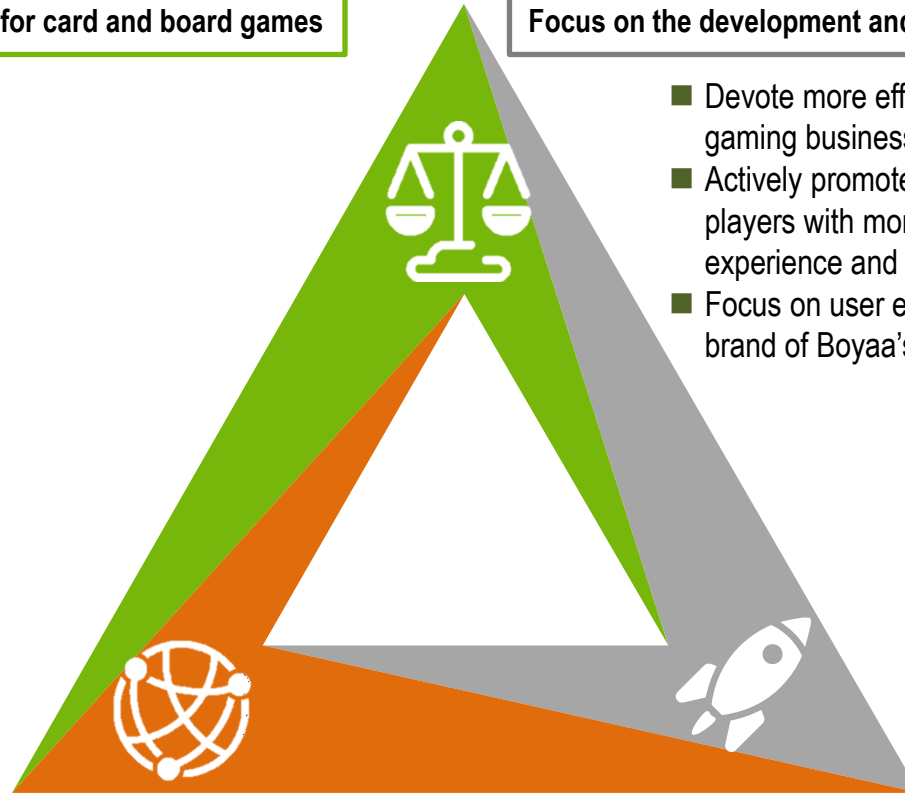
Prospects

Development Plan for 2020

Further explore overseas market for card and board games

Focus on the development and innovation of mobile-based products

- Devote more efforts to expand other card and board gaming business
- Actively promote product innovation and provide players with more professional and high-quality gaming experience and customer service
- Focus on user experience in order to build a century brand of Boyaa's card and board games



Further explore in markets operational model of card and board games

- Research and develop new competition gaming to enhance and consolidate the loyalty of players

Investor Enquiries

Boyaa Interactive International Limited

Email: investor@boyaa.com

DLK Advisory Limited

Email: ir@dlkadvisory.com

Tel: +852 2857 7101

Disclaimer

This document or data may contain some "forward-looking forecasts" including, but not limited to, the implementation of the company's strategic deployment and future business projections and economic performance projections.

While these forward-looking forecasts represent our judgment and future expectations of business development, a number of risks, uncertainties and other statutory requirements may cause actual developments and results to differ materially from our expectations or forecasts.

These factors include, but are not limited to, (1) changes in market conditions, macroeconomics, government and regulatory trends; (2) changes in exchange rates and interest rates in local and international securities markets; (3) Pressure from competition; (4) development of technology ; (5) changes in the financial conditions or credit conditions of customers, undertakers and partners and changes in their market strategies; (6) changes in laws and regulations; (7) changes in the management and the organizational structure of the company; and 8) Other key factors that may have a significant negative impact on the company's business and financial model, etc.

We do not have any liability (and disclaim clearly any sorts of liability shall be exempted) to update or revise forward-looking forecasts of such documents or data in light of new market information, future events or otherwise.

This document or data shall not be photocopied, distributed or transmitted in any form or by any means to any other person without the prior written consent from us, or incorporated in any way with other documents or materials.

This file does not constitute

(1) offer to sell any securities in Hong Kong or elsewhere

(2) offer to conclude an agreement to acquire, dispose or subscribe for any security; or in connection with the issue of any security

This document (and the information contained herein) must not be used for any printing or distribution to any other person without our written permission.