

bo yaa

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

2020 Q1 Results

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

2020 Q1 Results Highlights

1

In Q1 2020, revenue increased was due to the increased time and spending of users on the online gaming products, resulted from (i) the preventive measures and social distancing policies imposed by the relevant government authorities to combat the COVID-19 pandemic in China, Hong Kong, Taiwan and other overseas countries; and (ii) the online operational activities held by the Company.

- Revenue amounted to RMB 93.1mn, up 18.9% QoQ, up 16.1% YoY
 - Revenue from mobile games amounted RMB 56.2mn, up 28.7% QoQ or up 26.7% YoY
- Gross profit amounted to RMB 65.2 mn, up 24.4% QoQ or up 18.1% YoY
- Excluding the impact of non-operating one-off factors such as the decrease in the fair value of financial assets including equity investment partnerships, the Non-IFRS adjusted net profit increased 39.0% QoQ or remained stable YoY

2

In Q1 2020, benefited from the increased time and spending of users on the online gaming products, the operating performance was improved

- Paying players of mobile games amounted to 421,000, up 31.2% QoQ
- Monthly active users of mobile games amounted to 740,000, up 11.9% QoQ

2020 Q1 Results

2020 Q1 Results

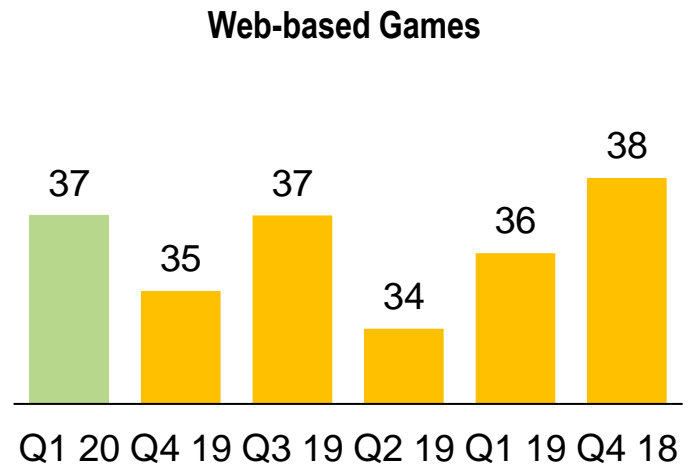
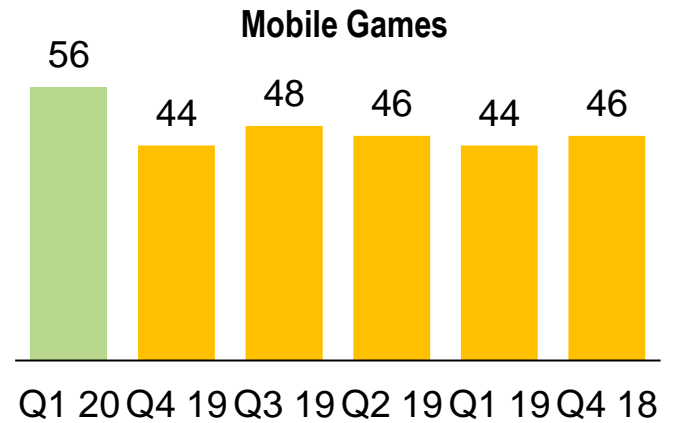
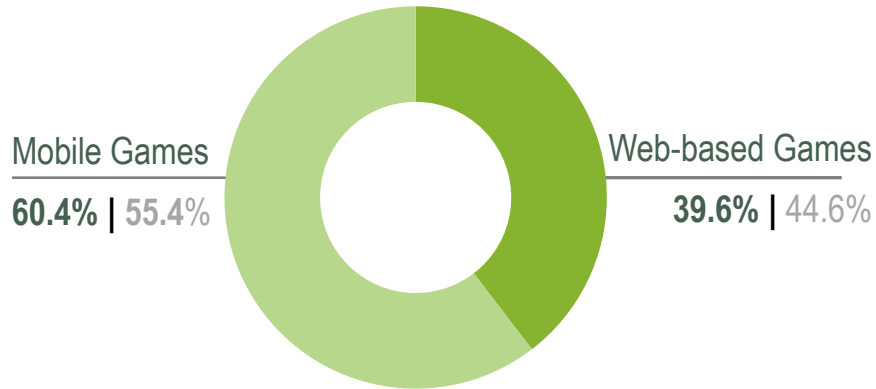
RMB '000	2020 Q1	2019 Q1	Change
Revenue	93,083	80,204	+16.1%
Gross Profit	65,198	55,217	+18.1%
Profit Attributable to Owners of the Company	11,903	40,079	-70.3%
Gross Profit Margin	70.0%	68.8%	+1.2p.p.
Net Profit Margin	12.8%	50.0%	-37.2p.p.
EPS – Basic (RMB cent)	1.80	5.98	-69.9%

2020 Q1 Revenue Breakdown

Revenue by Game Type

Q1 2020 | Q1 2019

(RMB million)



2020 Q1 Revenue Breakdown

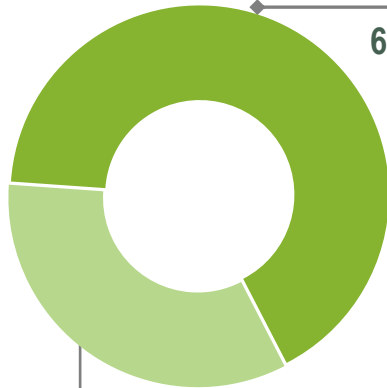
Revenue by Game

Q1 2020 | Q1 2019



Texas Hold'em Series

66.3% | 73.4%

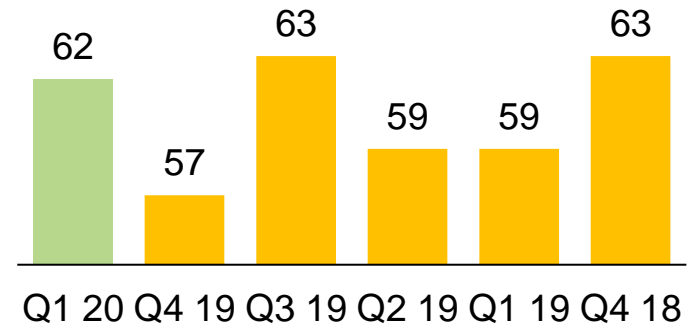


Other Card and Board games

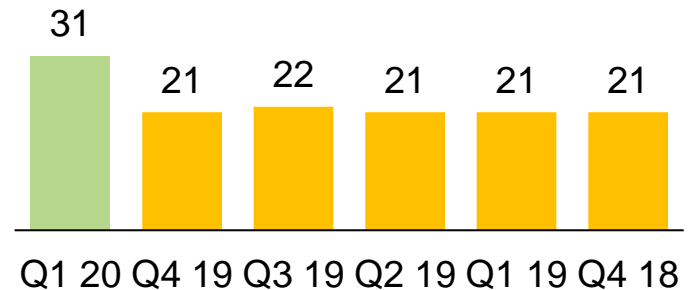
33.7% | 26.6%

(RMB million)

Texas Hold'em Series



Other Card and Board Games



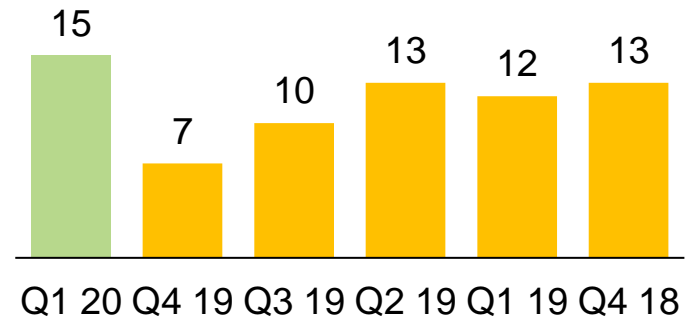
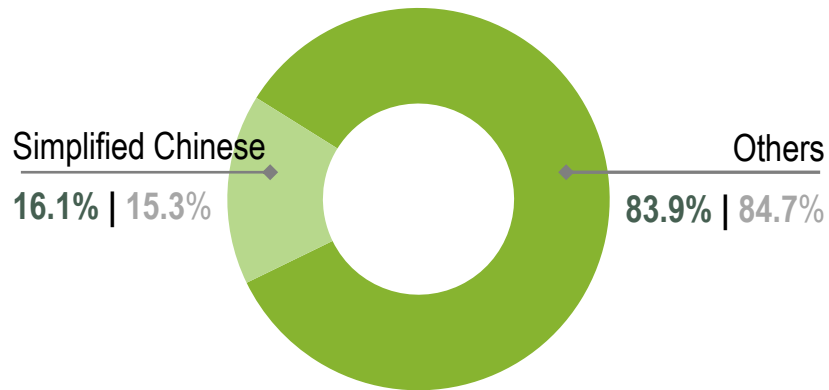
2020 Q1 Revenue Breakdown

Revenue by Language Versions of Game

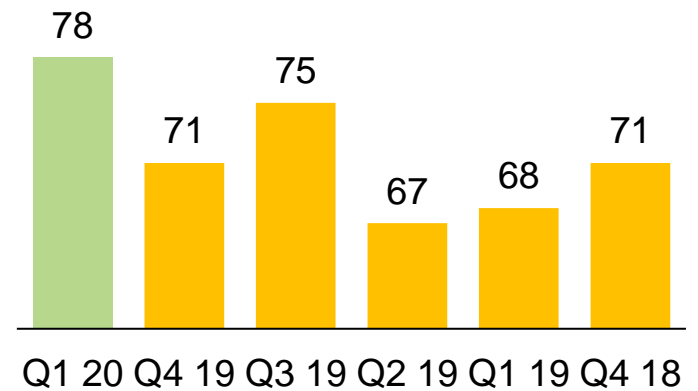
Q1 2020 | Q1 2019

(RMB million)

Simplified Chinese



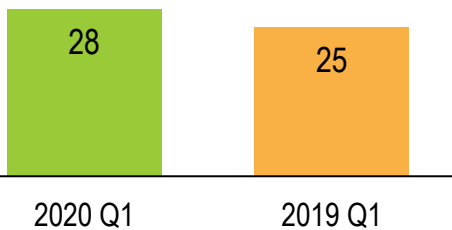
Others



2020 Q1 Costs and Expenses Breakdown

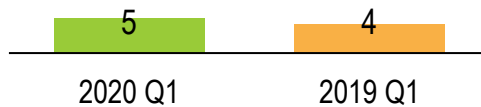
Cost of Revenue

(% of revenue, RMB million)



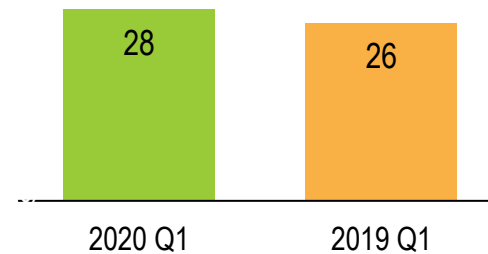
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



Financial Position

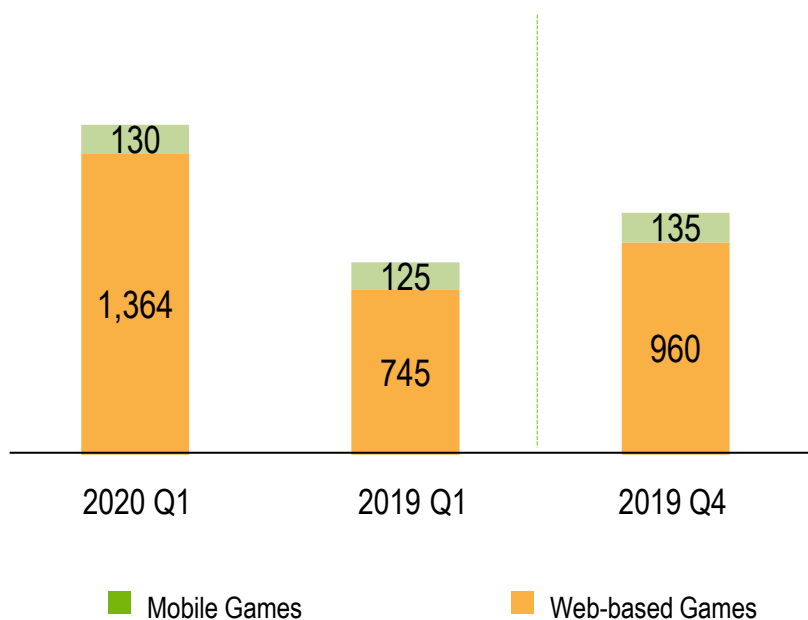
RMB '000	As of 31 March 2020	As of 31 December 2019	Change
Total Assets	2,406,424	2,393,155	+0.6%
Total Liabilities	289,533	282,912	+2.3%
Net Assets	2,116,891	2,110,243	+0.3%
Current Assets	1,773,785	1,726,181	+2.8%
Cash and Cash Equivalents and Deposit Account*	1,301,603	1,163,911	+11.8%
Trade Receivables	22,265	18,001	+23.7%
Trade and Other Payables	72,496	72,057	+0.6%

* Cash and cash equivalents : bank and cash balances, restricted bank balances, deposit account

Average Revenue Per Paying User (ARPPU) of Key Games

ARPPU of Texas Hold'em Series

(RMB)



ARPPU of Texas Hold'em Series

YoY

QoQ

Mobile Games

+4.2%

-3.9%

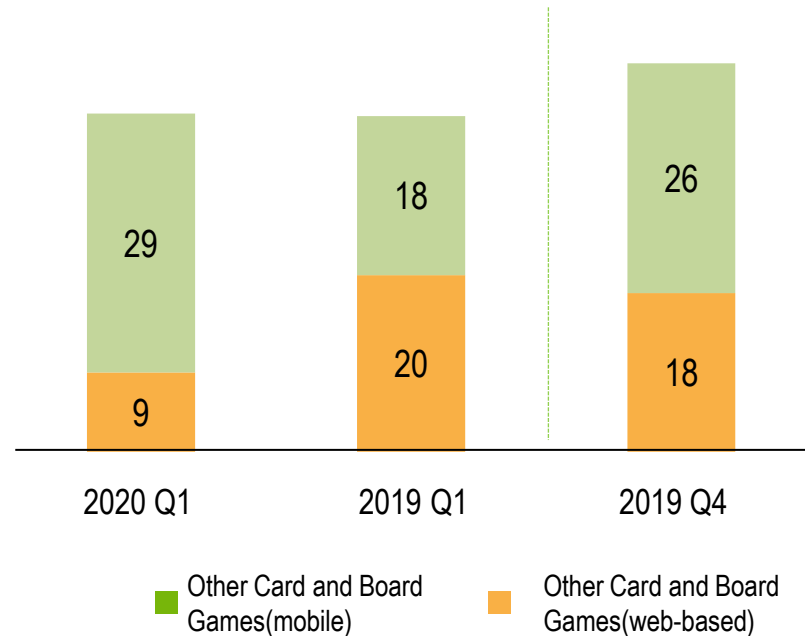
Web-based Games

+83.1%

+42.0%

ARPPU of Other Card and Board Games

(RMB)



ARPPU of Other Card and Board Games

YoY

QoQ

Mobile Games

+67.4%

+11.0%

Web-based Games

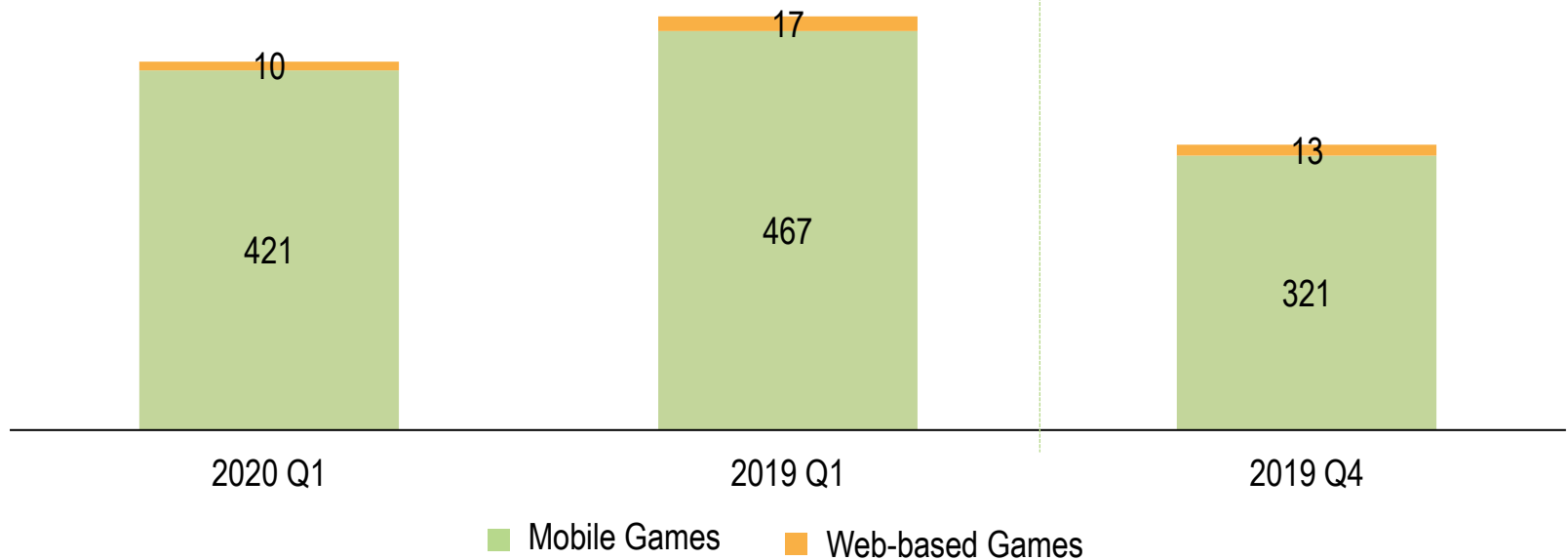
-54.2%

-48.3%

Paying Players

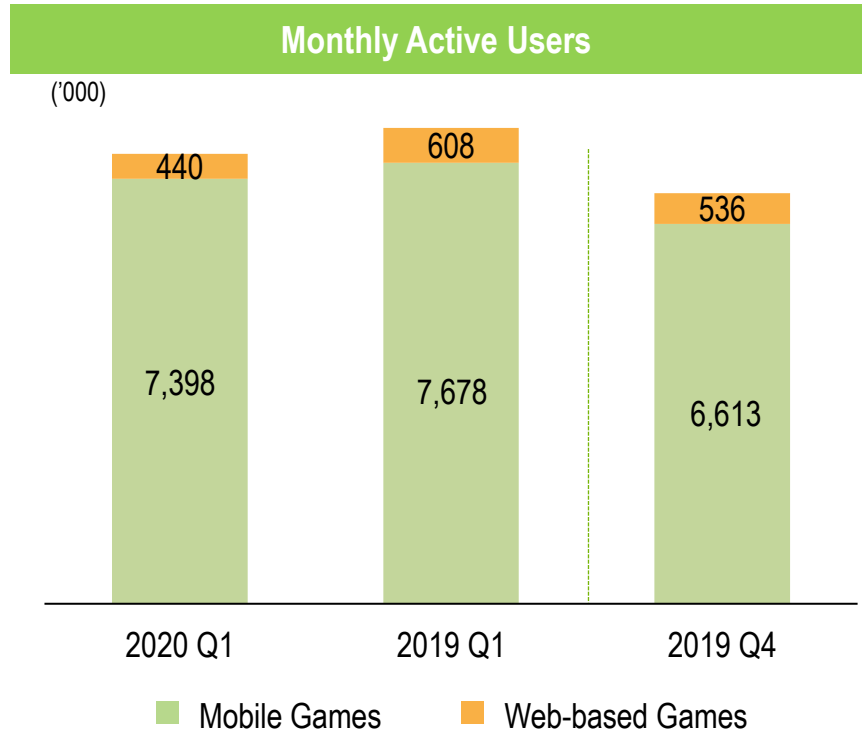
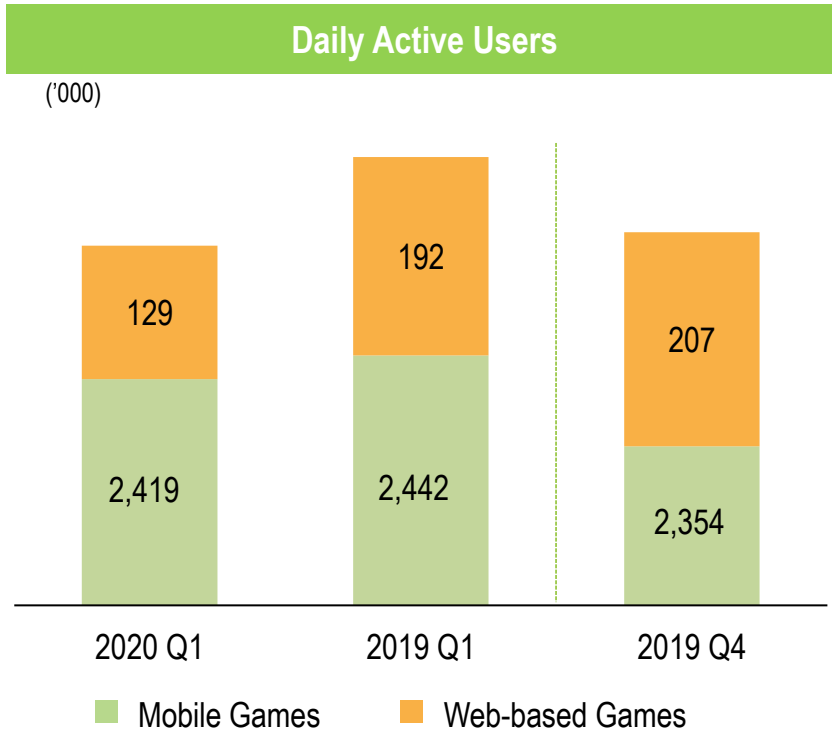
Paying Players

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Paying Players	YoY	QoQ
Total	-11.0%	+29.0%
Mobile Games	-9.9%	+31.2%
Web-based Games	-41.2%	-23.1%

Daily Active Users and Monthly Active Users



Daily Active Users	YoY	QoQ
Total	-3.3%	-0.5%
Mobile Games	-0.9%	+2.8%
Web-based Games	-32.8%	-37.7%

Monthly Active Users	YoY	QoQ
Total	-5.4%	+9.6%
Mobile Games	-3.6%	+11.9%
Web-based Games	-27.6%	-17.9%

Prospects

Development Plan for 2020

1 Further explore overseas market for card and board games

2 Explore different operation models for card and board games

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

3 Focus on the development and innovation of mobile-based products

- 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.



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