

2020 BOYAA INTERACTIVE FIRST QUARTERLY RESULTS

Boyaa Interactive announced its first quarter results of 2020

Q1 2020 Revenue Up by Approximately 16.1% Year-on-Year, with an Increase in the Number of Paying Players and Users during Q1 2020 as Compared to Q4 2019

| FINANCIAL HIGHLIGHTS | For the three months ended 31 March 2020 (RMB, in millions) |
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| Revenue | 93.1 |
| Gross profit | 65.2 |
| Profit attributable to owners of the Company | 11.9 |
| Unaudited non-IFRS adjusted net profit | 11.9 |

(24 June 2020) Boyaa Interactive International Limited (“Boyaa Interactive” or the “Company”, together with its subsidiaries, the “Group”, stock code: 0434), a leading developer and operator of online card and board games in China, has announced its unaudited consolidated results for the three months ended 31 March 2020 (the “Reporting Period”) (the “First Quarterly Results”).

Revenue reaching approximately RMB93.083 million for Q1 2020, representing a year-on-year increase of approximately 16.1%

The Group recorded a revenue of approximately RMB93.083 million for the first quarter of 2020, representing a year-on-year increase of approximately 16.1% compared to the same period in 2019 and a quarter-to-quarter increase of approximately 18.9% compared to the fourth quarter of 2019. The increase in revenue was mainly attributable to the increased time spent and spending of users on the online gaming products of the Group due to the preventive measures and social distancing policies imposed by the relevant government authorities to combat the COVID-19 pandemic (the “COVID-19 Pandemic”) in Mainland China, Hong Kong, Taiwan and other overseas countries and regions; and the online operational activities held by the Company.

The Group’s gross profit for the three months ended 31 March 2020 amounted to approximately RMB65.2 million, representing a year-on-year increase of 18.1% from approximately RMB55.2 million recorded for the same period in 2019. The Group’s gross profit margin were approximately 70.0% and 68.8%, respectively, for the three months ended 31 March 2020 and the same period in 2019.

The Group recorded an unaudited non-IFRS adjusted net profit of approximately RMB11.9 million in the first quarter of 2020, representing a year-on-year decrease of approximately 70.5% compared to the same period in 2019. However, it represented a quarter-to-quarter increase of

approximately 124.6% compared to the fourth quarter of 2019.

An increase in the number of paying players and users during Q1 2020 as compared to Q4 2019, as well as the growing ARPPU in major games

In terms of the operating data performance, the Group recorded an increase in the number of paying players and users during the first quarter of 2020 as compared to the fourth quarter of 2019. In particular, the number of paying players increased by 29.0% from approximately 0.33 million in the fourth quarter of 2019 to approximately 0.43 million in the first quarter of 2020. The number of Daily Active Users (“DAUs”) decreased by 0.5% from approximately 2.6 million in the fourth quarter of 2019 to 2.5 million in the first quarter of 2020. The number of Monthly Active Users (“MAUs”) increased by 9.6% from approximately 7.1 million in the fourth quarter of 2019 to approximately 7.8 million in the first quarter of 2020.

The ARPPU grew in Texas Hold'em web-based games and the mobile versions of other card and board games.

Continuing to further expand the overseas market and develop high-quality puzzle games and matches

Moving forward, as stated by the Group's management, the Company will continue to conduct more intensive market surveys, launch innovative game rules, explore various operation modes for card and board games at home and abroad, improve the experience of game players, remain dedicated to product refinement and operation diversification, ramp up the quality of games in an all-rounded manner, and spare no effort to build its brand for online and offline match series. On top of consolidating the existing market, more efforts will be made to further expand the overseas market as well as other chess and card games business, so as to offset the impact arising from the Policy Risk Factor. The Company will strictly comply with various laws and regulations of the People's Republic of China (the “PRC”), develop high-quality puzzle games and matches, and continue with its journey to forge a century-old brand for chess and card games.