



Boyaa Interactive International Limited

(Stock Code: 0434.HK)

2020 Interim Results

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

2020 Interim Results Highlights

1

For 1H 2020, because of (i) the quarantine and social distancing measures imposed by government authorities in Mainland China, Hong Kong, Taiwan and overseas regions during the outbreak of novel coronavirus (“COVID-19”); and (ii) certain online operating activities by the Group increasing the online time of game users and their consumption in online games:

- Revenue amounted to RMB 188.5 mn, up 17.4% YoY
- Gross profit amounted to RMB 132.6 mn, up 21.5% YoY
- Excluding the impact of non-operating one-off factors such as changes in the fair value of financial assets such as equity investment partnerships, the unaudited non-IFRS adjusted profit increased by approximately 11.9% YoY, mainly due to the increase in revenue

2

For Q2 2020, the operating performance maintained growth momentum

- Revenue amounted to RMB 95.4 mn, up 2.5% QoQ
- Gross profit amounted to RMB 67.4 mn, up 3.4% QoQ
- Excluding the impact of non-operating one-off factors such as changes in the fair value of financial assets such as equity investment partnerships, the unaudited non-IFRS adjusted profit increased by approximately 14.1% QoQ, mainly due to the increase in revenue

2020 Interim Results

2020 Interim Results

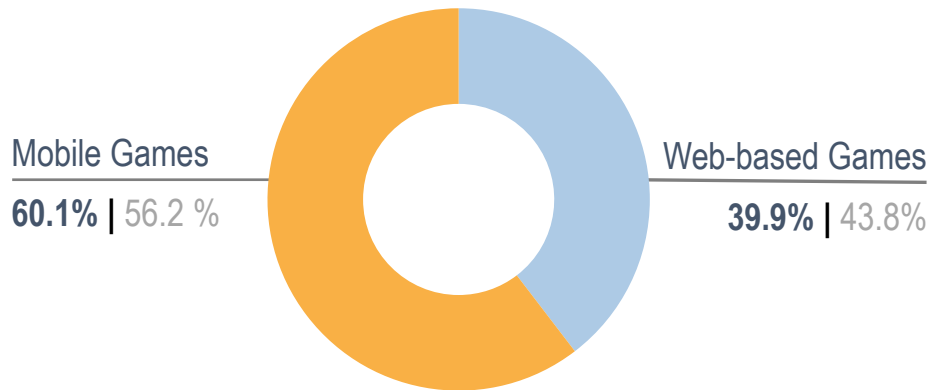
RMB'000	1H2020	1H2019	Change
Revenue	188,460	160,462	+17.4%
Gross profit	132,597	109,170	+21.5%
(Loss)/profit Attributable to Owners of the Company	-13,566	63,114	-121.5%
Gross profit margin	70.4%	68.0%	+2.4p.p.
Net profit margin	-7.2%	39.3%	-46.5p.p.
(Loss)/ Earnings per share – Basic (RMB cent)	-2.05	9.42	+VE to -VE
(Loss)/ Earnings per share – Diluted (RMB cent)	-2.05	9.42	+VE to -VE

1H 2020 Revenue Breakdown

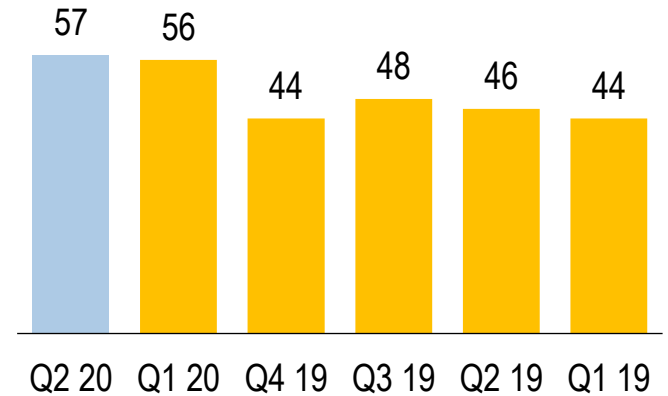
Revenue by Game Type

1H 2020 | 1H 2019

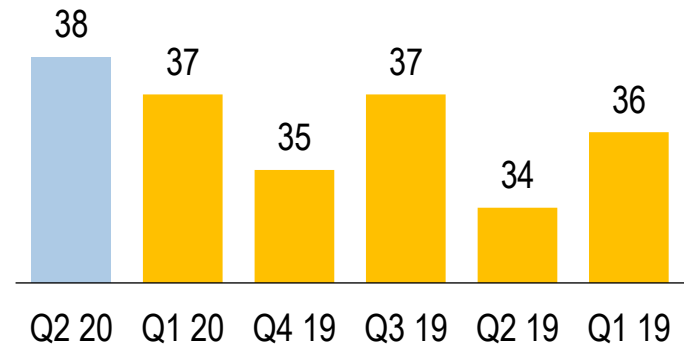
(RMB million)



Mobile Games



Web-based Games



1H 2020 Revenue Breakdown

Revenue by Game

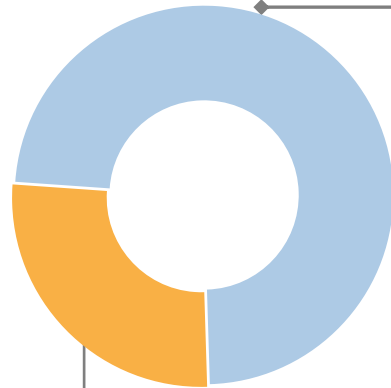
1H 2020 | 1H 2019

(RMB million)



Texas Hold'em Series

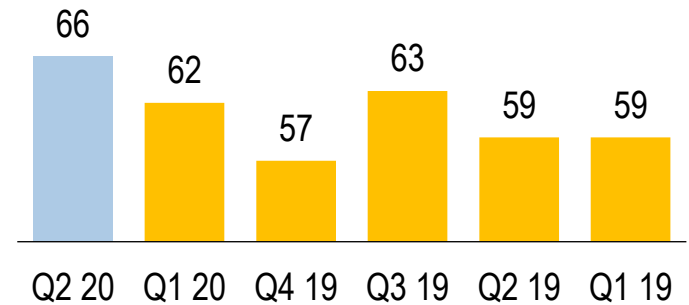
68.0% | 73.4%



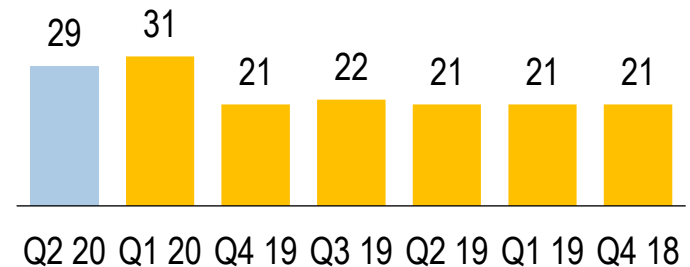
Other Card and Board Games

32.0% | 26.6%

Texas Hold'em Series



Other Card and Board Games

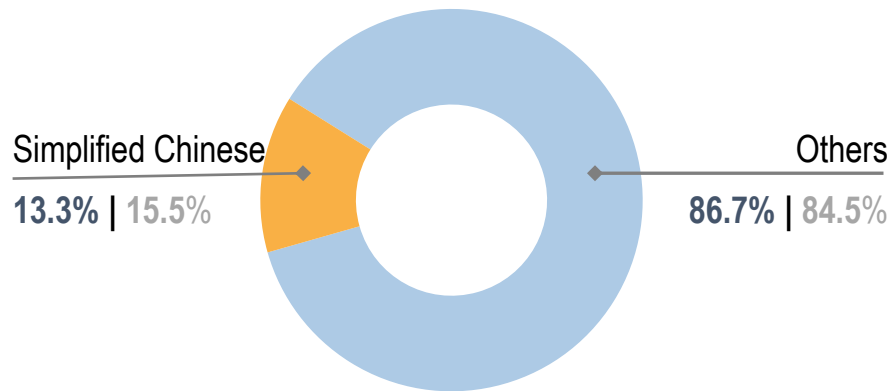


1H 2020 Revenue Breakdown

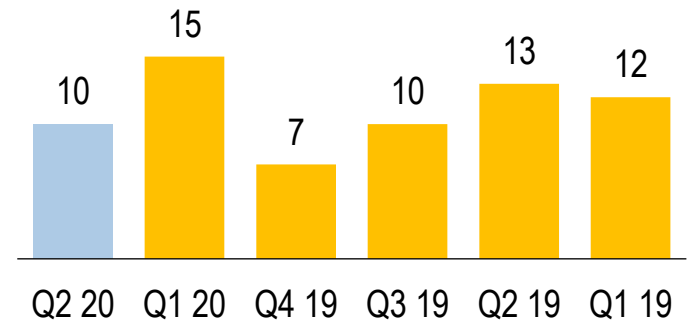
Revenue by Language Versions of Game

1H 2020 | 1H 2019

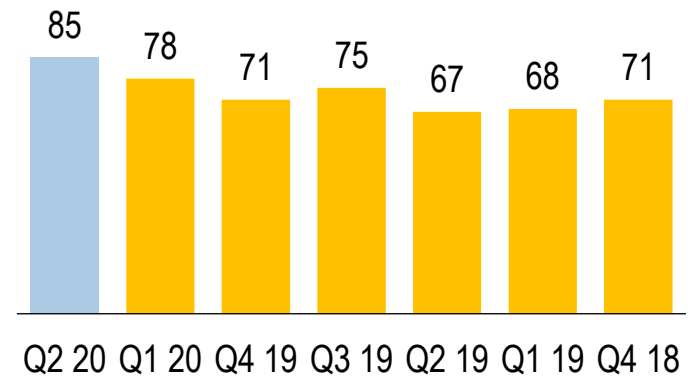
(RMB million)



Simplified Chinese



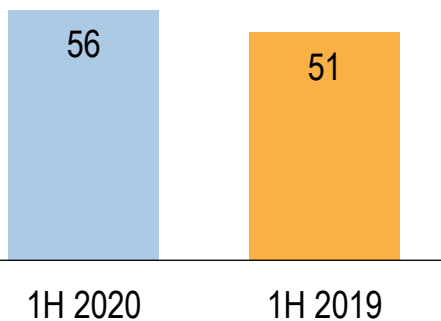
Others



1H 2020 Costs and Expenses Breakdown

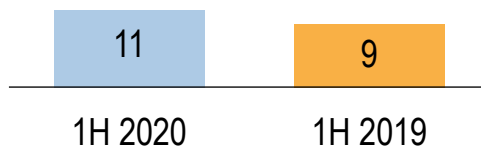
Cost of Revenue

(% of revenue, RMB million)



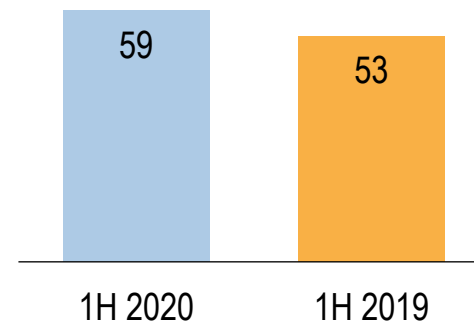
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



Financial Position

RMB'000	As of 30 June 2020	As of 31 December 2019	Change
Total Assets	2,388,119	2,393,155	-0.2%
Total Liabilities	286,372	282,912	+1.2%
Net Assets	2,101,747	2,110,243	-0.4%
Current Assets	1,842,197	1,726,181	+6.7%
Cash and Cash Equivalents and Term Deposits	1,345,047	1,163,911	+15.6%
Trade Receivables	17,979	18,001	-0.1%
Trade and Other Payables	76,030	72,057	+5.5%

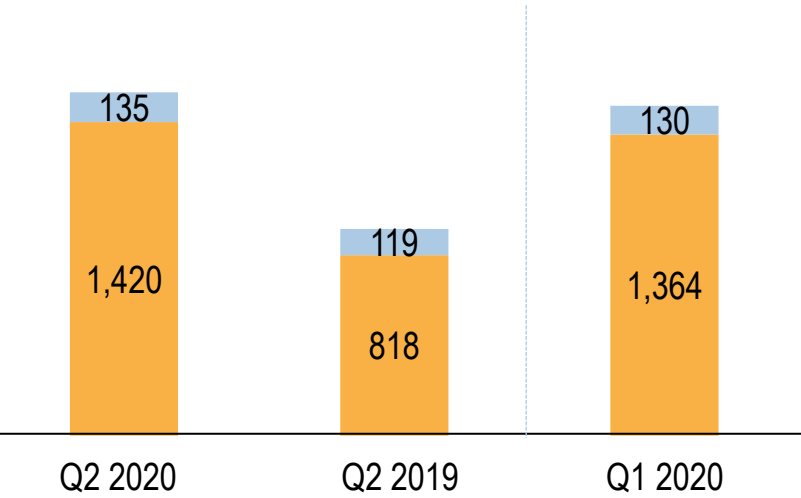
*Cash and cash equivalents and timed deposits: bank and cash balances, restricted bank balances, term deposits

**Trade and other payables: accruals and other payables, trade payables

Average Revenue Per Paying User (ARPPU) of Key Games

ARPPU of Texas Hold'em Series

(RMB)

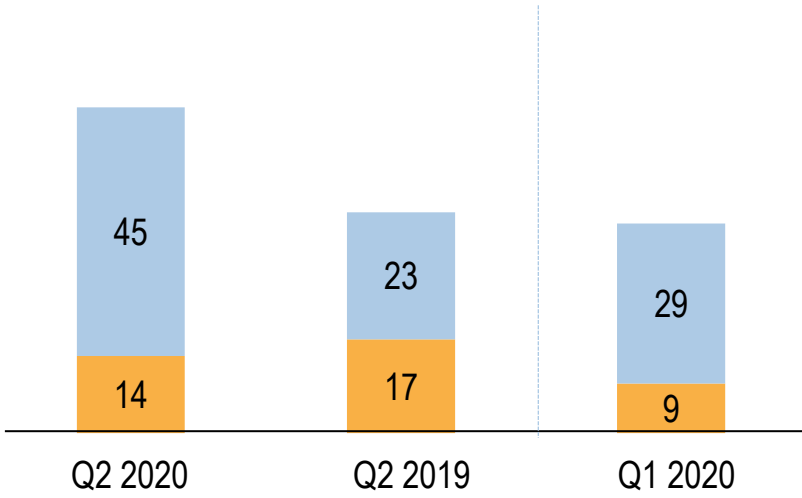


■ Mobile Games ■ Web-based Games

ARPPU of Texas Hold'em Series	YoY	QoQ
Mobile Games	+14.2%	+4.3%
Web-based Games	+73.6%	+4.2%

ARPPU of Other Card and Board Games

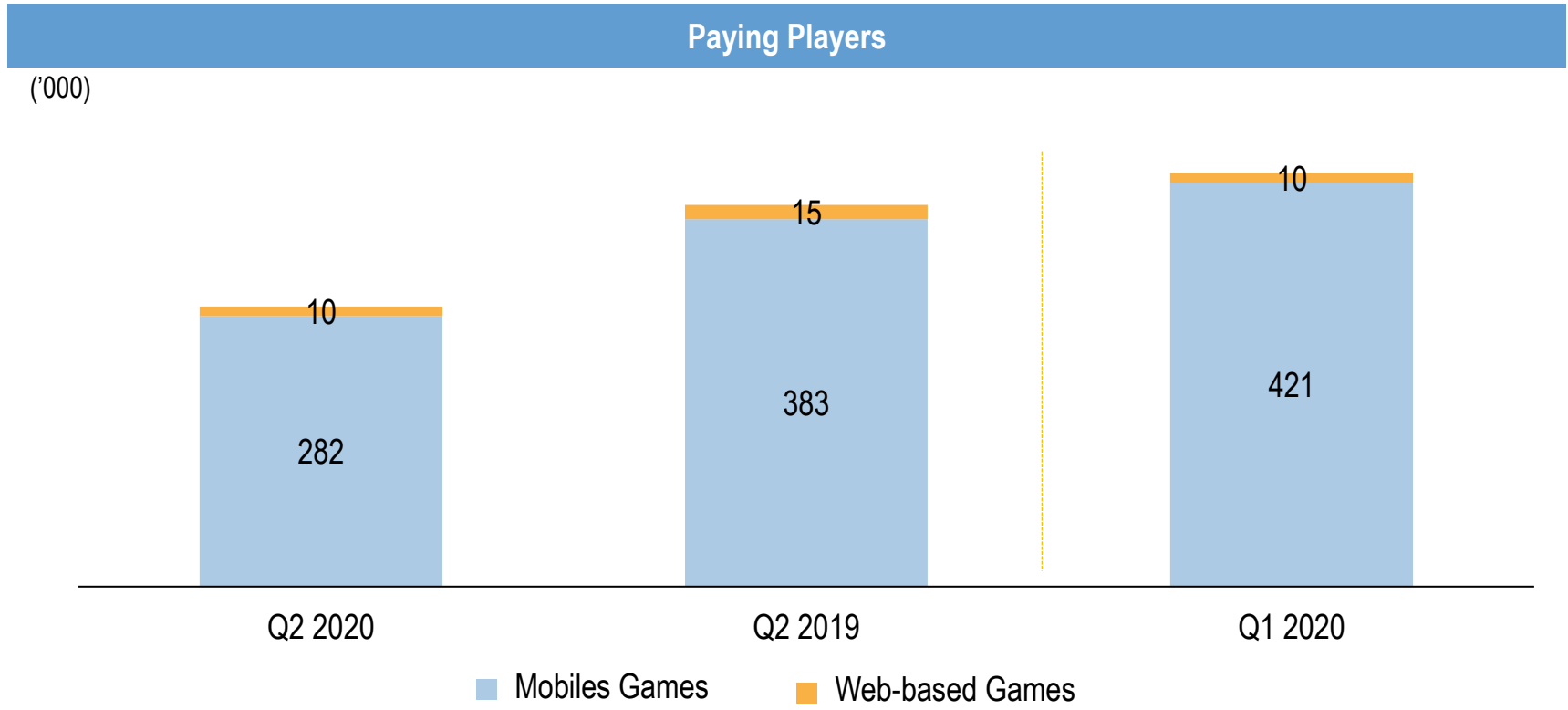
(RMB)



■ Other Card and Board Games (mobile) ■ Other Card and Board Games (web-based)

ARPPU of Other Card and Board Games	YoY	QoQ
Mobile Games	+100.9%	+54.9%
Web-based Games	-14.4%	+53.8%

Paying Players

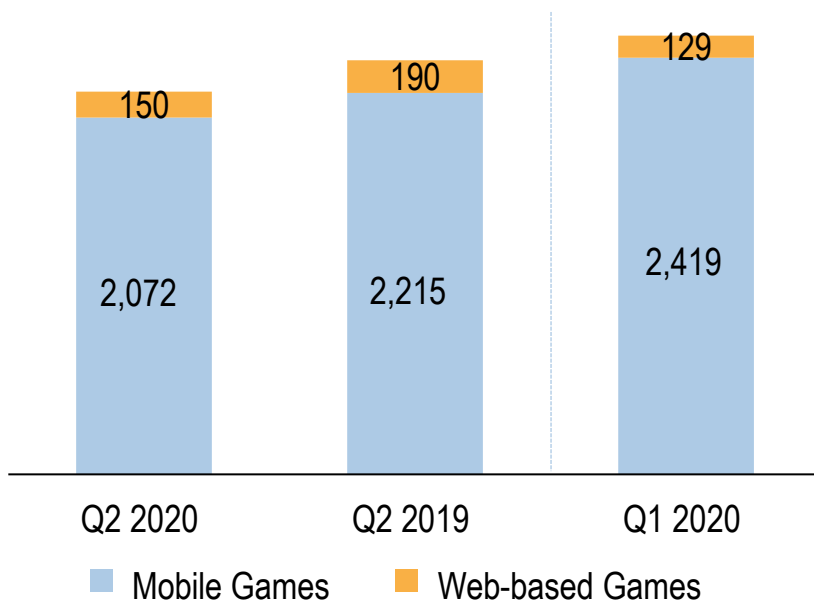


Paying Players	YoY	QoQ
Total	-26.6%	-32.3%
Mobile Games	-26.4%	-33.0%
Web-based Games	-33.3%	-

Daily Active Users and Monthly Active Users

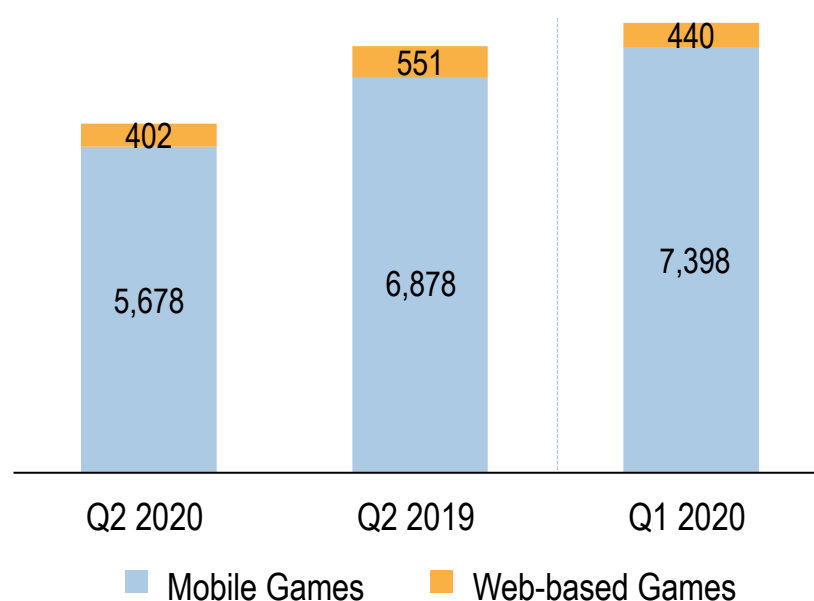
Daily Active Users

('000)



Monthly Active Users

('000)



Daily Active Users	YoY	QoQ
Total	-7.6%	-12.8%
Mobile Games	-6.5%	-14.3%
Web-based Games	-21.1%	+16.3%

Monthly Active Users	YoY	QoQ
Total	-18.2%	-22.4%
Mobile Games	-17.4%	-23.2%
Web-based Games	-27.0%	-8.6%

Prospects

Development Plan for 2020

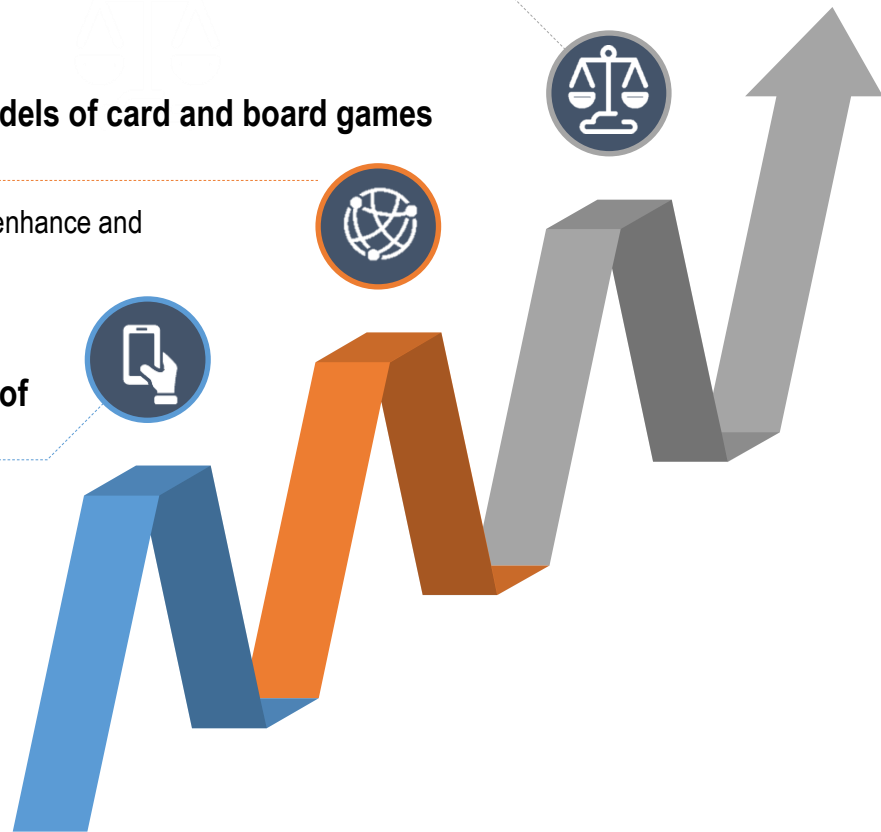
1 Further explore local and overseas market for card and board games

2 Explore in various markets operational models of 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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