

bo yaa



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

2020 Annual Results



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



2020 Annual Results Highlights

1

The increase in revenue was primarily attributable to (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; and (ii) the holding of certain online operating activities by the Group increasing the online time of game users and their consumption in online games for 1H2020:

- Revenue amounted to RMB 351.5 mn, up 8.5% YoY
- Gross profit amounted to RMB 242.2 mn, up 9.5% YoY

2

Excluding the impact of the non-operating one-off factors such as the changes in the fair value of equity investment partnerships, the net profit for 2020 increased by 10.3% compared to the corresponding period in 2019, which was mainly due to a YoY increase in revenue

3

During the fourth quarter of 2020, the Company successfully held the BPT branded competition series – 2020 BPT Consolidated Server Online Competition of Southeast Asia, three 2020 “Boyaa” Online Chess Competitions for Education Aid. Holding of public welfare events further increases the loyalty of our users and strengthens the influence of our “Boyaa” brand. Inheritance of the traditional culture of Chinese card and board games in the form of public welfare competition has created a healthy and green environment for card and board games

4

The Group repurchased 6,050,000 shares of its own shares and cancelled 10,875,000 shares during 2020

2020 Annual Results

2020 Annual Results

RMB'000	2020	2019	Change
Revenue	351,479	323,816	+8.5%
Gross Profit	242,231	221,164	+9.5%
(Loss)/profit for the year attributable to owners of the Company	-45,102	33,760	-233.6%
Adjusted (Loss)/profit for the year attributable to owners of the Company	92,105	83,483	+10.3%
Gross Profit Margin	68.9%	68.3%	+0.6p.p.
Net Profit Margin	-12.8%	10.4%	-23.2p.p.
Adjusted Net Profit Margin*	26.2%	25.8%	+0.4p.p.
(Loss)/Earnings per share– Basic (RMB cents)	-6.83	5.05	+ve to -ve
(Loss)/Earnings per share– Diluted (RMB cents)	-6.83	5.05	+ve to -ve

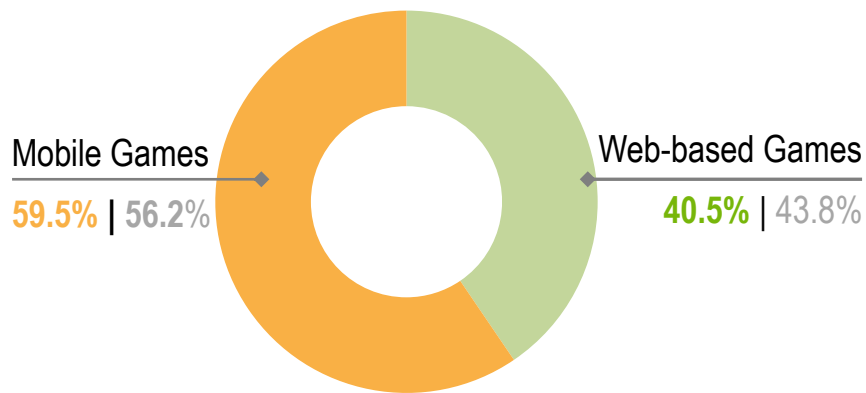
* Excluding the impact of non-operating one-off factors such as the changes in the fair value of equity investment partnerships

2020 Revenue Breakdown

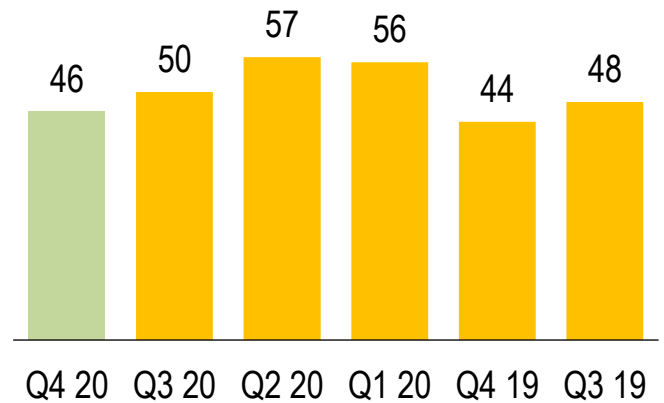
Revenue by Game Types

2020 | 2019

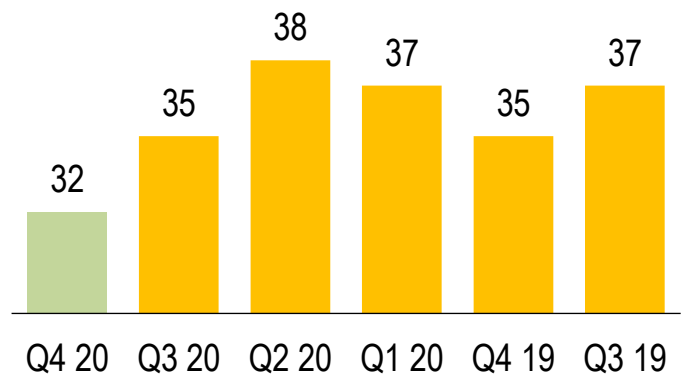
(RMB million)



Mobile Games



Web-based Games



2020 Revenue Breakdown

Revenue by Games

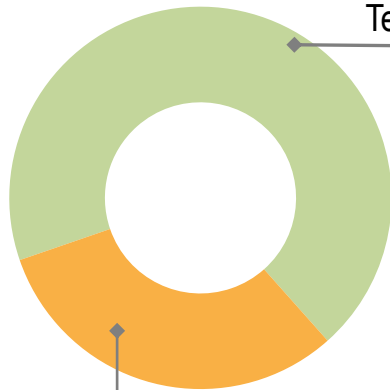
2020 | 2019

(RMB million)



Texas Hold'em Series

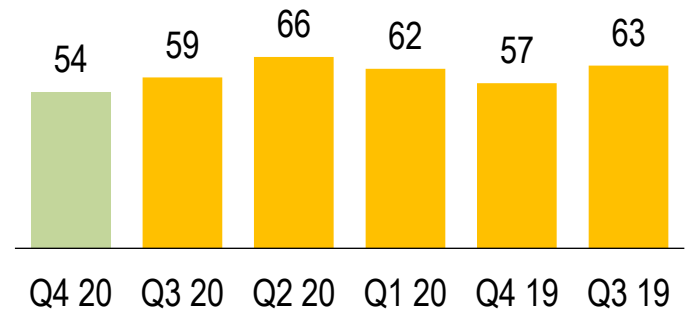
68.7% | 73.4%



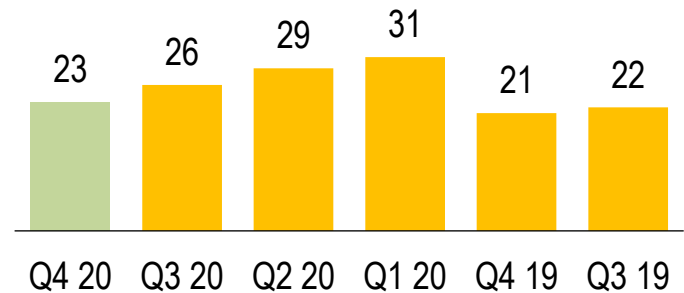
Other Card and Board Games

31.3% | 26.6%

Atexas Hold'em Series



Other Card and Board Games

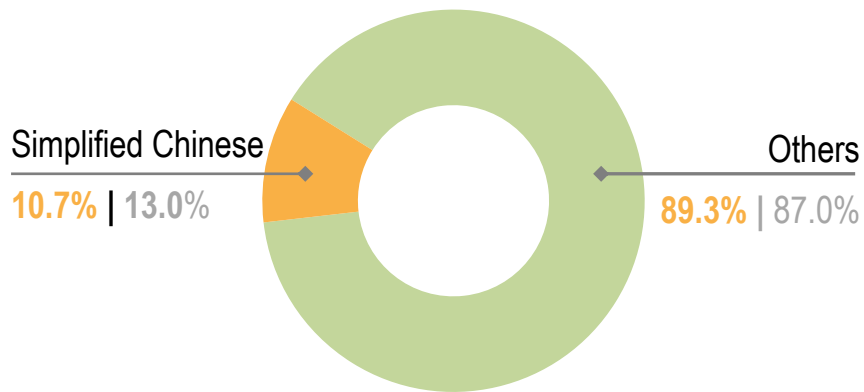


2020 Revenue Breakdown

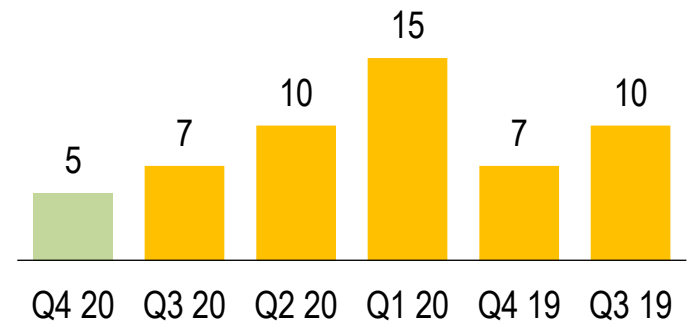
Revenue by Language Versions of Games

2020 | 2019

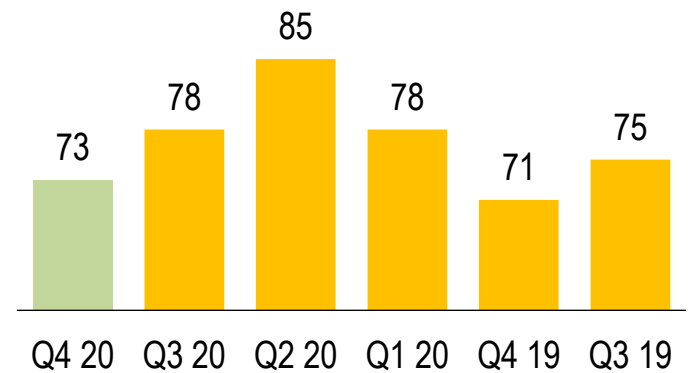
(RMB million)



Simplified Chinese



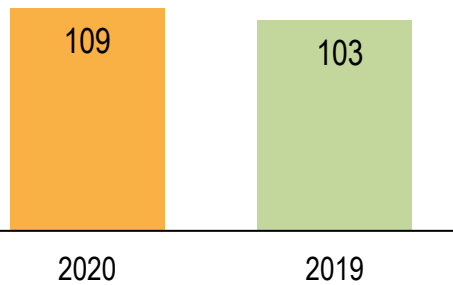
Others



2020 Costs and Expenses Breakdown

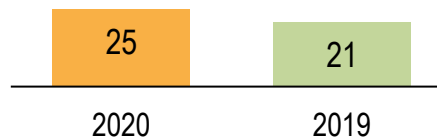
Cost of Revenue

(% of revenue, RMB million)



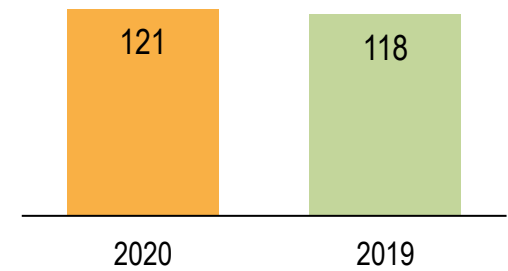
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



Financial Position

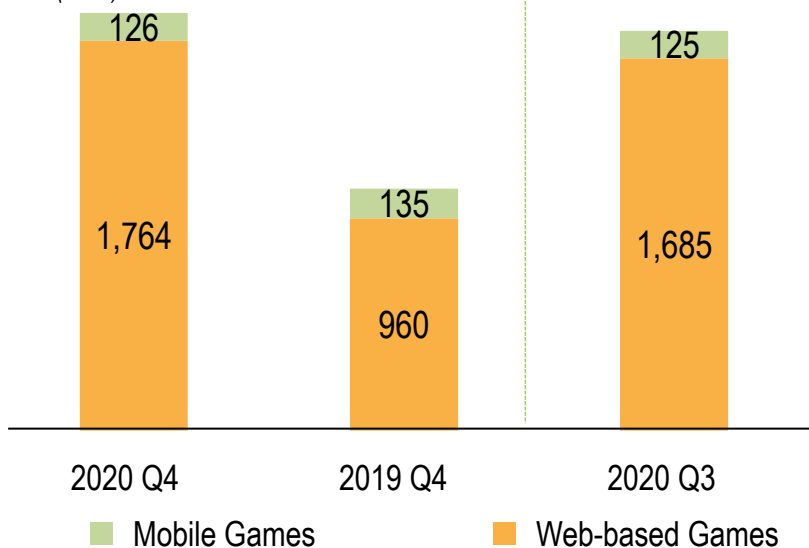
RMB '000	As of 2020 31 December	As of 2019 31 December	Change
Total Assets	2,333,229	2,393,155	-2.5%
Total Liabilities	286,413	282,912	+1.2%
Total equity	2,046,816	2,110,243	-3.0%
Restricted capital	665,682	651,324	+2.2%
Cash and Cash Equivalents and Term deposits*(exclude Restricted capital)	1,114,739	875,571	+27.3%
Trade Receivables	19,557	18,001	+8.6%
Trade and Other Payables	81,359	72,057	+12.9%

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

Average Revenue Per Paying Users (ARPPU) of Key Games

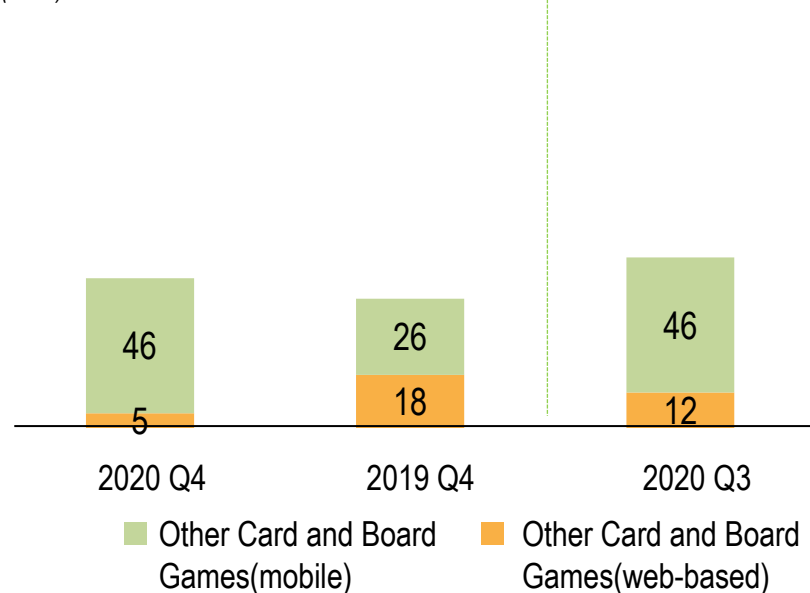
ARPPU of Texas Hold'em Series

(RMB)



ARPPU of Other Card and Board Games

(RMB)



ARPPU of Texas Hold'em Series

YoY

QoQ

Mobile Games

-6.5%

+1.1%

Web-based Games

+83.7%

+4.7%

ARPPU of Other Card and Board Games

YoY

QoQ

Mobile Games

+73.9%

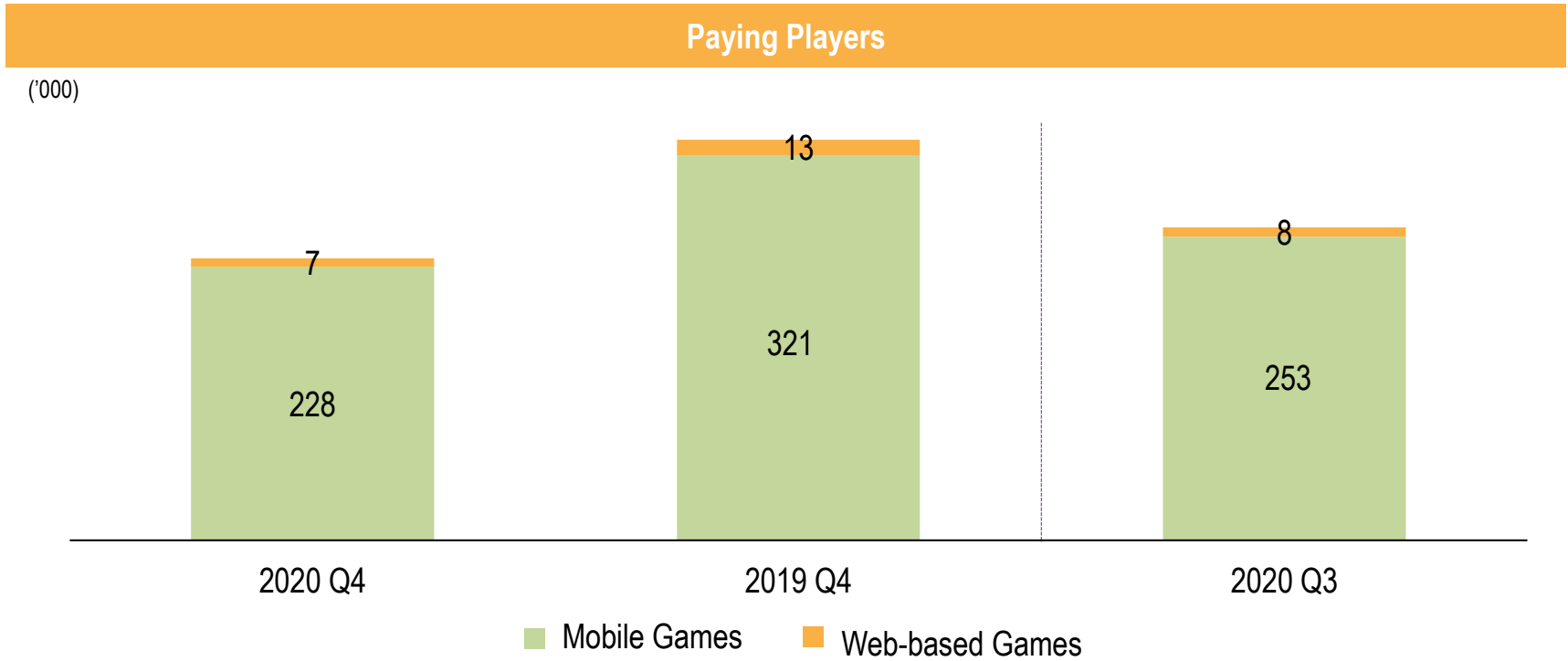
-0.9%

Web-based Games

-70.6%

-55.8%

Paying Players

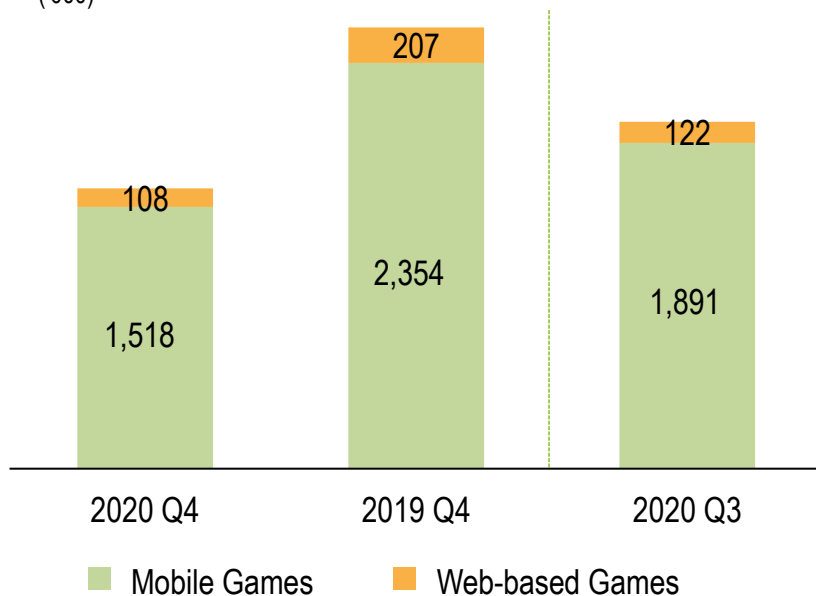


Paying Players	YoY	QoQ
Total	-29.6%	-10.0%
Mobile Games	-29.0%	-9.9%
Web-based Games	-46.2%	-12.5%

Daily Active Users and Monthly Active Users

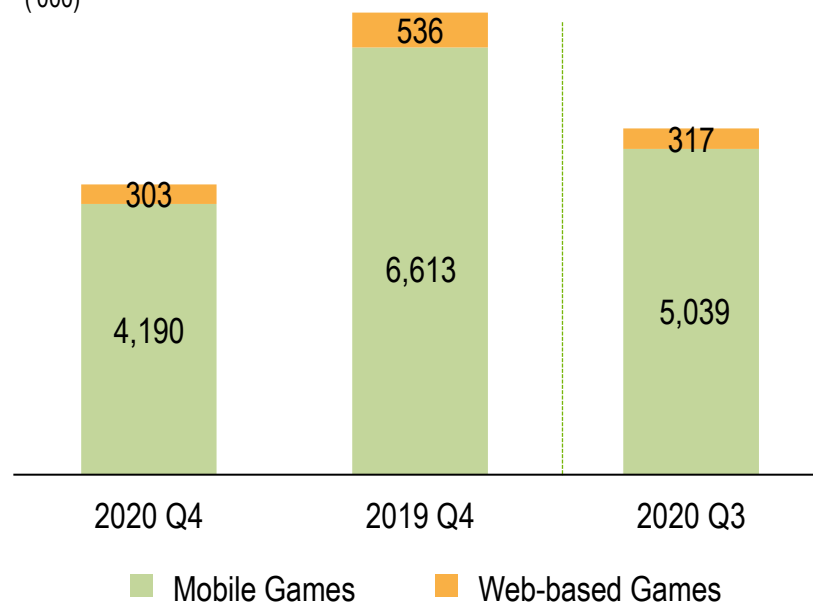
Daily Active Users

('000)



Monthly Active Users

('000)



Daily Active Users	YoY	QoQ
Total	-36.5%	-19.2%
Mobile Games	-35.5%	-19.7%
Web-based Games	-47.8%	-11.5%

Monthly Active Users	YoY	QoQ
Total	-37.2%	-16.1%
Mobile Games	-36.6%	-16.8%
Web-based Games	-43.5%	-4.4%

Prospects



Development Plan for 2021



Further explore the domestic and overseas operational models for card and board games



Further explore the overseas market for card and board games



Research and develop new competition gaming to enhance and consolidate the loyalty of our players and develop Boyaa into a century-old brand of intellectual and competitive card and board games



Keep focusing on the R&D and innovation of mobile-based products and devote more efforts to expand other card and board gaming business to continually enrich the contents and rules of the games



constantly improve our basic infrastructure and gaming features, and focus on enhancing the experience and service quality we provide to our users

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