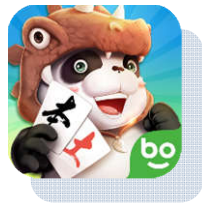


Boyaa Interactive International Limited
(Stock Code: 0434.HK)



2021 Interim Results

*Aiming to become the leading global brand
in online card and board games*



2021 Interim Results Highlights

1

In Q1 2021, the ease of COVID-19 Pandemic decreased the online time of game users and their consumption in online games, resulting in a YoY decrease in revenue in Q1. However, in Q2 2021, our optimization of gameplay and the holding of certain online operation activities during this period led to an increase in the level of revenue.

- 2021 Q2 revenue amounted to approx. RMB 96.6mn, up approx. 13.7% QoQ
- 2021 1H revenue amounted to approx. RMB 181.5mn, down approx. 3.7% YoY

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

- 2021 Q2 unaudited non-IFRS adjusted net profit amounted to approx. RMB35.3 mn, up approx. 22.7% YoY or up approx. 49.2% QoQ
- 2021 1H unaudited non-IFRS adjusted net profit amounted to approx. RMB59.0 mn, up approx. 9.2% YoY

2

During Q2 2021, we successfully held BPT branded competition series – 2021 BPT Competition in Europe and organized public welfare activities to donate teaching materials to Yan'an Zaoyuan Primary School (延安棗園小學). We will continue to pay attention to the education development of left-behind children, hoping to create good conditions for their healthy growth and make our best efforts to bring warmth to more people in need, so as to fulfill our corporate social responsibility.

2021 Interim Results



2021 Interim Results

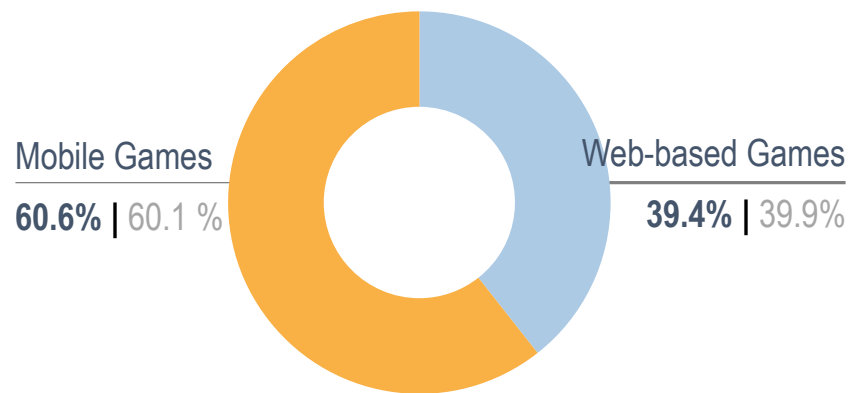
RMB '000	1H2021	1H2020	Change
Revenue	181,483	188,460	-3.7%
Gross Profit	122,659	132,597	-7.5%
(Loss) / Profit Attributable to Owners of the Company	(10,951)	(13,566)	19.3%
Gross Profit Margin	67.6%	70.4%	-2.8 p.p.
(Loss) / Earnings Per Share – Basic (RMB cent)	(1.67)	(2.05)	N/A
(Loss) / Earnings Per Share – Diluted (RMB cent)	(1.67)	(2.05)	N/A

1H 2021 Revenue Breakdown

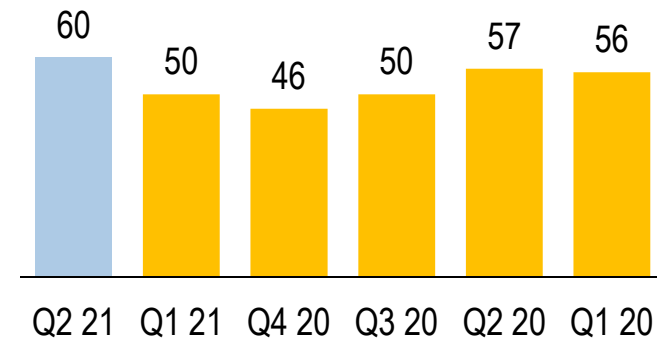
Revenue by Game Type

1H2021 | 1H2020

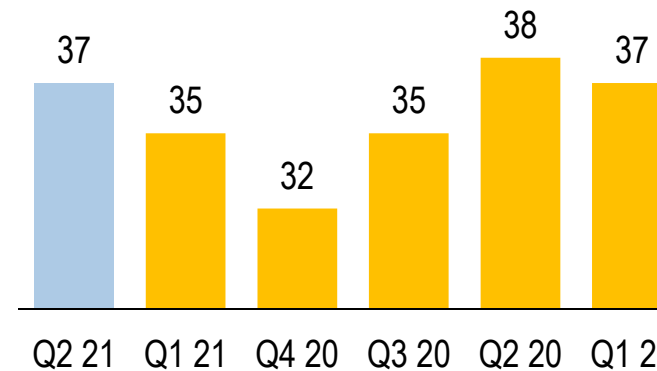
(RMB million)



Mobile Games



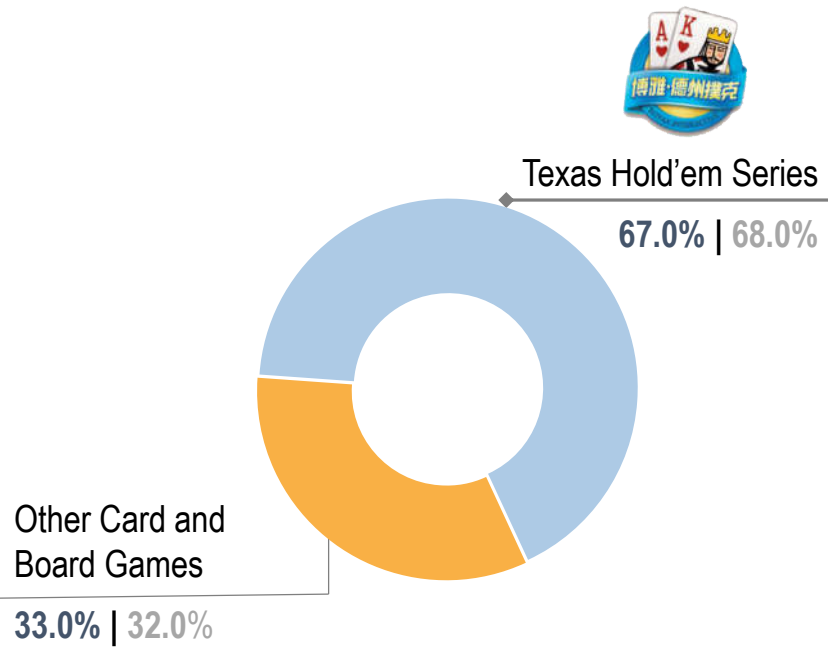
Web-based Games



1H 2021 Revenue Breakdown

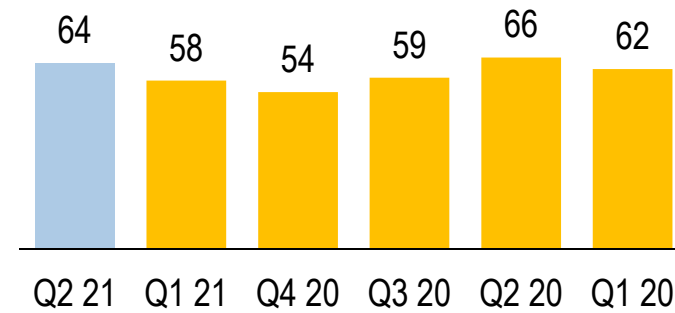
Revenue by Game

1H2021 | 1H2020

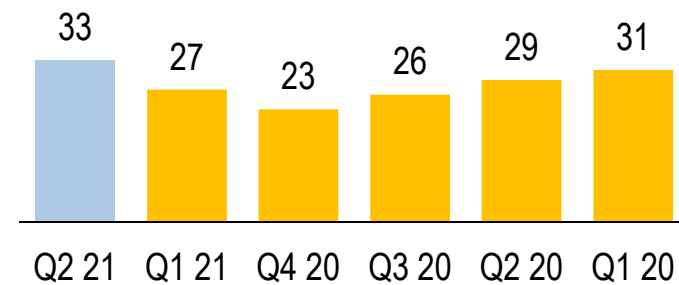


(RMB million)

Texas Hold'em Series



Other Card and Board Games

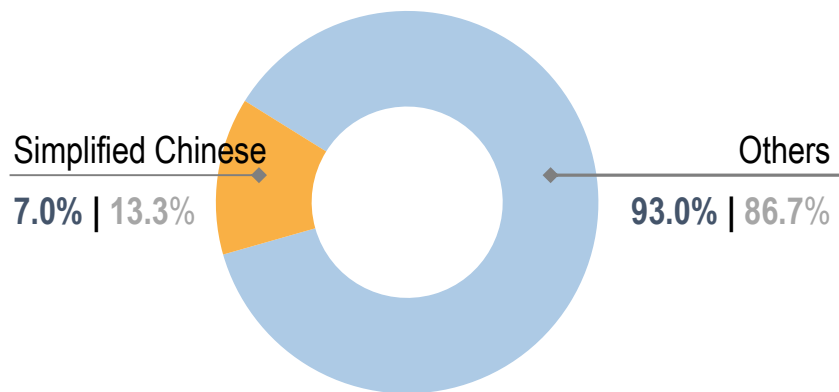


1H 2021 Revenue Breakdown

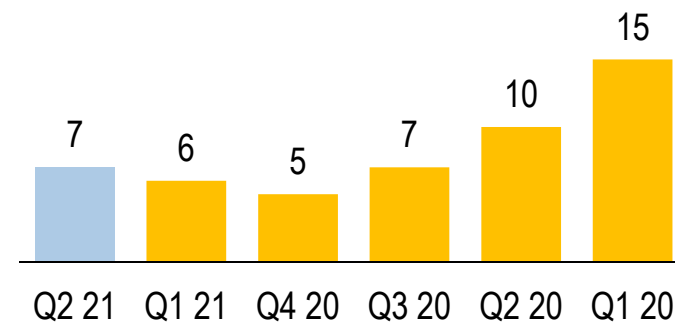
Revenue by Language Versions of Game

1H2021 | 1H2020

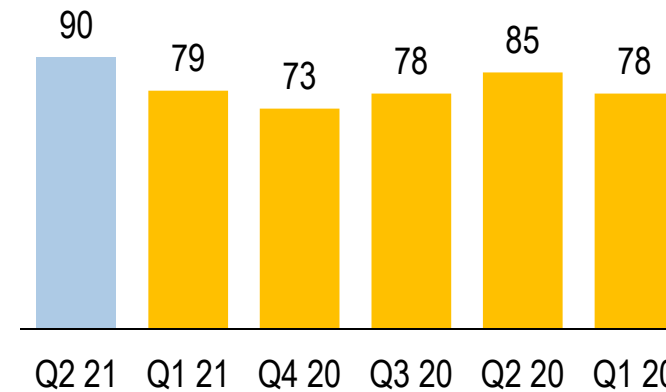
(RMB million)



Simplified Chinese



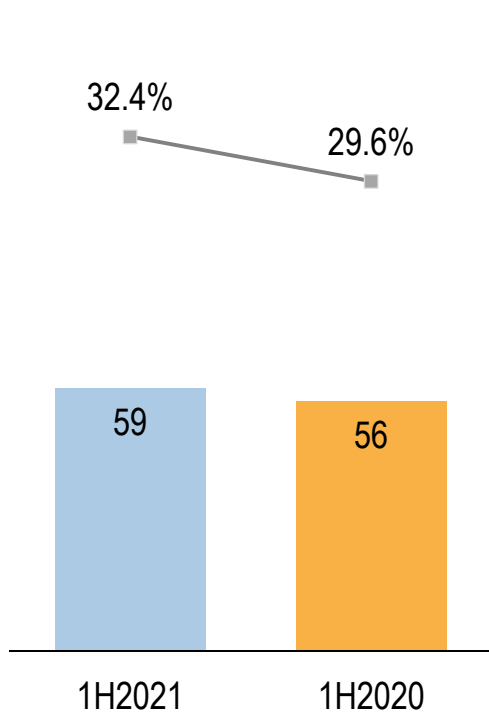
Others



1H 2021 Costs and Expenses Breakdown

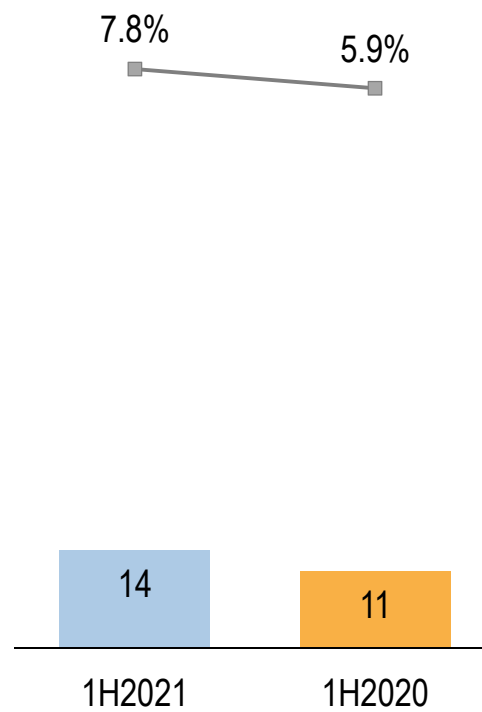
Cost of Revenue

(% of revenue, RMB million)



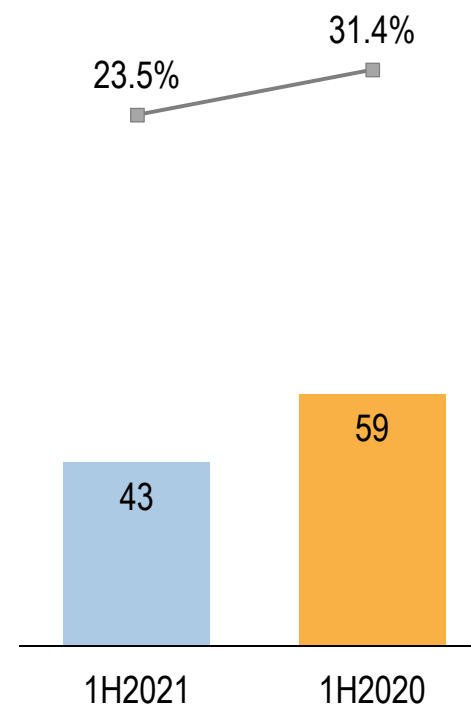
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



Financial Position

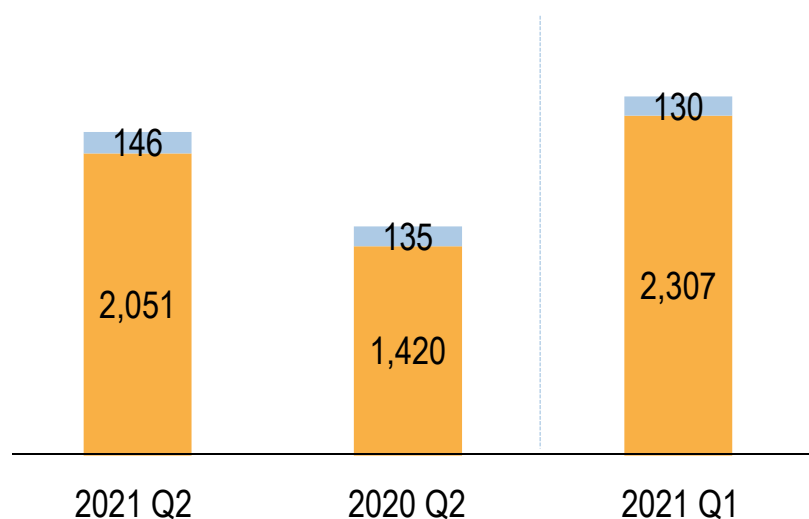
RMB '000	As of 30 June 2021	As of 31 December 2020	Change
Total Assets	2,300,627	2,333,229	-1.4%
Total Liabilities	272,380	286,413	-4.9%
Net Assets	2,028,247	2,046,816	-0.9%
Restricted Capital	671,758	665,682	+0.9%
Cash and Cash Equivalents and Term Deposit* (Excluding Restricted Capital)	1,170,066	1,114,739	+5.0%
Trade Receivables	27,346	19,557	+39.8%
Trade and Other Payables	73,188	81,359	-10.0%

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

Average Revenue Per Paying User (ARPPU) of Key Games

ARPPU of Texas Hold'em Series

(RMB)



■ Texas Hold'em Series (Mobile)
 ■ Texas Hold'em Series (Web-based)

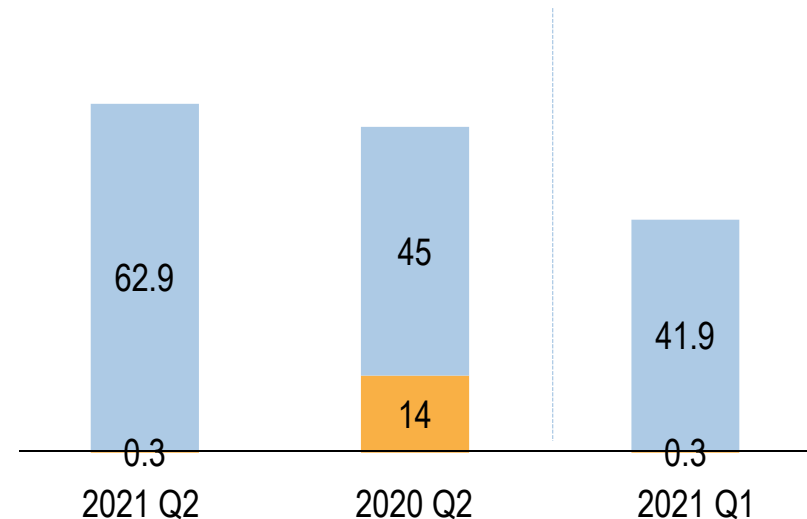
ARPPU of Texas Hold'em Series	YoY	QoQ
-------------------------------	-----	-----

Mobile Games	+7.5%	+12.0%
--------------	-------	--------

Web-based Games	+44.4%	-11.1%
-----------------	--------	--------

ARPPU of Other Card and Board Games

(RMB)



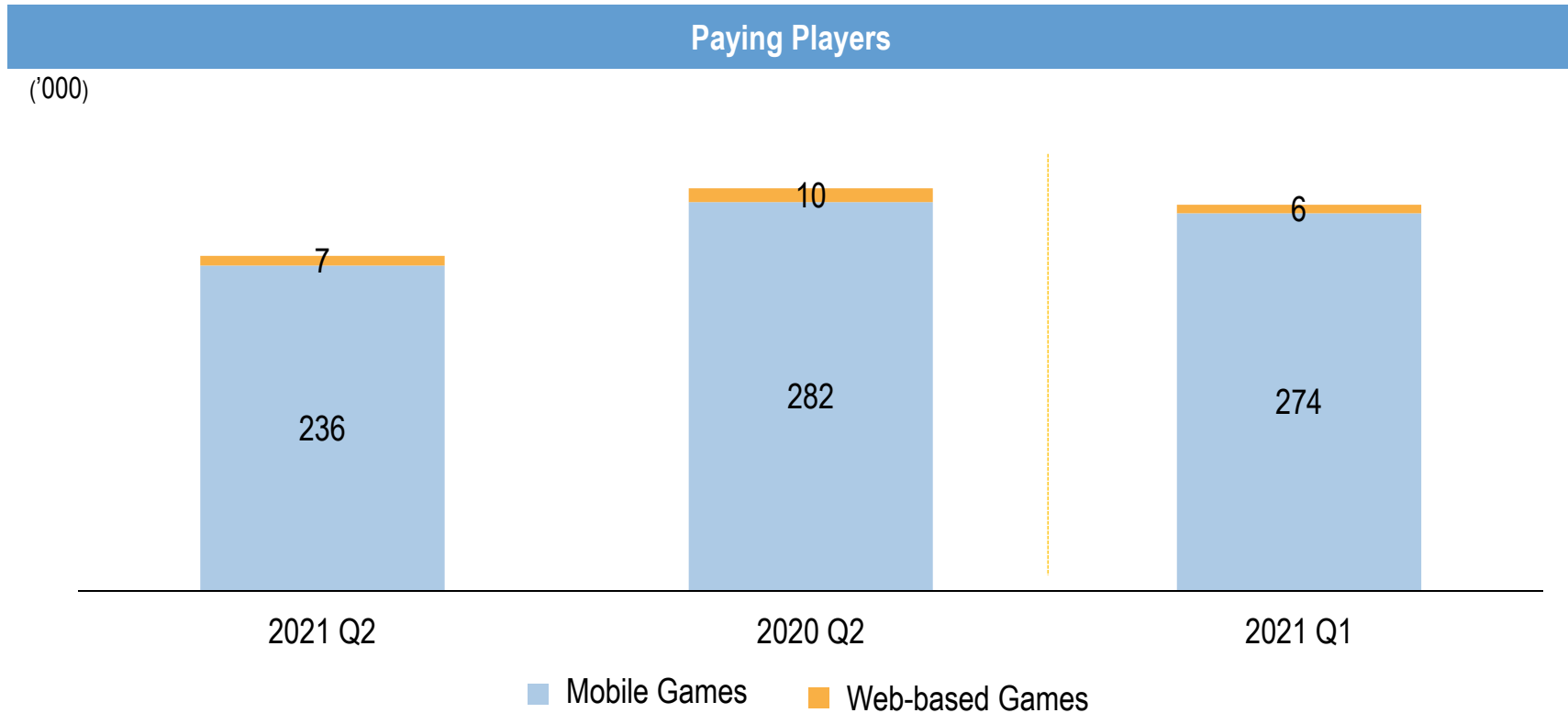
■ Other Card and Board Games (Mobile)
 ■ Other Card and Board Games (Web-based)

ARPPU of Other Card and Board Games	YoY	QoQ
-------------------------------------	-----	-----

Mobile Games	+38.5%	+50.1%
--------------	--------	--------

Web-based Games	-97.9%	-
-----------------	--------	---

Paying Players

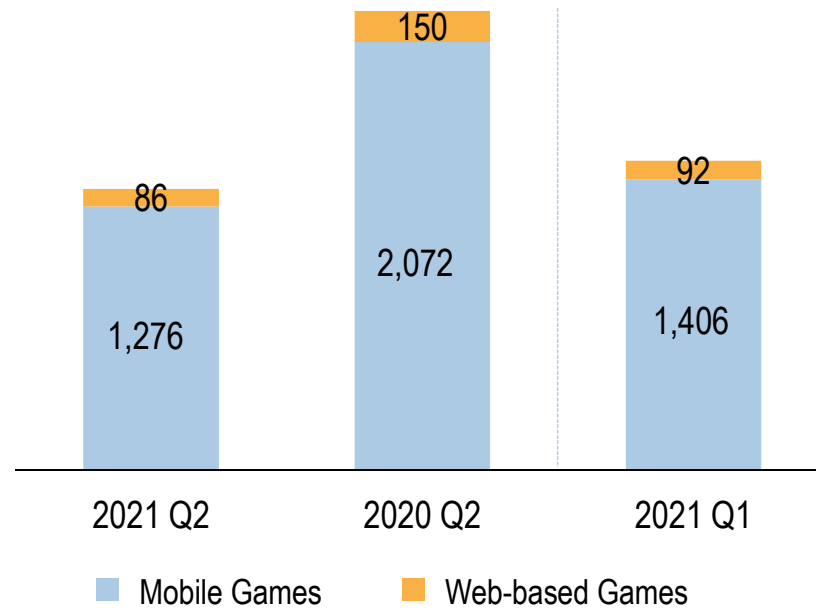


Paying Players	YoY	QoQ
Total	-16.8%	-13.2%
Mobile Games	-16.3%	-13.9%
Web-based Games	-30.0%	+16.7%

Daily Active Users and Monthly Active Users

Daily Active Users

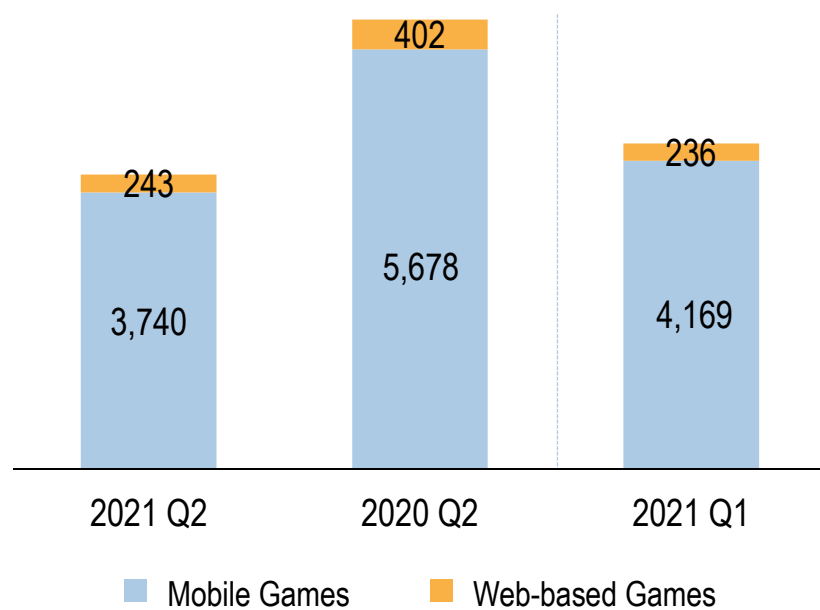
('000)



Daily Active Users	YoY	QoQ
Total	-38.7%	-9.1%
Mobile Games	-38.4%	-9.2%
Web-based Games	-42.7%	-6.5%

Monthly Active Users

('000)



Monthly Active Users	YoY	QoQ
Total	-34.5%	-9.6%
Mobile Games	-34.1%	-10.3%
Web-based Games	-39.6%	+3.0%

Prospects



Development Plan for 2021

1 Conduct more intensive market surveys

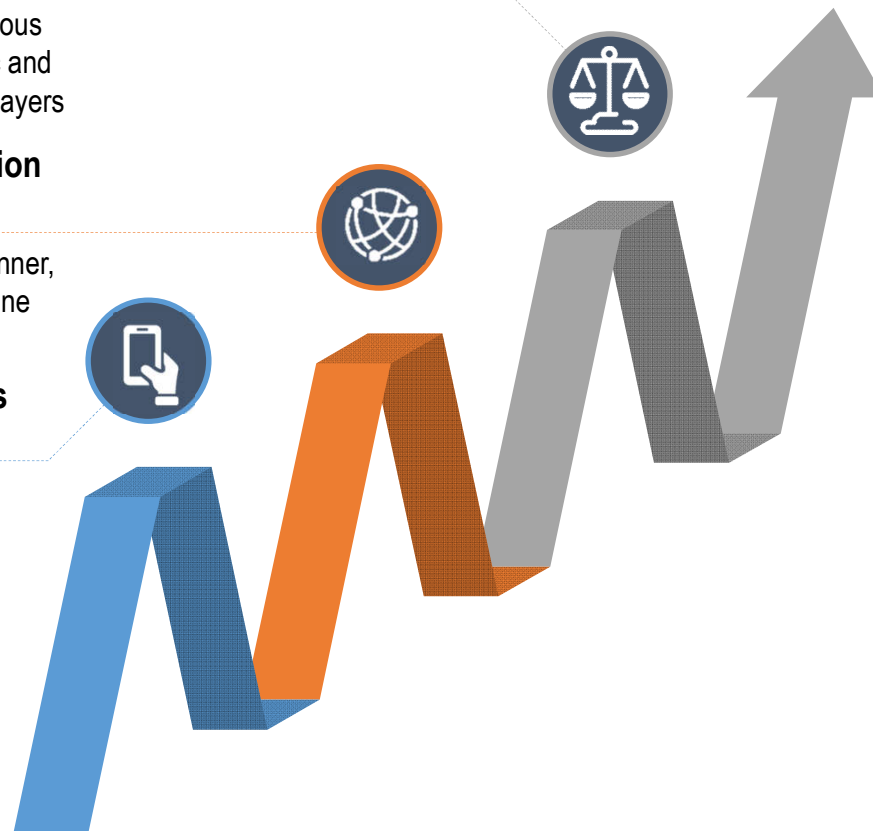
- Improve and launch innovative game rules, explore various operation modes for card and board games in domestic and foreign markets, improve the experience of our game players

2 Strengthen product refinement and operation diversification

- Ramp up the quality of our games in an all-rounded manner, and spare no effort to build our brand for online and offline match series

3 Further expand overseas market as well as other chess and card games business

- Develop high-quality puzzle games and matches, and continue with its journey to forge a century-old brand for chess and card games



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.