

2021 BOYAA INTERIM RESULTS

Boyaa Interactive announced its interim results of 2021
Approximately 13.7% QoQ Increase in Q2 Revenue
and YoY Reduction in H1 Loss

FINANCIAL HIGHLIGHTS	For the six months ended 30 June 2021 (RMB, in millions)
Revenue	181.5
Gross profit	122.7
Profit attributable to owners of the Company	-11.0
Unaudited non-IFRS adjusted net profit	-11.0

(26 August 2021) Boyaa Interactive International Limited (“Boyaa Interactive” or the “Company”, together with its subsidiaries, the “Group”, stock code: 0434), a top-ranking developer and operator of online card and board games in China, has announced its unaudited consolidated results for the three and six months ended 30 June 2021 (the “Reporting Period”) (the “Interim Results”).

Q2 revenue was up by approximately 13.7% QoQ, and H1 loss was down by approximately 19.3% YoY

The Group recorded revenue of approximately RMB96.6 million and a gross profit of RMB65.1 million in the second quarter of 2021. Revenue in the second quarter of 2021 represented a quarter-on-quarter increase of approximately 13.7% compared to the first quarter of 2021 and a year-on-year increase of approximately 1.2% compared to the same period in 2020. The Group’s revenue level improved in the second quarter of 2021 as a result of optimisation of its game products and gameplay and the holding of certain online operating activities during this period.

The Group recorded an unaudited non-IFRS adjusted net profit of approximately RMB5.2 million in the second quarter of 2021, whereas it recorded an unaudited non-IFRS adjusted loss of approximately RMB16.1 million in first quarter of 2021 and the unaudited non-IFRS adjusted loss in the

second quarter of 2020 was approximately RMB25.5 million.

The quarter-on-quarter and year-on-year increases for unaudited non-IFRS adjusted net profit in the second quarter of 2021 were primarily due to the increase in revenue in the second quarter of 2021; and the smaller extent of the decrease in the second quarter of 2021 in fair value of financial assets such as equity investment partnerships due to the economic downturn caused by the COVID-19 Pandemic and market factors.

The Group recorded revenue of approximately RMB181.5 million and a gross profit of approximately RMB122.7 million in the first half of 2021.

The Group recorded an unaudited non-IFRS adjusted loss of approximately RMB11.0 million in the first half of 2021, while it recorded a loss attributable to owners of the Company of approximately RMB13.6 million in the same period in 2020, representing a reduction in loss of approximately 19.3% as compared to the same period in 2020.

The number of DAUs and MAUs for the Group's Traditional Chinese version games, and the ARPPU of major games grew

In terms of the operating data performance, the Group recorded a decrease in the number of paying players and users during the second quarter of 2021 as compared to the first quarter of 2021.

In particular, the number of paying players decreased by 13.2% from approximately 0.28 million in the first quarter of 2021 to approximately 0.24 million in the second quarter of 2021. The number of DAUs decreased by approximately 9.1% from approximately 1.5 million in the first quarter of 2021 to 1.4 million in the second quarter of 2021. The number of MAUs decreased by approximately 9.6% from approximately 4.4 million in the first quarter of 2021 to approximately 4.0 million in the second quarter of 2021.

However, the number of DAUs and MAUs for the Group's Traditional Chinese version games increased, and the ARPPU grew relatively in mobile games of Texas Hold'em Series and other card and board.

The Group successfully held 2021 BPT Competition in Europe

During the second quarter of 2021, the Group successfully held BPT branded competition series – 2021 BPT Competition in Europe.

Additionally, during the second quarter of 2021, the Group organized public welfare activities, such as donating teaching materials to Yan'an Zaoyuan Primary School (延安枣园小学). It will continue to pay attention to the education development of left-behind children, hoping to create good conditions for their healthy growth and make its best efforts to bring warmth to more people in need so as to fulfill its corporate social responsibility.

The Group will make more efforts to further expand its overseas market, as well as spare no effort to build its brand for online and offline match series

Moving forward, the Group will continue to 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 game players, continue to strengthen 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 Group's existing market, more efforts will be made to further expand its overseas market as well as other card and board games business.

The Group 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 card and board games.