

2021 BOYAA INTERACTIVE THIRD QUARTERLY RESULTS

**Boyaa Interactive announced its third quarter results of 2021
Approximately 13.6% YoY Increase in Revenue and Approximately
9.1% QoQ Increase in Paying Players**

FINANCIAL HIGHLIGHTS	For the three months ended 30 September 2021 (RMB, in millions)	For the nine months ended 30 September 2021 (RMB, in millions)
Revenue	97.0	278.5
Gross profit	64.9	187.5
Profit attributable to owners of the Company	5.67	-5.28
Unaudited non-IFRS adjusted net profit	5.78	-5.18

(25 November 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 nine months ended 30 September 2021 (the “Reporting Period”) (the “Third Quarterly Results”).

Revenue for the three months ended 30 September 2021 was up by approximately 13.6% YoY, and revenue for the nine months ended 30 September 2021 was up by approximately 1.7% YoY

The Group recorded revenue of approximately RMB97.0 million for the third quarter of 2021, representing a year-on-year increase of approximately 13.6% compared to the same period of 2020 and a quarter-on-quarter increase of approximately 0.5% compared to the second quarter of 2021. For the nine months ended 30 September 2021, the Group recorded revenue of approximately RMB278.5 million, representing a year-on-year increase of

approximately 1.7% compared to the same period of 2020.

The increase in revenue was mainly due to the Group's holding of certain online operating activities during this period and continued to optimize its gaming products and gameplay. The revenue level of the Group has been steadily increasing quarter by quarter in 2021, which contributed to the increase in revenue for the nine months ended 30 September 2021 compared to the same period of last year.

The Group recorded an unaudited non-IFRS adjusted net profit of approximately RMB5.8 million in the third quarter of 2021, representing a quarter-on-quarter increase of approximately 11.8% compared to the second quarter of 2021, whereas the unaudited non-IFRS adjusted loss in the third quarter of 2020 was approximately RMB1.1 million. The increase in unaudited non-IFRS adjusted net profit for the third quarter of 2021 compared to the same period of 2020 was mainly due to the period on period increase in revenue and the period on period decrease in administrative expenses.

The Group recorded an unaudited non-IFRS adjusted loss of approximately RMB5.2 million for the nine months ended 30 September 2021, which was mainly attributable to the decrease in the fair value of financial assets including equity investment partnerships during the period. Meanwhile, due to the increase in revenue and the decrease in administrative expenses for the nine months ended 30 September 2021 compared to the same period of 2020, the unaudited non-IFRS adjusted loss for the nine months ended 30 September 2021 decreased by approximately 64.7% compared to the loss of the same period of 2020.

Excluding the impact of non-operating one-off factors such as the changes in the fair value of financial assets, including equity investment partnerships, the Group will record an unaudited non-IFRS adjusted net profit of approximately RMB94.2 million for the nine months ended 30 September 2021, with an increase of approximately 21.6% compared to the corresponding period in 2020, mainly due to the period-on-period increase in revenue and the period-on-period decrease in administrative expenses .

The number of paying players increased by 9.1% and the number of MAUs increased by 4.6% in the third quarter of 2021 compared to the second quarter of 2021

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

In terms of the operating data performance, the Group recorded an increase in the number of paying players and the number of users during the third quarter of 2021 as compared to the second quarter of 2021. In particular, the number of paying players increased by approximately 9.1% from

approximately 0.24 million in the second quarter of 2021 to approximately 0.27 million in the third quarter of 2021. The number of DAUs maintained at approximately 1.4 million both in the third quarter and second quarter of 2021. The number of MAUs increased by approximately 4.6% from approximately 4.0 million in the second quarter of 2021 to approximately 4.2 million in the third quarter of 2021.

Moreover, the ARPPU grew relatively in web-based version of Texas Hold'em.

The Group will continue to explore various operation modes for card and board games in domestic and foreign markets, and spare no effort to build its brand for 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 its game players, continue to strengthen product refinement and operation diversification, ramp up the quality of its games in an all-round manner, and spare no effort to build its brand for online and offline match series. On top of consolidating its existing market, more efforts will be made to further expand its overseas market as well as other card and board games business.

As stated by the Company's management, the Group will strictly comply with various laws and regulations of the People's Republic of China, develop high-quality puzzle games and matches, and continue with its journey to forge a century-old brand for card and board games.