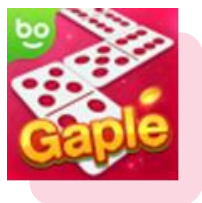


Boyaa Interactive International Limited
(Stock Code: 0434.HK)



2021 Q3 Results

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



2021 Q3 Results Highlights

1

Benefited from the Group's holding of certain online operating activities during the 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.

- 2021 Q3 revenue amounted to approx. RMB 97.0 million, up approx. 13.6% YoY
- For the nine months ended 30 September 2021, revenue amounted to approx. RMB 278.5 million, up approx. 1.7% YoY

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

- For the nine months ended 30 September 2021, unaudited non-IFRS adjusted net profit amounted to approx. RMB92.4 million, up approx. 21.6% YoY

2

In Q3 2021, our number of paying players and users increase quarter by quarter.

- The number of paying players in 2021 Q3 amounted to approx. 265,000, up approx. 9.1% QoQ
- The number of monthly active users amounted to approx. 4.2million, up approx. 4.6% QoQ

3

During Q3 2021, we successfully held BPT branded competition series – 2021 BPT Competition in Asia to strengthen the brand ecosystem and enhance players' gaming experience and loyalty.

2021 Q3 Results

2021 Q3 Results

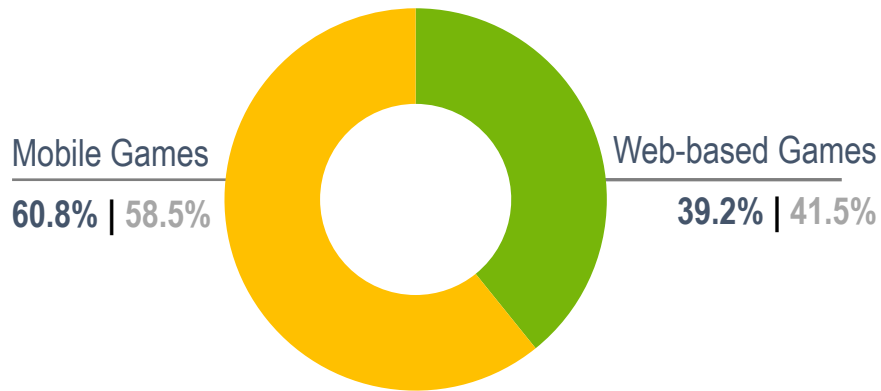
RMB '000	Q32021	Q32020	Change
Revenue	97,012	85,387	+13.6%
Gross Profit	64,872	59,235	+9.5%
Profit / (Loss) Attributable to Owners of the Company	5,667	-1,097	Turnaround from loss to profit
Gross Profit Margin	66.9%	69.4%	-2.5 p.p.
Earnings / (Loss) Per Share – Basic (RMB cents)	0.86	-0.17	Turnaround from loss to profit
Earnings / (Loss) Per Share – Diluted (RMB cents)	0.86	-0.17	Turnaround from loss to profit

2021 Q3 Revenue Breakdown

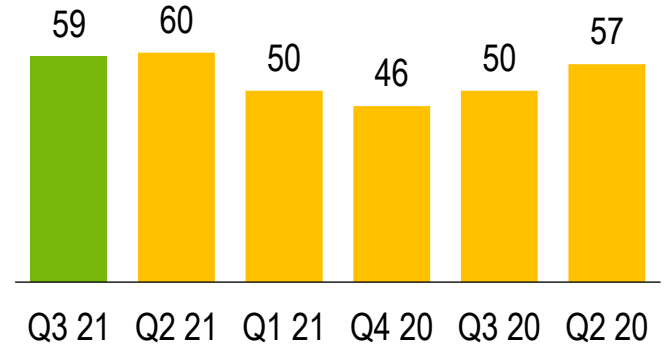
Revenue by Game Type

Q3 2021 | Q3 2020

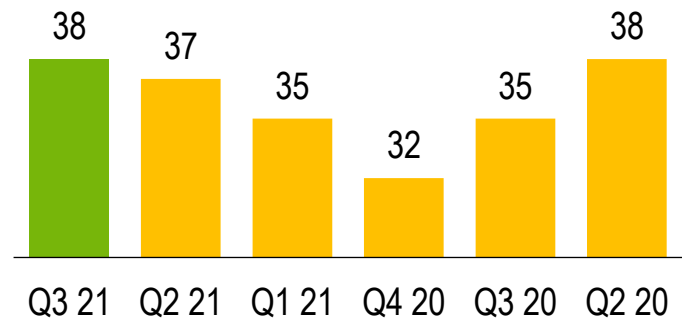
(RMB million)



Mobile Games



Web-based Games

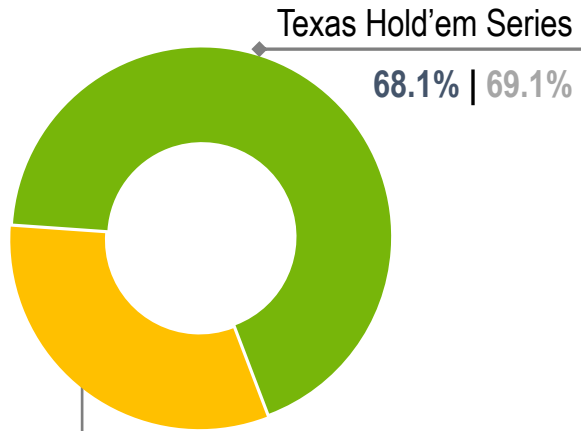


2021 Q3 Revenue Breakdown

Revenue by Game

Q3 2021 | Q3 2020

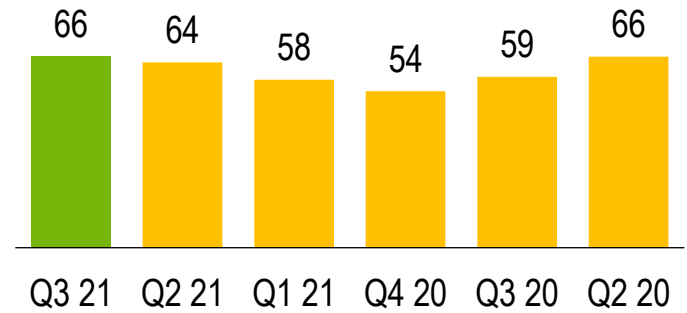
(RMB million)



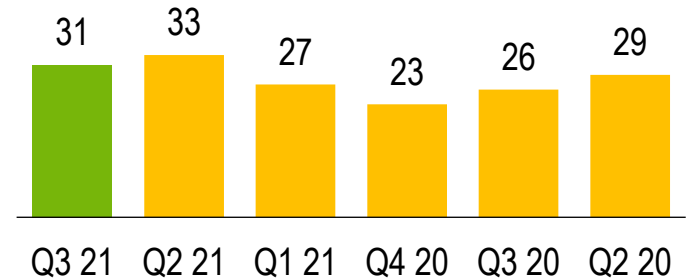
Other Card and Board Games

31.9% | 30.9%

Texas Hold'em Series



Web-based Games

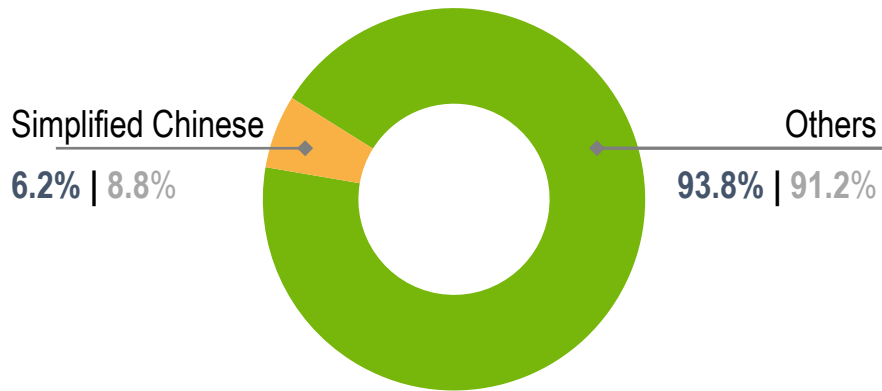


2021 Q3 Revenue Breakdown

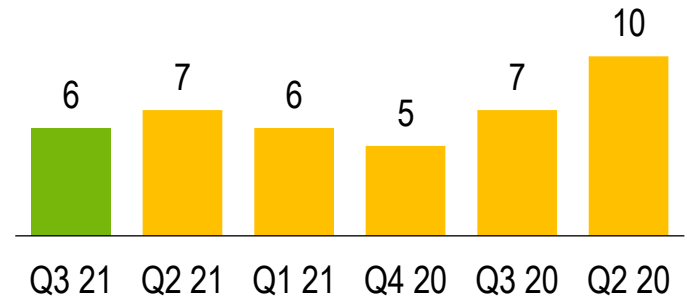
Revenue by Language Versions of Game

Q3 2021 | Q3 2020

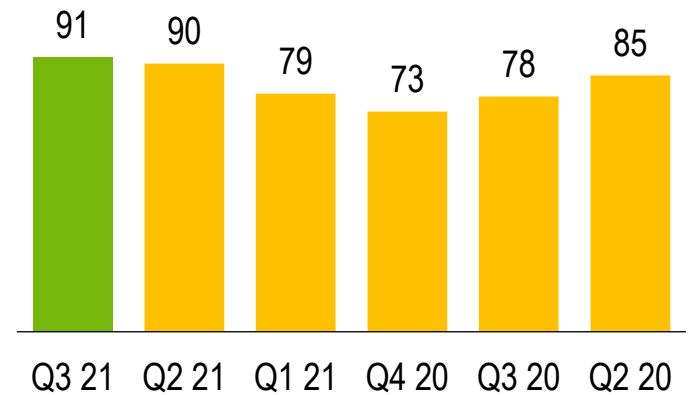
(RMB million)



Simplified Chinese



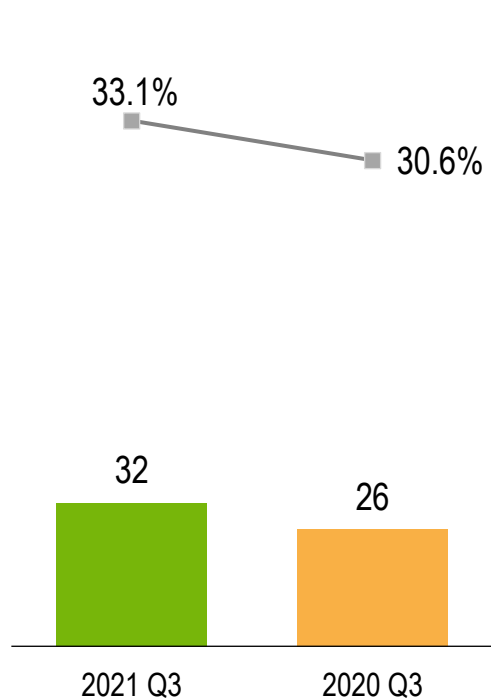
Others



2021 Q3 Costs and Expenses Breakdown

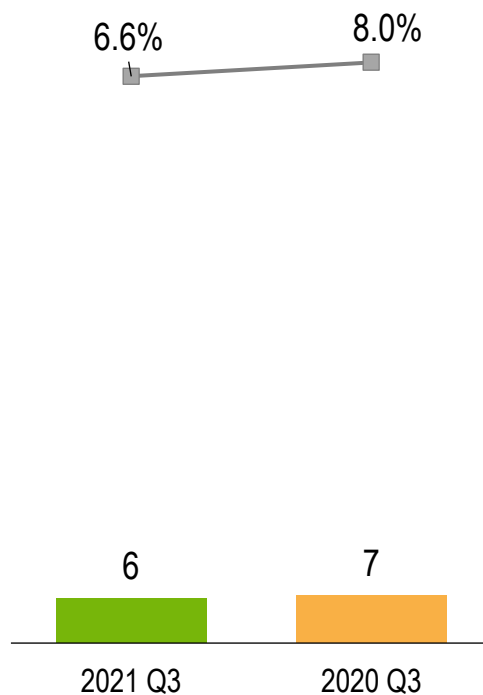
Cost of Revenue

(% of revenue, RMB million)



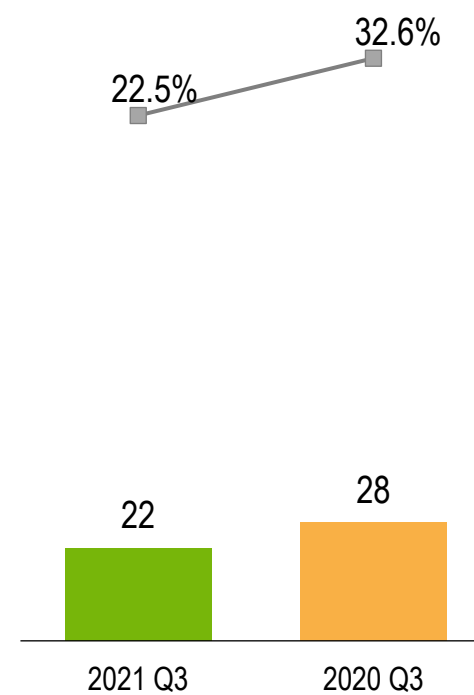
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



Financial Position

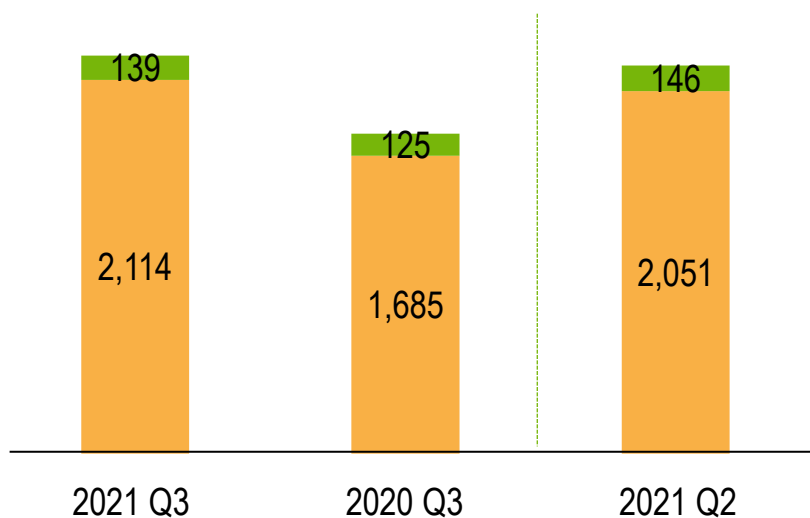
RMB '000	As of 30 September 2021	As of 31 December 2020	Change
Total Assets	2,302,066	2,333,229	-1.3%
Total Liabilities	278,827	286,413	-2.6%
Net Assets	2,023,239	2,046,816	-1.2%
Restricted Capital	675,187	665,682	+1.4%
Cash and Cash Equivalents and Term Deposit* (Excluding Restricted Capital)	1,214,285	1,114,739	+8.9%
Trade Receivables	27,613	19,557	+41.2%
Trade and Other Payables	73,582	81,359	-9.6%

* 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

+11.7%

-4.2%

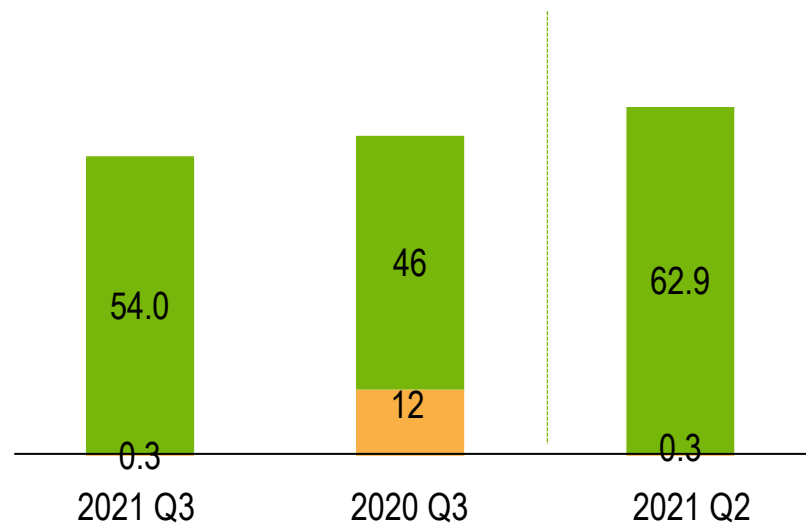
Web-based Games

+25.5%

+3.1%

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

+16.6%

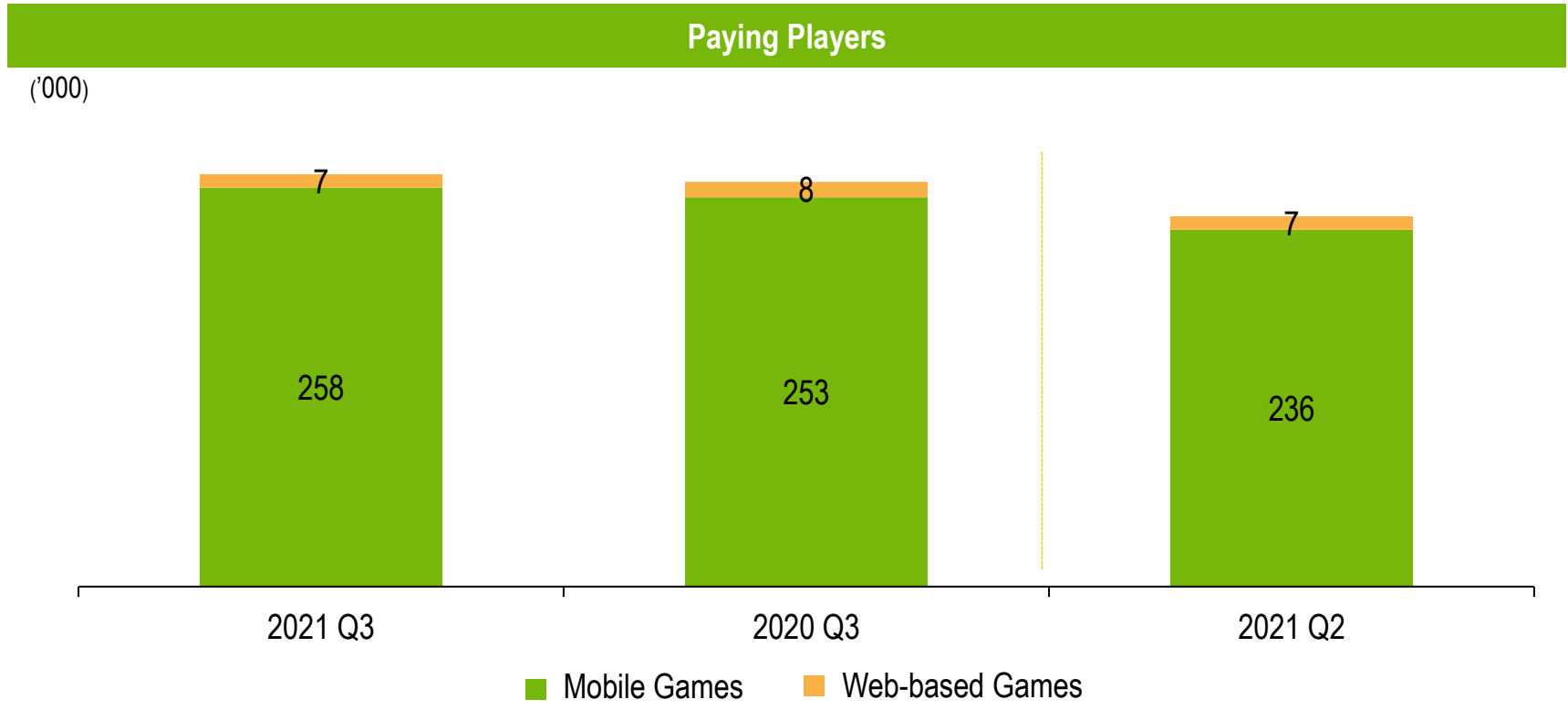
-14.1%

Web-based Games

-97.5%

-

Paying Players

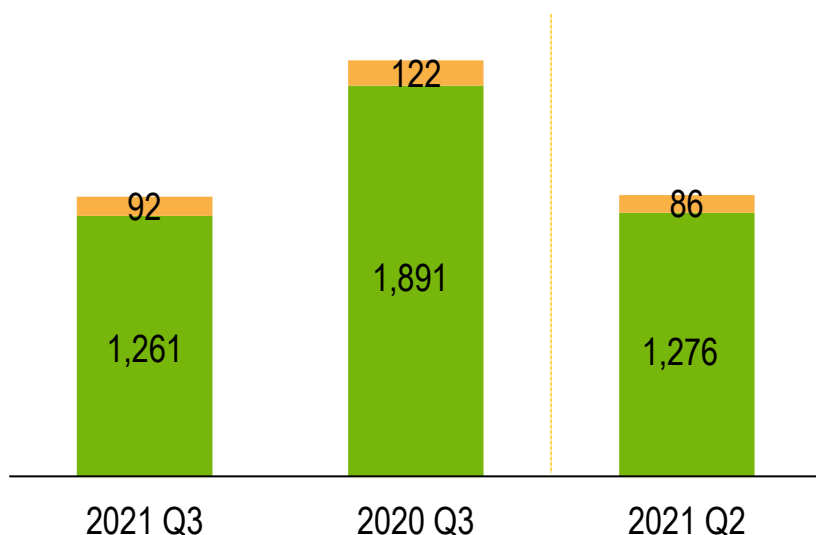


Paying Players	YoY	QoQ
Total	+1.5%	+9.1%
Mobile Games	+2.0%	+9.3%
Web-based Games	-12.5%	-

Daily Active Users and Monthly Active Users

Daily Active Users

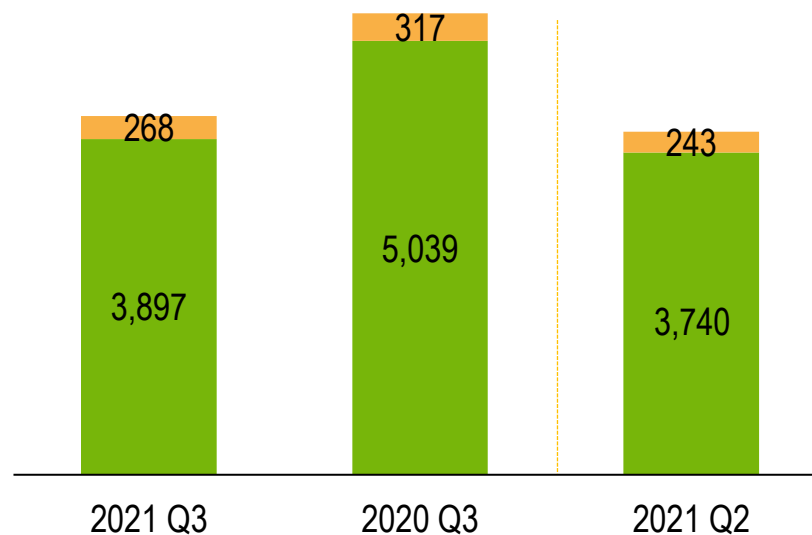
('000)



■ Mobile Games ■ Web-based Games

Monthly Active Users

('000)



■ Mobile Games ■ Web-based Games

Daily Active Users	YoY	QoQ
Total	-32.8%	-0.7%
Mobile Games	-33.3%	-1.2%
Web-based Games	-24.6%	+7.0%

Monthly Active Users	YoY	QoQ
Total	-22.2%	+4.6%
Mobile Games	-22.7%	+4.2%
Web-based Games	-15.5%	+10.3%

Prospects

Business overview for 2021

1 Conduct more intensive market surveys

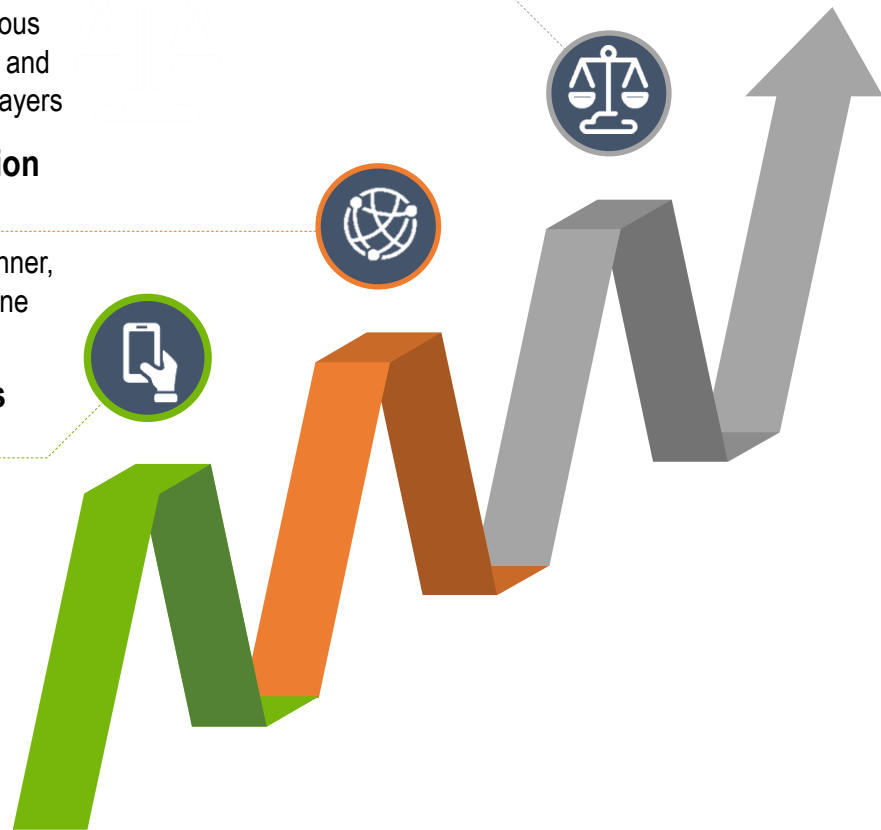
- Improve and launch innovative game rules, explore various operation modes for card and board games in domestic and foreign markets, improve the experience of our game players

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



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