

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

2021 Annual Results

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

2021 ANNUAL RESULTS HIGHLIGHTS

1

Revenue increased steadily, primarily attributable to (i) several online operational activities held; and (ii) continuously optimized gaming products and gameplay.

- Revenue amounted to RMB 366.2 mn, up 4.2% YoY in 2021
- Revenue amounted to 87.7 mn, up 12.9% YoY in 2021Q4

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

- The unaudited non-IFPS adjusted net profit increased by approx. 18.5% YoY in 2021
- The unaudited non-IFRS adjusted net profit increased by approx. 4.2% YoY in 2021Q4

2

Operating performance continued to improve in the fourth quarter of 2021.

- During 2021Q4, the paying players from mobile games amounted to 240,000, up 4.8% YoY
- The ARPPU of the mobile version of Texas Hold'em Series and Other Card and Board increased by 12.8% and 20.5% YoY respectively

2021 ANNUAL RESULTS

A green triangle graphic is located on the right side of the slide, pointing towards the center.

2021 ANNUAL RESULTS

RMB'000	2021	2020	Change
Revenue	366,161	351,479	+4.2%
Gross Profit	244,962	242,231	+1.1%
Profit/(loss) for the year attributable to owners of the Company	7,968	-45,102	-ve to +ve
Adjusted profit/(loss) for the year attributable to owners of the Company	109,353	92,270	+18.5%
Gross Profit Margin	66.9%	68.9%	-2.0p.p.
Net Profit Margin	2.2%	-12.8%	+15.0 p.p.
Adjusted Net Profit Margin	29.9%	26.3%	+ 3.6 p.p.
Earnings/(loss) per share– Basic (RMB cents)	1.21	-6.83	-ve to +ve
Earnings/(loss) per share– Diluted (RMB cents)	1.21	-6.83	-ve to +ve

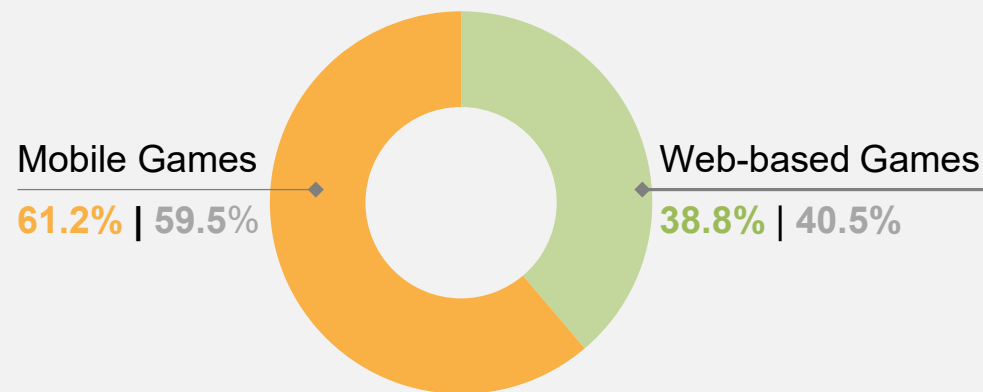
* Excluding the impact of non-operating one-off factors such as the changes in the fair value of equity investment partnerships and share-based compensation expenses

2021 REVENUE BREAKDOWN

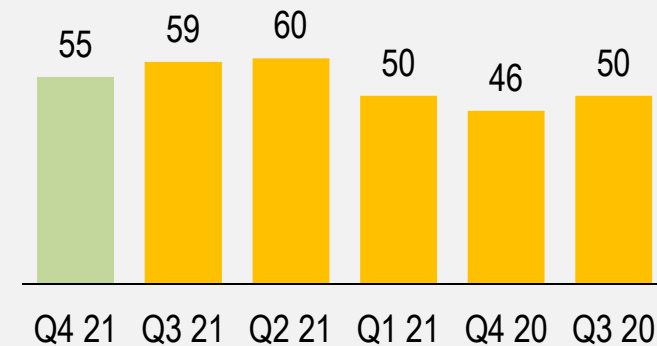
Revenue by Game Types

2021 | 2020

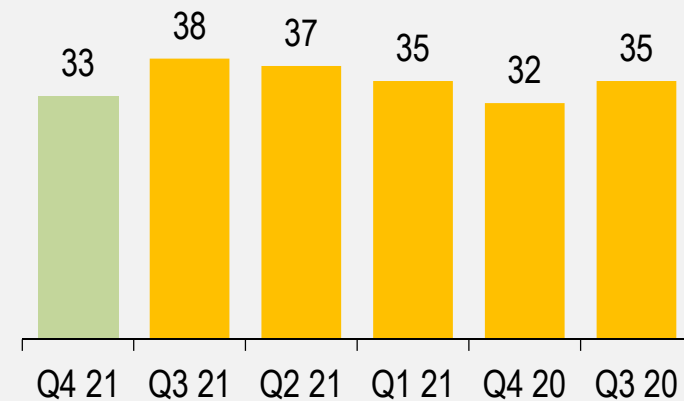
(RMB million)



Mobile Games



Web-based Games



2021 REVENUE BREAKDOWN

Revenue by Games

2021 | 2020

(RMB million)



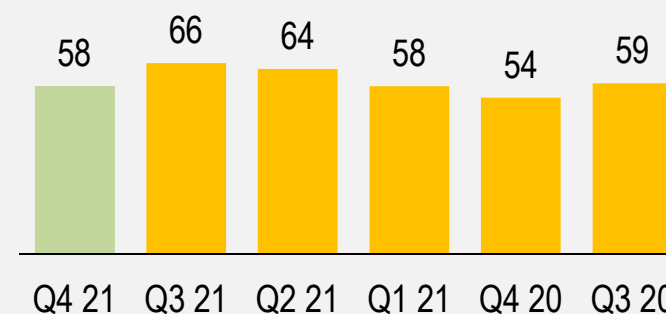
Texas Hold'em Series

67.0% | 68.7%

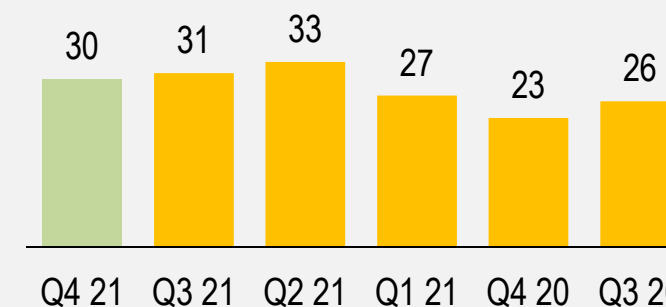
Other Card and Board Games

33.0% | 31.3%

Texas Hold'em Series



Other Card and Board Games

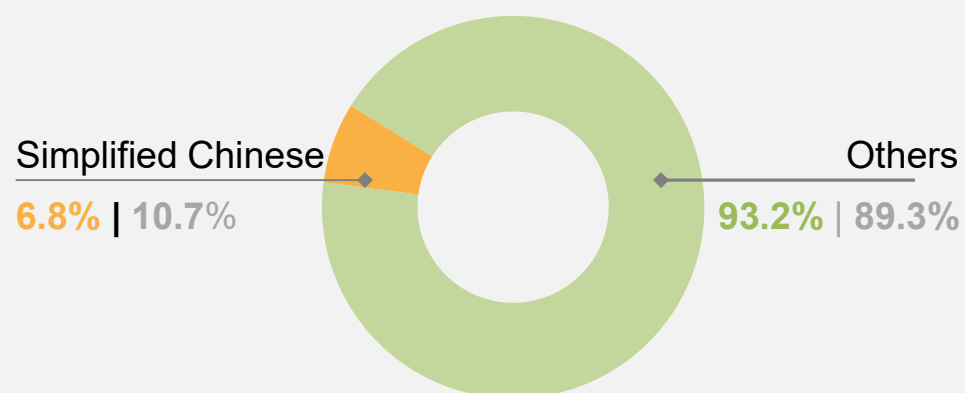


2021 REVENUE BREAKDOWN

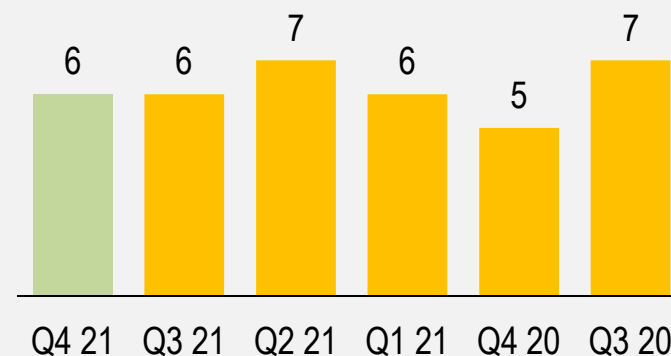
Revenue by Language Versions of Games

2021 | 2020

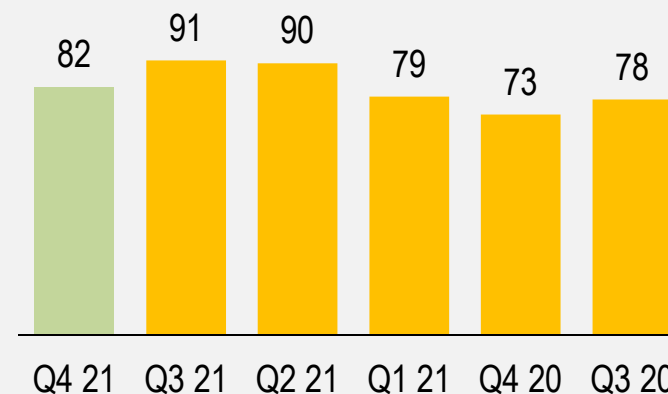
(RMB million)



Simplified Chinese



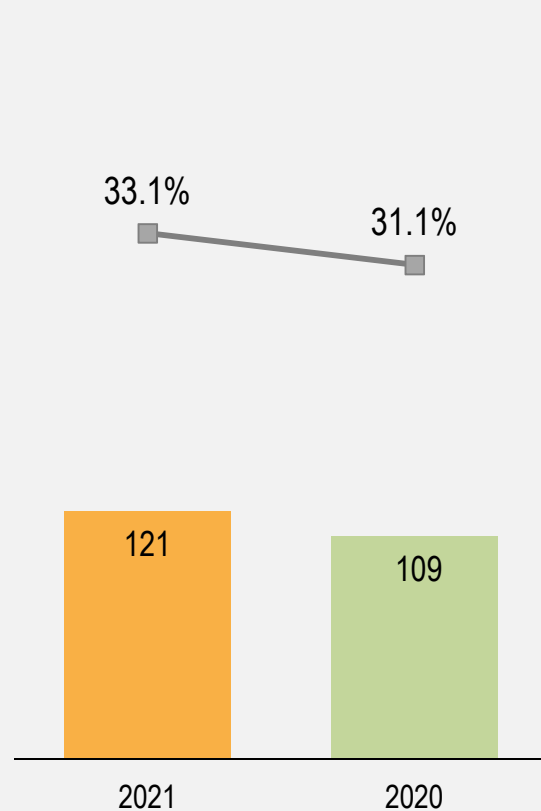
Others



2021 COSTS AND EXPENSES BREAKDOWN

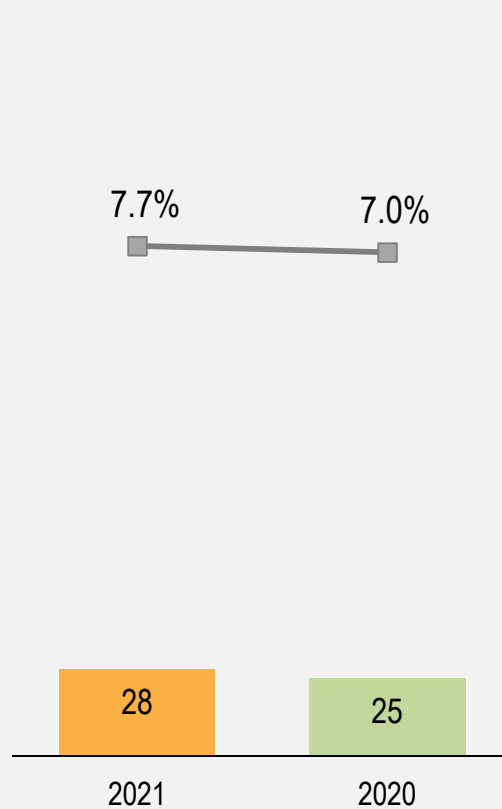
Cost of Revenue

(% of revenue, RMB million)



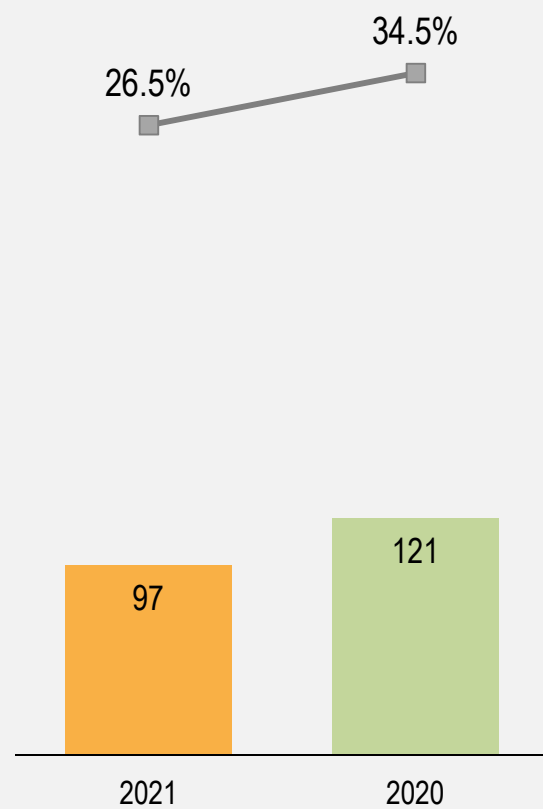
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



FINANCIAL POSITION

RMB '000	As of 31 December 2021	As of 31 December 2020	Change
Total Assets	2,303,650	2,333,229	-1.3%
Total Liabilities	285,680	286,413	-0.3%
Total Equity	2,017,970	2,046,816	-1.4%
Restricted Investment at Fair Value through Profit or Loss*	243,873	373,816	-34.8%
Restricted Capital	434,143	291,866	+48.7%
Cash and Cash Equivalents and Term Deposits**(exclude Restricted Capital)	1,263,303	1,114,739	+13.3%
Trade Receivables	21,849	19,557	+11.7%
Trade and Other Payables	76,828	81,359	-5.6%

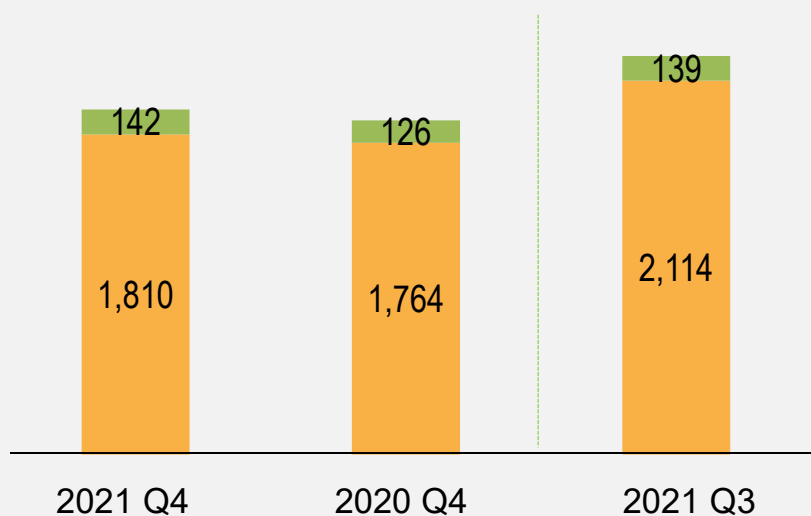
*Restricted Investment at Fair Value through Profit or Loss: Investment in wealth management product was frozen.

**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)



■ Mobile Games

■ Web-based Games

ARPPU of Texas
Hold'em Series

YoY

QoQ

Mobile
Games

+12.8%

+2.2%

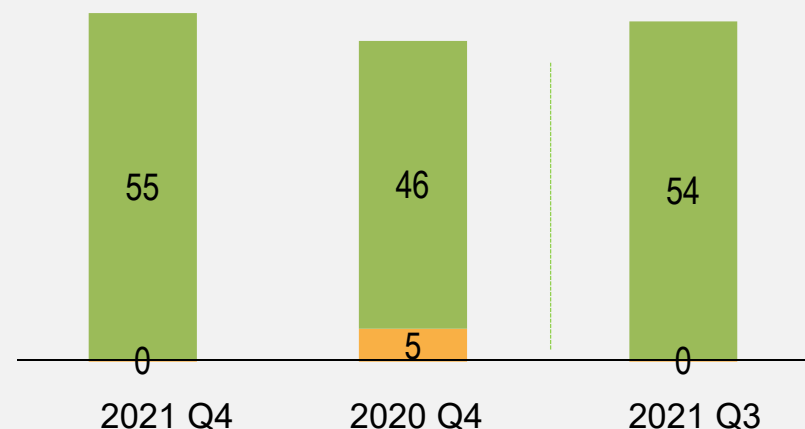
Web-based
Games

+2.6%

-14.4%

ARPPU of Other Card and Board Games

(RMB)



■ Other Card and Board
Games (mobile)

■ Other Card and Board
Games (web-based)

其他棋牌(游戏)
ARPPU

YoY

QoQ

Mobile
Games

+20.5%

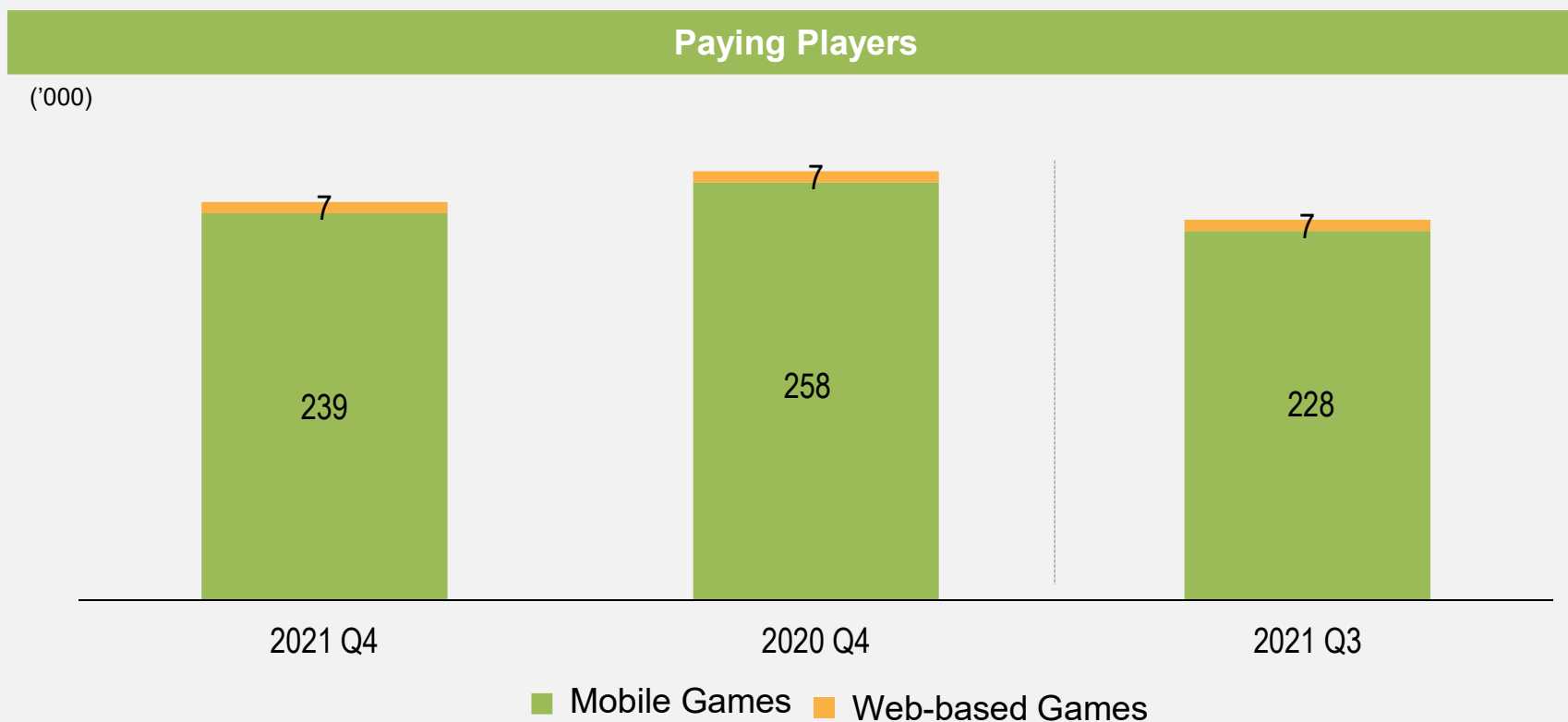
+2.4%

Web-based
Games

-94.3%

-

PAYING PLAYERS

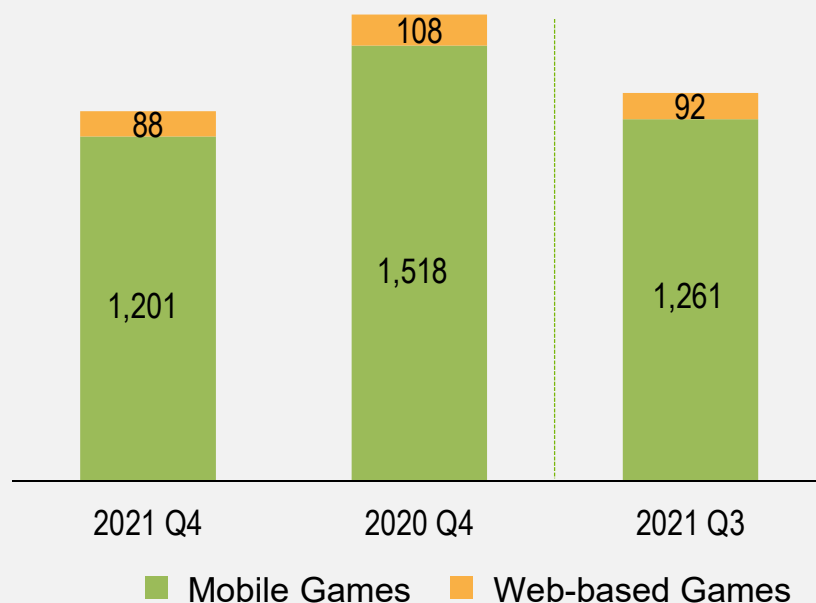


Paying Players	YoY	QoQ
Total	+4.7%	-7.2%
Mobile Games	+4.8%	-7.4%
Web-based Games	-	-

DAILY ACTIVE USERS AND MONTHLY ACTIVE

Daily Active Users

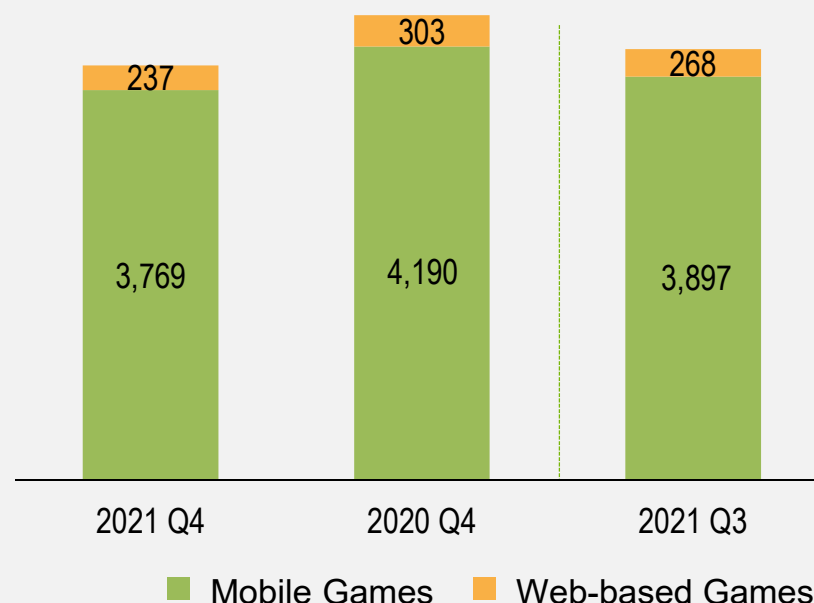
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Daily Active Users	YoY	QoQ
Total	-20.7%	-4.7%
Mobile Games	-20.9%	-4.8%
Web-based Games	-18.5%	-4.3%

Monthly Active Users

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Monthly Active Users	YoY	QoQ
Total	-10.8%	-3.8%
Mobile Games	-10.0%	-3.3%
Web-based Games	-21.8%	-11.6%

PROSPECTS



DEVELOPMENT PLAN FOR 2022



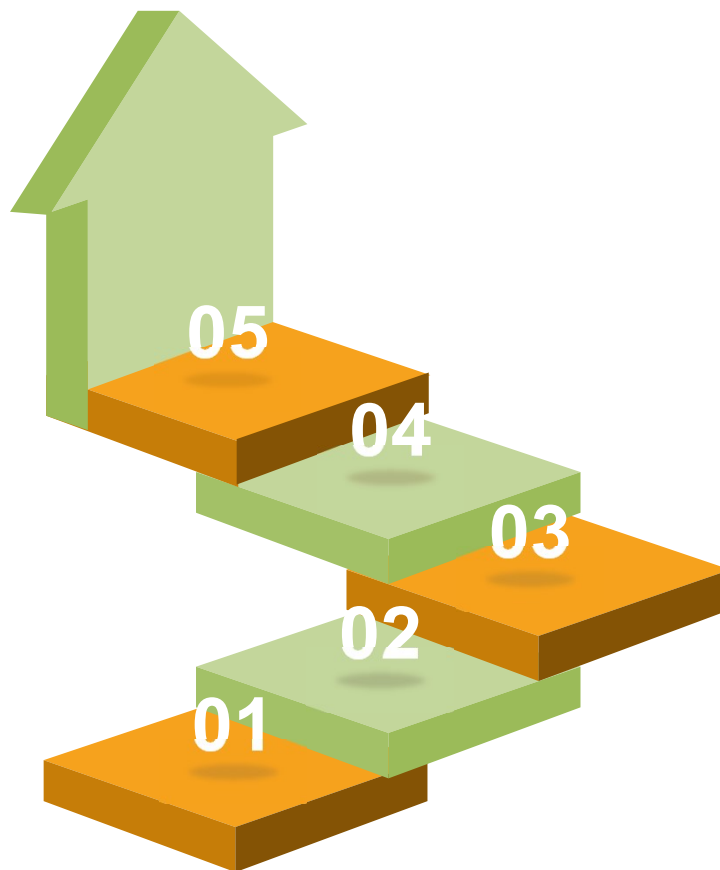
Further explore the domestic and overseas operational models for card and board games



Further explore the overseas market for card and board games



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



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



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

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