

2021 BOYAA ANNUAL RESULTS

**Boyaa Interactive announced its 2021 annual results
Returning to Profit in 2021, with Revenue Up Approximately 4.2% YoY**

FINANCIAL HIGHLIGHTS	For the year ended 31 December 2021 (RMB, in millions)
Revenue	366.2
Gross profit	245.0
Profit attributable to owners of the Company	8.0
Unaudited non-IFRS adjusted net profit	8.4

(24 March 2022) 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 audited consolidated results for the year ended 31 December 2021 (the “Reporting Period”).

Revenue for 2021 amounted to approximately RMB366.2 million, representing an increase of approximately 4.2% from 2020

The Group recorded the revenue of approximately RMB366.2 million in 2021, representing a year-on-year increase of approximately 4.2% compared to the same period in 2020. It recorded the revenue of approximately RMB87.7 million for the fourth quarter of 2021, representing a year-on-year increase of approximately 12.9% compared to the same period in 2020.

The increase in revenue was primarily due to the stable increase in the revenue of the Group as the Group held certain online operational activities and continuously optimized the gaming products and gameplay.

In 2021, the Group recorded an unaudited non-IFRS adjusted net profit of approximately RMB8.4 million, whereas it recorded position of unaudited non-IFRS adjusted loss of approximately RMB45.1 million in 2020; and it recorded an unaudited non-IFRS adjusted net profit of approximately RMB13.5 million in

the fourth quarter of 2021, whereas the unaudited non-IFRS adjusted loss in the fourth quarter of 2020 was approximately RMB30.4 million.

The change in positions of unaudited non-IFRS adjusted net profit for the year of 2021 and in the fourth quarter of 2021 as compared to the position of unaudited non-IFRS adjusted losses in the respective periods in 2020 was mainly due to the respective year-on-year increases in revenue and the smaller extent of the decrease in the fair value of financial assets such as equity investment partnerships as compared to the respective periods in 2020.

The Group recorded an increase in the number of paying players, and the ARPPU continued to grow in major games

In terms of gaming products, the Group provided a total of 69 online gaming product portfolio with a total of 11 languages as of 31 December 2021.

In terms of the operating data performance, the Group recorded an increase in the number of paying players during the fourth quarter of 2021 as compared to the fourth quarter of 2020. The number of paying players increased by approximately 4.7% from approximately 0.24 million in the fourth quarter of 2020 to approximately 0.25 million in the fourth quarter of 2021. The Group recorded a decrease in the number of users during the fourth quarter of 2021 as compared to the fourth quarter of 2020. In particular, the number of DAUs decreased by approximately 20.7% from approximately 1.6 million in the fourth quarter of 2020 to 1.3 million in the fourth quarter of 2021. The number of MAUs decreased by approximately 10.8% from approximately 4.5 million in the fourth quarter of 2020 to approximately 4.0 million in the fourth quarter of 2021. However, the ARPPU grew in the mobile version and the web-based version of Texas Hold'em and the mobile version of other card and board games.

The Group will further explore the overseas market for card and board games, and keep focusing on the R&D and innovation of mobile-based products

Moving forward, the Group will further explore the domestic and overseas operational models for card and board games, while further exploring the overseas market for card and board games. Meanwhile, the Group will keep focusing on the R&D and innovation of mobile-based products and devote more efforts to expand other card and board gaming business and continually enrich and innovate the contents and rules of the games. In addition, the Group is poised to constantly improve its basic infrastructure and gaming features, and focus on enhancing the experience and service quality it provides to users. Moreover, the Group is set to research and develop new competition gaming to enhance and consolidate the loyalty of players and develop Boyaa into a century-old brand of intellectual and competitive card and board games.

According to the Group's management, "in 2021, we moved ahead steadily. In 2022, the Company will continue to strictly comply with various laws and regulations of the People's Republic of China (the "PRC"). The Company will still focus on the R&D and innovation of online card and board game products, therefore continuously enriching the variety of game products and optimise the user experience. Moreover, the Company will tap into the overseas game markets as well as other card and board games businesses, constantly exploring and trying new business models, endeavoring to develop high-quality card and board games and matches. With the development in the field of online card and board games progressing in a steady manner, the Company continues the journey to forge a century-old brand for Boyaa's intellectual and competitive card and board games."