

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

## 2022 Q1 Results

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

# 2022 Q1 Results Highlights

1

**In Q1 2022, the increase in revenue was primarily due to the Group's holding of certain online operational activities and continuous optimization of the gaming products and gameplay.**

- Revenue amounted to approx. RMB 91.5 million, up approx. 4.4 QoQ, up approx. 7.8% YoY

2

**Steady increase in unaudited non-IFRS adjusted net profit in Q1 2022**

- In Q1 2022, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB16.4 million
- Unaudited non-IFRS adjusted net profit up approx. 21.4% QoQ mainly due to the QoQ increase in revenue and QoQ reduction of administrative expenses
- Excluding the impact of non-operating one-off factors such as a decrease in fair value of financial assets such as equity investment partnerships, the unaudited non-IFRS adjusted net profit up approx. 31.0% YoY mainly due to the YoY increase in revenue

3

**In Q1 2022, our numbers of paying players and users increase quarter by quarter.**

- The number of paying players in 2022 Q1 amounted to approx. 267,000, up approx. 8.5% QoQ
- The number of daily active users amounted to approx. 1.4 million, up approx. 6.2% QoQ

# 2022 Q1 Results

A decorative horizontal bar spanning the width of the slide. It consists of a long, thin gray rectangle. At the right end of this rectangle, a green right-angled triangle is attached, pointing towards the right edge of the slide.

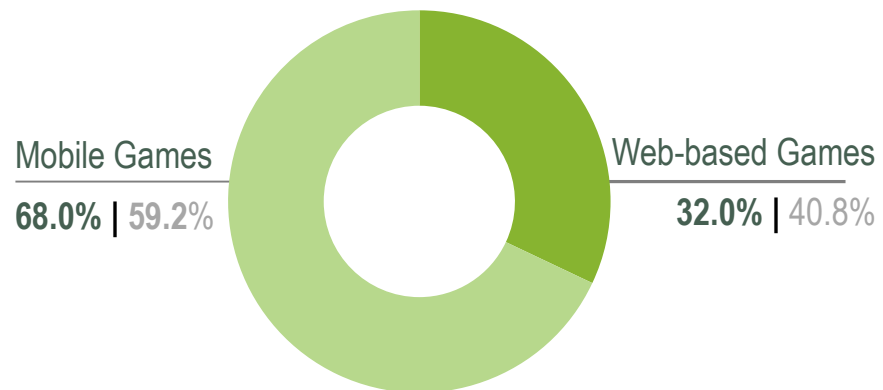
# 2022 Q1 Results

RMB '000	2022 Q1	2021 Q1	Change
Revenue	<b>91,524</b>	84,919	+7.8%
Gross Profit	<b>60,216</b>	57,593	+4.6%
Profit / (Loss) Attributable to Owners of the Company	<b>16,185</b>	(16,118)	N/A
Gross Profit Margin	<b>65.8%</b>	67.8%	-2.0p.p.
Net Profit Margin	<b>17.7%</b>	-19.0%	N/A
Earnings / (Loss) Per Share – Basic (RMB cent)	<b>2.46</b>	(2.45)	-ve to +ve

# 2022 Q1 Revenue Breakdown

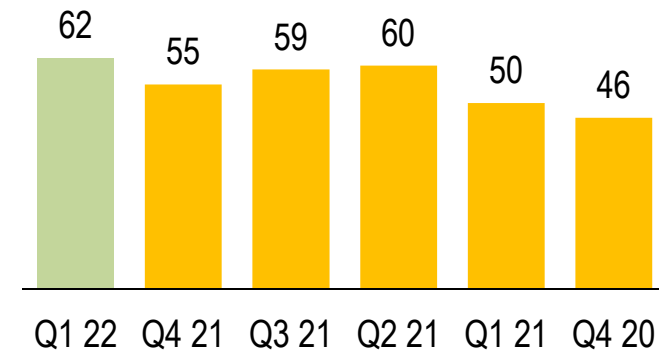
## Revenue by Game Type

Q1 2022 | Q1 2021

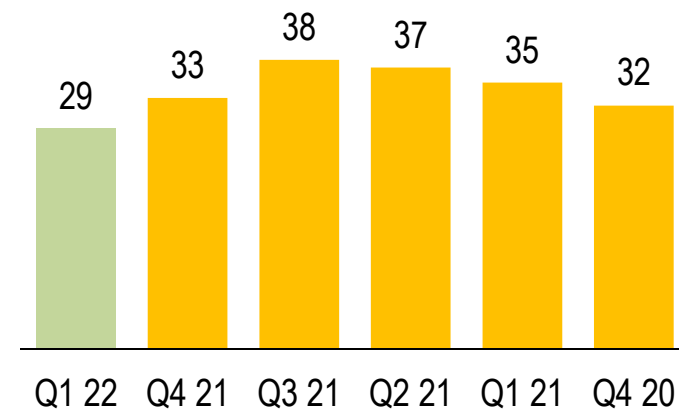


(RMB million)

### Mobile Games



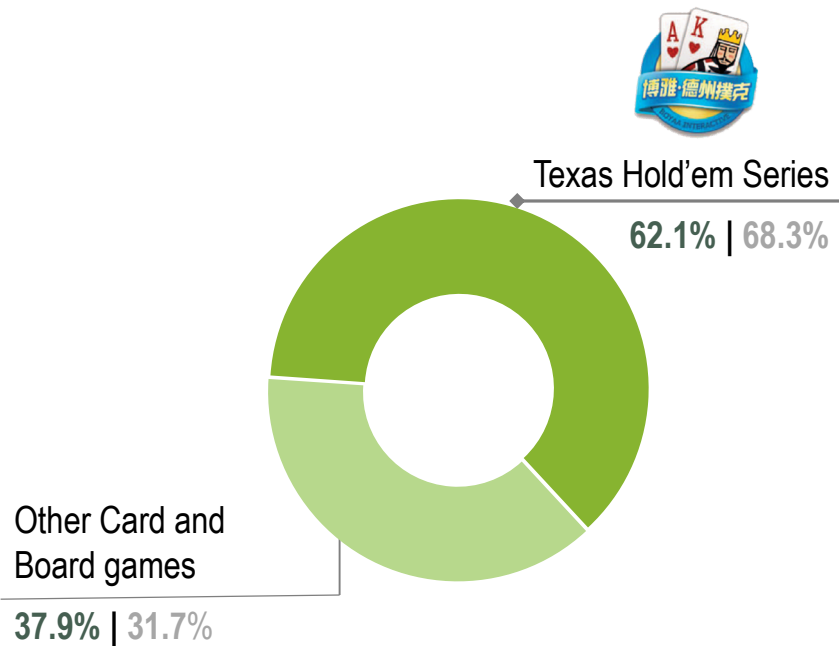
### Web-based Games



# 2022 Q1 Revenue Breakdown

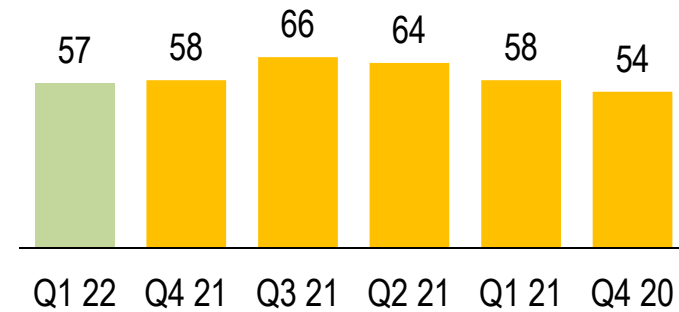
## Revenue by Game

Q1 2022 | Q1 2021

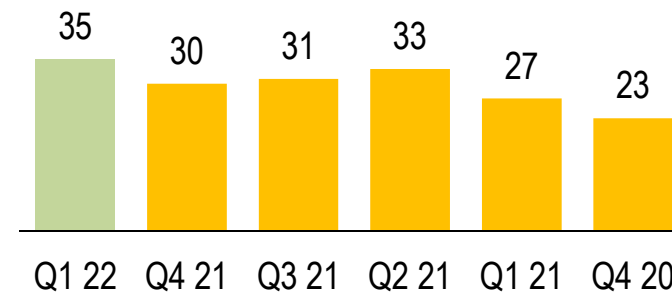


(RMB million)

### Texas Hold'em Series



### Other Card and Board Games

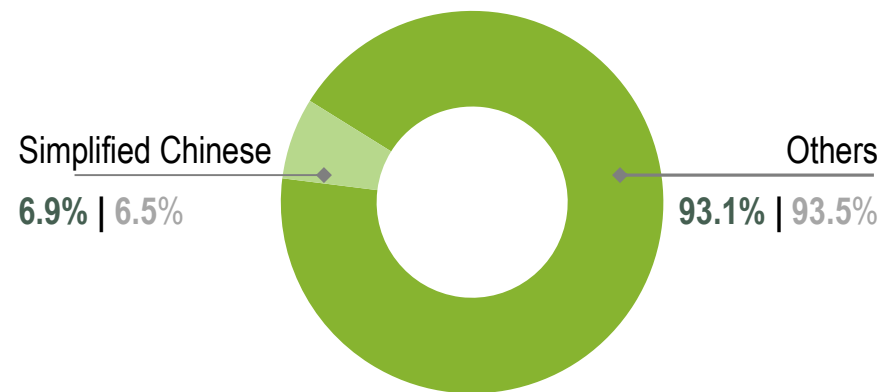


# 2022 Q1 Revenue Breakdown

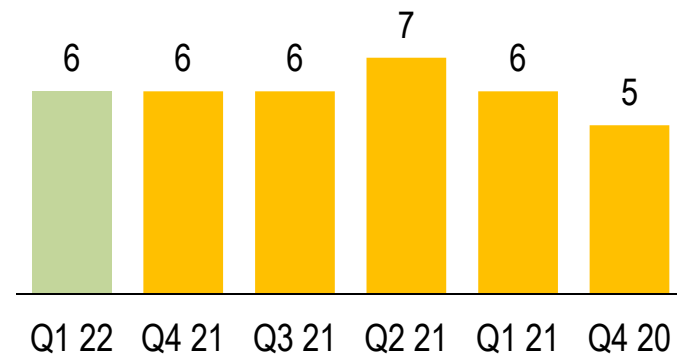
## Revenue by Language Versions of Game

Q1 2022 | Q1 2021

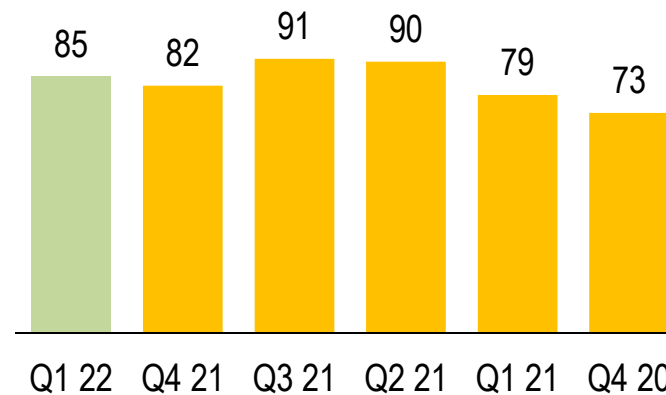
(RMB million)



### Simplified Chinese



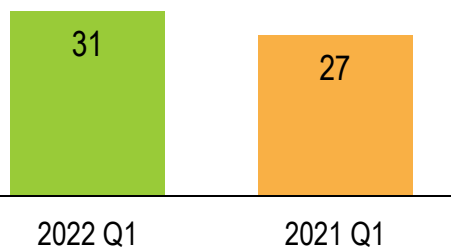
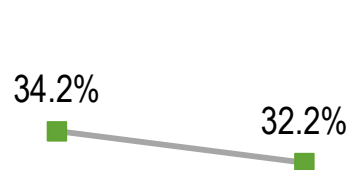
### Others



# 2022 Q1 Costs and Expenses Breakdown

## Cost of Revenue

(% of revenue, RMB million)



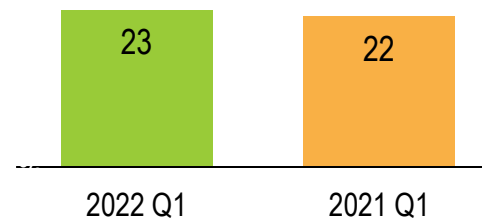
## Selling and Marketing Expenses

(% of revenue, RMB million)



## Administrative Expenses

(% of revenue, RMB million)





# Financial Position

RMB '000	As of 31 March 2022	As of 31 December 2021	Change
Total Assets	<b>2,320,858</b>	2,303,650	-+0.75%
Total Liabilities	<b>299,274</b>	285,680	+4.76%
Net Assets	<b>2,021,584</b>	2,017,970	+0.18%
Restricted Investment at Fair Value through Profit or Loss*	<b>245,595</b>	243,873	+0.7%
Restricted Capital	<b>435,428</b>	434,143	+0.3%
Cash and Cash Equivalents and Term Deposit**(Excluding Restricted Capital)	<b>1,297,218</b>	1,263,303	+2.69%
Trade Receivables	<b>27,433</b>	21,849	+25.6%
Trade and Other Payables	<b>71,321</b>	76,828	-7.2%

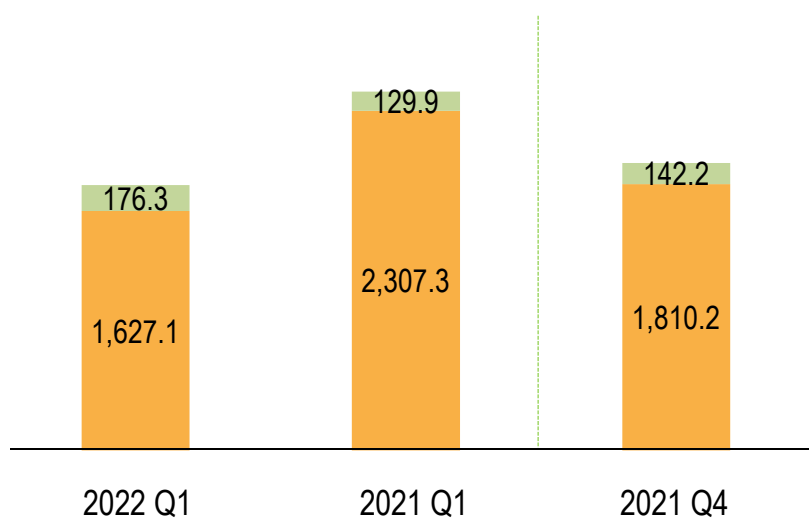
\* Restricted Investment at Fair Value through Profit or Loss: Investment in wealth management product that was frozen.

\*\* 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

+35.7%

+23.8%

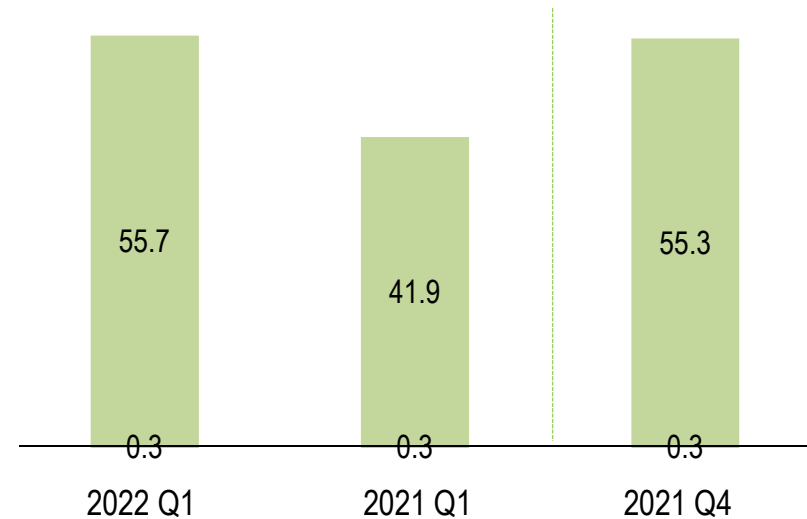
Web-based Games

-29.5%

-10.1%

## 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

+32.9%

+0.7%

Web-based Games

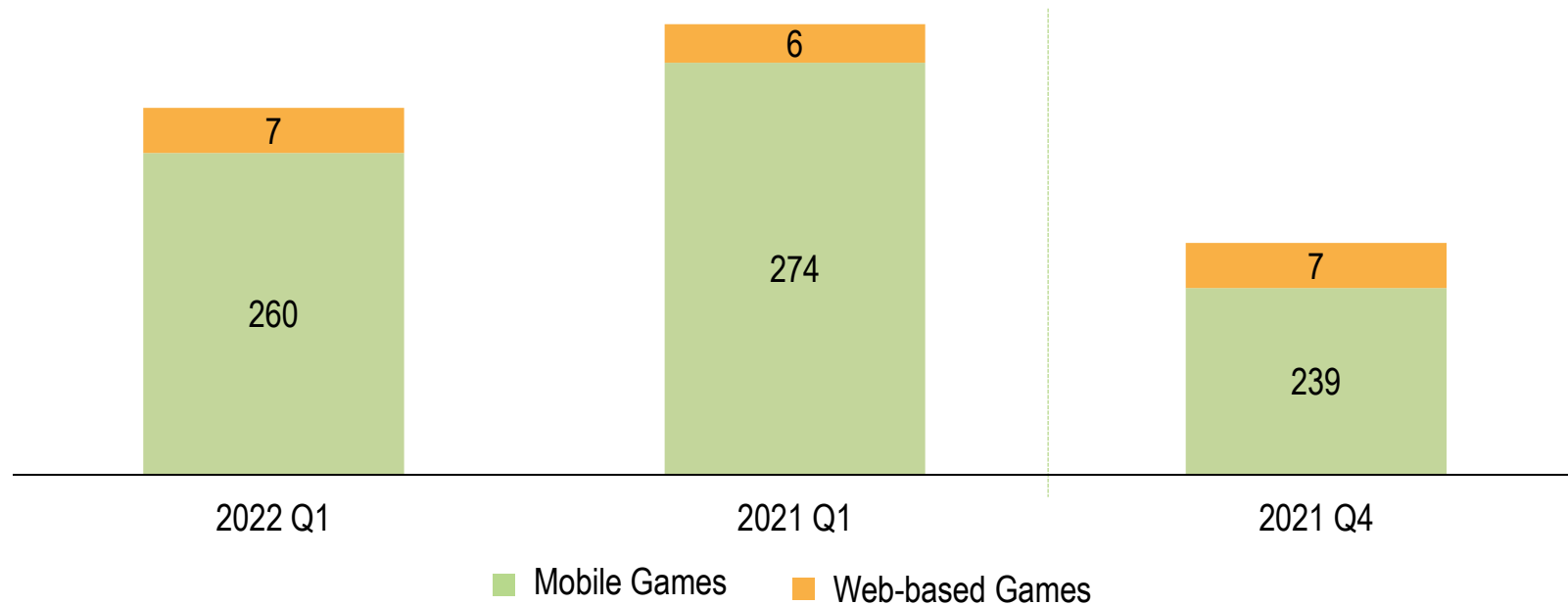
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# Paying Players

## Paying Players

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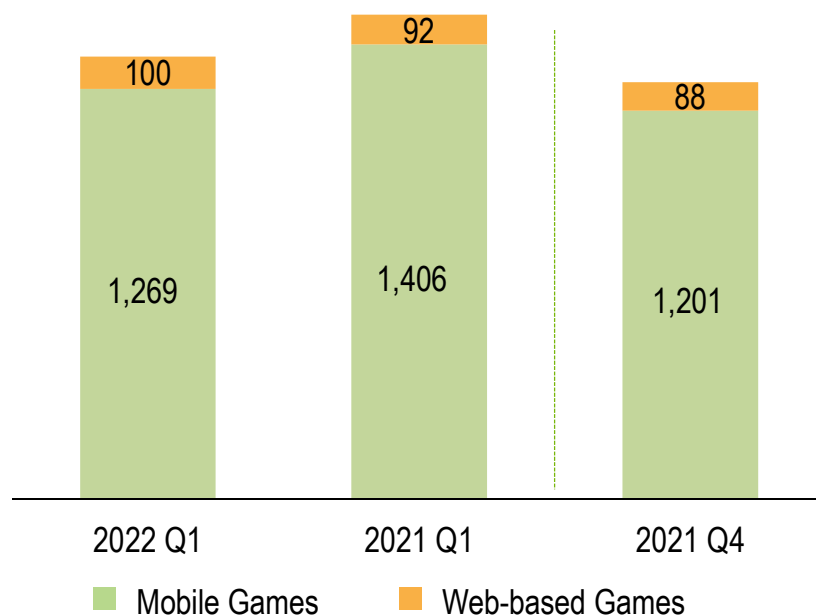


Paying Players	YoY	QoQ
Total	-4.6%	+8.5%
Mobile Games	-5.1%	+8.8%
Web-based Games	+16.7%	—

# Daily Active Users and Monthly Active Users

## Daily Active Users

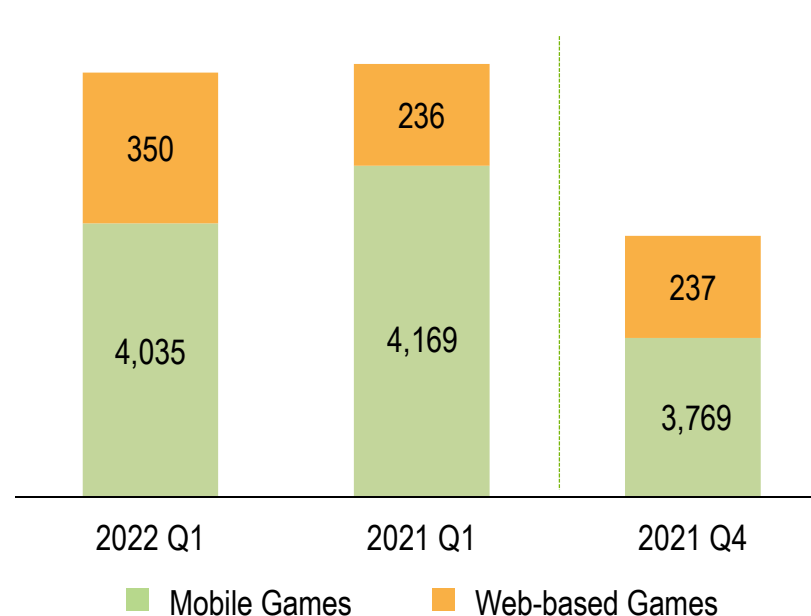
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Daily Active Users	YoY	QoQ
Total	-8.6%	+6.2%
Mobile Games	-9.7%	+5.7%
Web-based Games	+8.7%	+13.6%

## Monthly Active Users

('000)



Monthly Active Users	YoY	QoQ
Total	-0.5%	+9.5%
Mobile Games	-3.2%	+7.1%
Web-based Games	+48.3%	+47.7%

# Prospects



# Development Plan for 2022

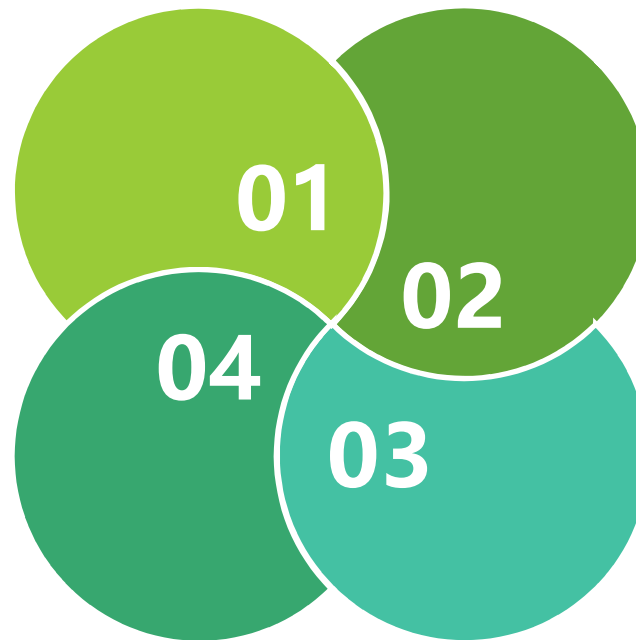
**01** 

**Continue to conduct more intensive market surveys and launch innovative game rules**

**04** 

**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**

*Remain dedicated to product refinement and operation diversification*



**02** 

**Continue to explore various domestic and overseas operation modes for card and board games**

*Improve the experience of our game players*

**03** 

**Further expand our overseas market as well as other board and card games business**

# Investor Enquiries

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