

2022 BOYAA INTERACTIVE FIRST QUARTERLY RESULTS

Boyaa Interactive announced its first quarter results of 2022

Approximately 7.8% YoY Increase in Revenue, Steady Growth in Net Profit, and QoQ Increase in Paying Players and Users

FINANCIAL HIGHLIGHTS	For the three months ended 31 March 2022 (RMB, in millions)
Revenue	91.5
Gross profit	60.2
Profit attributable to owners of the Company	16.2
Unaudited non-IFRS adjusted net profit	16.4

(26 May 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 unaudited consolidated results for the three months ended 31 March 2022 (the “Reporting Period”) (the “First Quarterly Results”).

Revenue amounted to approximately RMB91.5 million in Q1 2022, representing a YoY increase of approximately 7.8%

The Group recorded a revenue of approximately RMB91.5 million in the first quarter of 2022, representing a year-on-year increase of approximately 7.8% from approximately RMB84.9 million recorded for the same period in 2021, and a quarter-on-quarter increase of approximately 4.4% as compared to the fourth quarter of 2021. Meanwhile, its gross profit for the three months ended 31 March 2022 amounted to approximately RMB60.2 million, representing a year-on-year increase of 4.6% from approximately RMB57.6 million recorded for the same period in 2021.

The year-on-year increase in revenue was primarily due to the Group’s holding of certain online operational activities during the first quarter of 2022,

and continuous optimization of its gaming products and gameplay.

In the first quarter of 2022, the Group recorded an unaudited non-IFRS adjusted net profit of approximately RMB16.4 million, whereas it recorded an unaudited non-IFRS adjusted loss of approximately RMB16.1 million for the same period in 2021. The change in the position of unaudited non-IFRS adjusted net profit in the first quarter of 2022 as compared to the position of unaudited non-IFRS adjusted loss for the same period in 2021, was mainly due to a year-on-year increase 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 same period in 2021.

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 in the first quarter of 2022 represented a year-on-year increase of approximately 31.0%, which was mainly due to a year-on-year increase in revenue.

The Group recorded a QoQ increase in the number of paying players and active users

In terms of operating data performance, the Group recorded an increase in the number of paying players and users during the first quarter of 2022 as compared to the fourth quarter of 2021. In particular, the number of paying players increased by approximately 8.5% from approximately 0.2 million in the fourth quarter of 2021 to approximately 0.3 million in the first quarter of 2022. The number of DAUs increased by approximately 6.2% from approximately 1.3 million in the fourth quarter of 2021 to 1.4 million in the first quarter of 2022. The number of MAUs increased by approximately 9.5% from approximately 4.0 million in the fourth quarter of 2021 to approximately 4.4 million in the first quarter of 2022.

Additionally, the ARPPU grew in both mobile versions of Texas Hold'em, and other card and board games.

The Group will explore the domestic and overseas operational models for card and board games on an ongoing basis, and make more efforts to further expand its overseas market

Moving forward, according to the Group's management, "The Company will continue to intensify in-depth market research, enrich and innovate the contents and rules of the games, and explore the domestic and overseas operational models for card and board games on an ongoing basis, while striving to improve the players' gaming experience, further refine our products and diversify our operation to improve the game quality in an all-round way and make every effort to build our brand for online and offline competition series. On top of consolidating our existing market, more efforts will be made to further expand our overseas market as well as other card and board games business. The Company will strictly comply with various laws and regulations of the

People's Republic of China (the "PRC") and develop high-quality intellectual and competitive games and competition products. We will continue the journey to forge a century-old brand for card and board games."