

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

2022 Interim Results

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

2022 Interim Results Highlights

1

In 2022 1H, revenue maintained steady growth, primarily due to the Group's holding of certain online operational activities and continuous optimization of the gaming products and gameplay.

- 2022 Q2 revenue amounted to approx. RMB 94.9 million, up approx. 3.7 % QoQ
- 2022 1H revenue amounted to approx. RMB 186.5 million, up approx. 2.7% YoY

2

In 2022 1H, unaudited non-IFRS adjusted net profit increase year on year.

- In 2022 Q2, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB14.1 million, up approx. 172.3% YoY
- In 2022 1H, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB30.5 million, turned from loss position in 2021 1H to profit position in 2022 1H
- 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 2022 1H generally remained stable as compared to the same period in 2021

3

In 2022 Q2, we participated in a charity event organized by the Shenzhen Internet Culture Market Industry Association in respect of donation of condolences materials in fighting the COVID-19 pandemic to the Healthcare Hospital for Women and Children and the emergency Management Bureau of Nanshan District, Shenzhen. We also participated in the welfare activity “Caring for Mountainous Areas and Donating Books to Help Rural Students” organized by the Guangdong Provincial Education Foundation by donating funds to establish charity libraries in rural schools.

2022 Interim Results



2022 Interim Results

RMB '000	2022 1H	2021 1H	Change
Revenue	186,454	181,483	+2.7%
Gross Profit	122,843	122,659	+0.2%
Profit / (Loss) Attributable to Owners of the Company	29,349	(10,951)	-ve to +ve
Gross Profit Margin	65.9%	67.6%	-1.7p.p.
Net Profit Margin	15.7%	(6.0%)	-ve to +ve
Earnings / (Loss) Per Share – Basic (RMB cent)	4.47	(1.67)	-ve to +ve

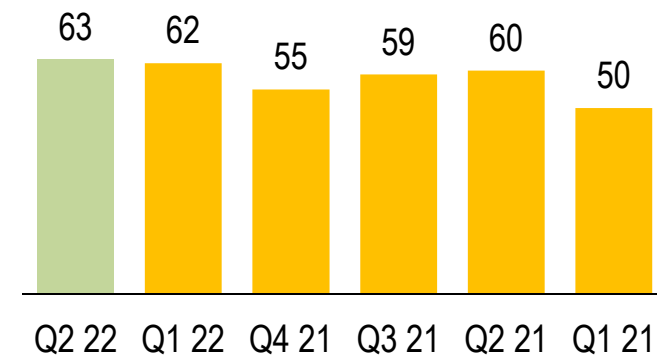
2022 1H Revenue Breakdown

Revenue by Game Type

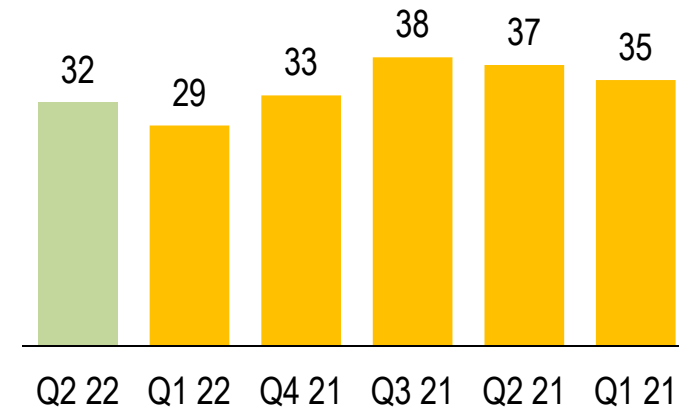
2022 1H | 2021 1H

(RMB million)

Mobile Games



Web-based Games

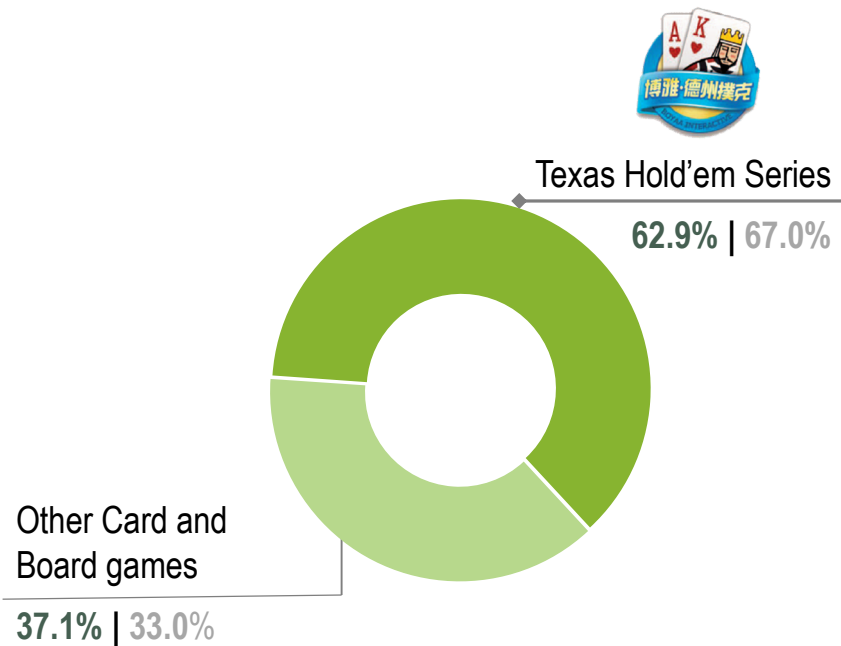


2022 1H Revenue Breakdown

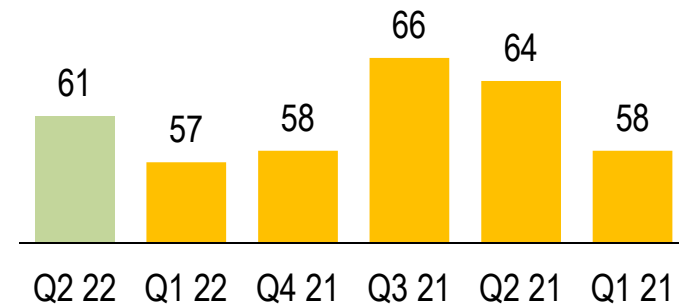
Revenue by Game

2022 1H | 2021 1H

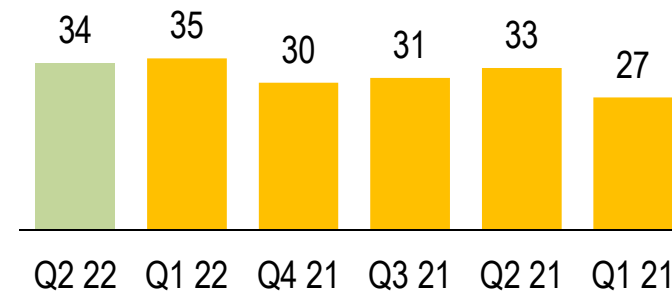
(RMB million)



Texas Hold'em Series



Other Card and Board Games

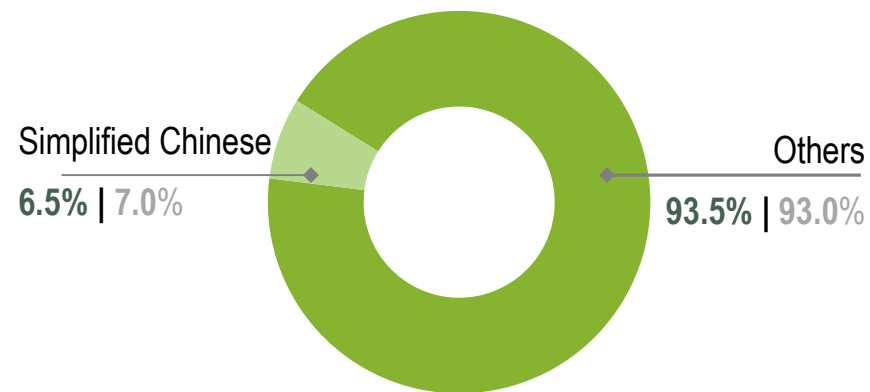


2022 1H Revenue Breakdown

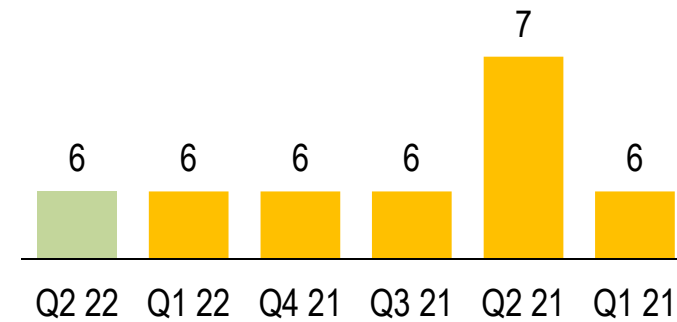
Revenue by Language Versions of Game

2022 1H | 2021 1H

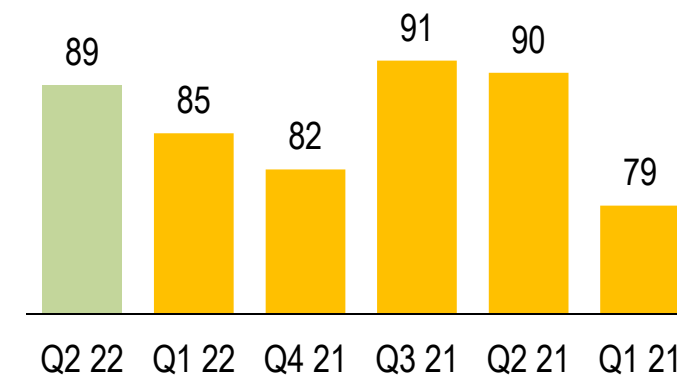
(RMB million)



Simplified Chinese



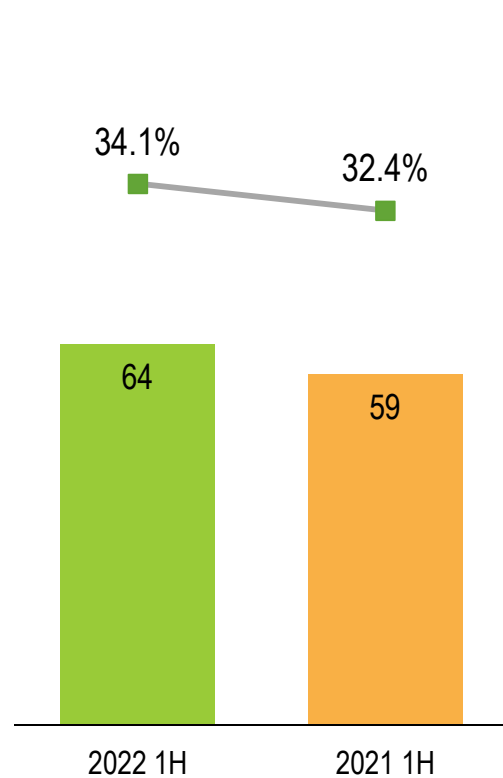
Others



2022 1H Costs and Expenses Breakdown

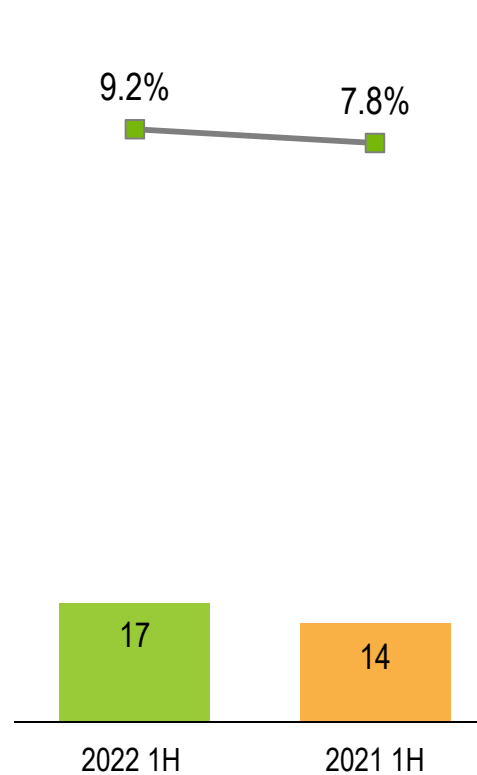
Cost of Revenue

(% of revenue, RMB million)



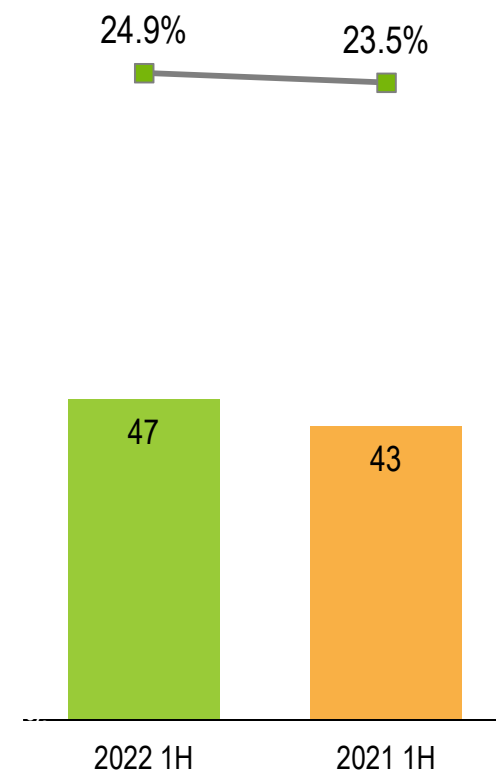
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



Financial Position

RMB '000	As of 30 June 2022	As of 31 December 2021	Change
Total Assets	2,385,502	2,303,650	+3.6%
Total Liabilities	315,128	285,680	+10.3%
Net Assets	2,070,374	2,017,970	+2.6%
Restricted Investment at Fair Value through Profit or Loss*	247,332	243,873	+1.4%
Restricted Capital	436,725	434,143	+0.6%
Cash and Cash Equivalents and Term Deposit**(Excluding Restricted Capital)	1,377,203	1,263,303	+9.0%
Trade Receivables	27,031	21,849	+23.7%
Trade and Other Payables	72,295	76,828	-5.9%

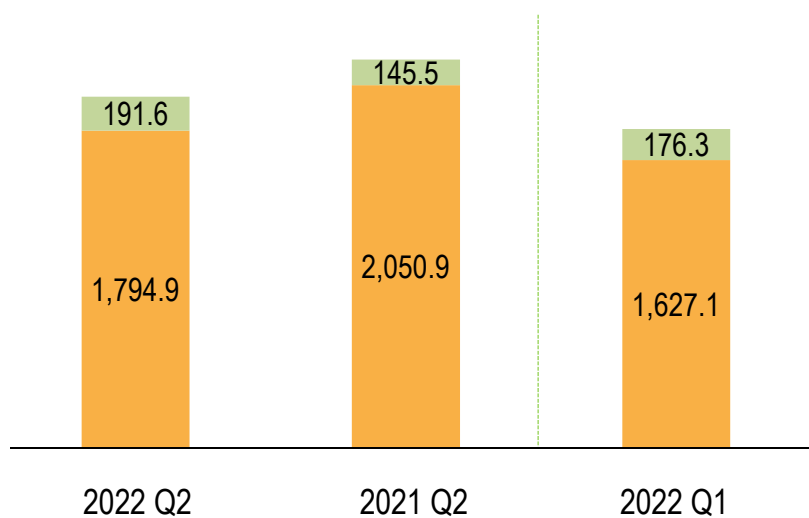
* Restricted Investment at Fair Value through Profit or Loss: Investment in wealth management product that was frozen.

** 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

+31.7%

+8.7%

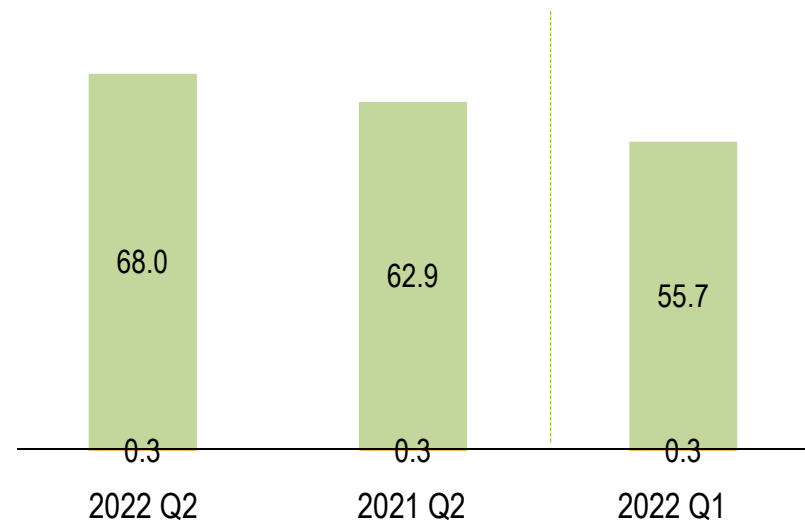
Web-based Games

-12.5%

+10.3%

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

+8.1%

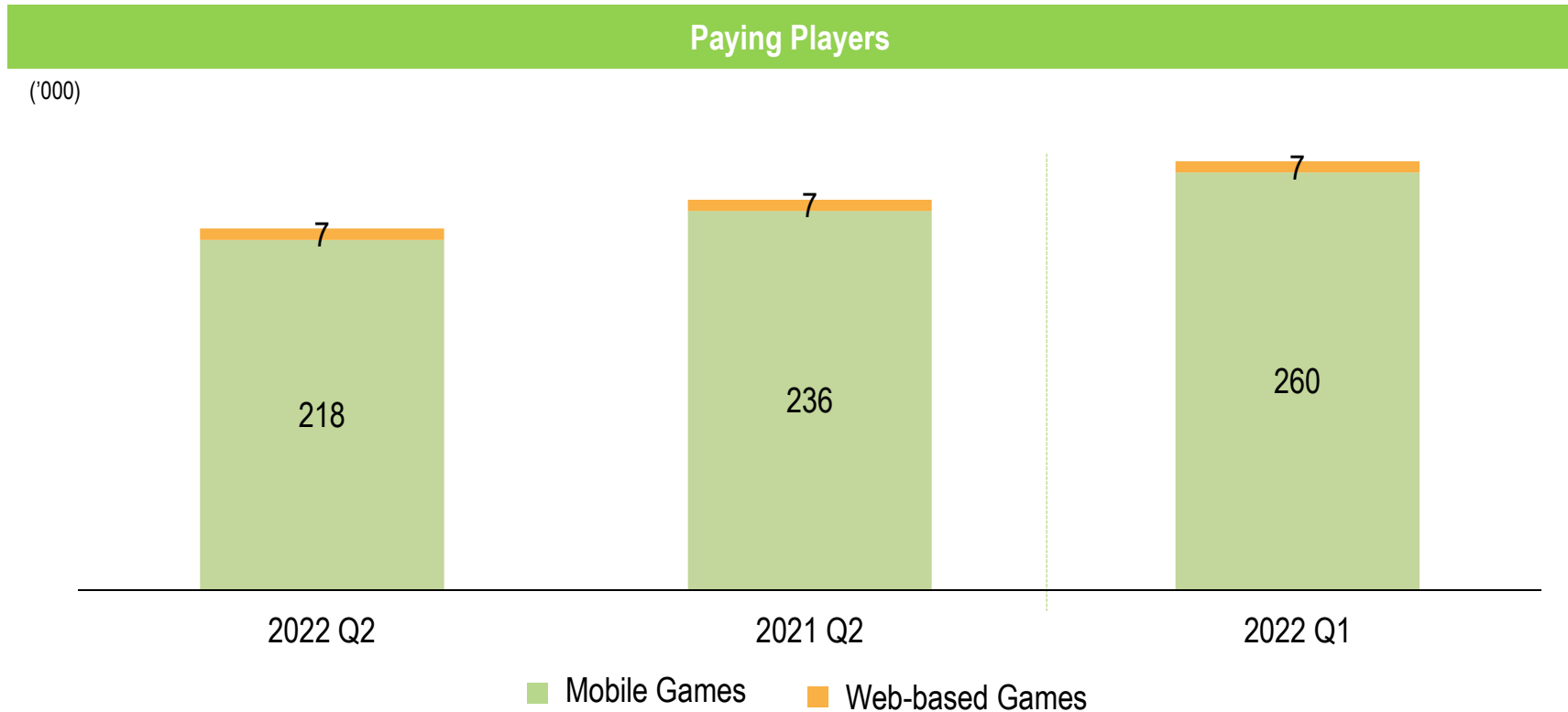
+22.1%

Web-based Games

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Paying Players

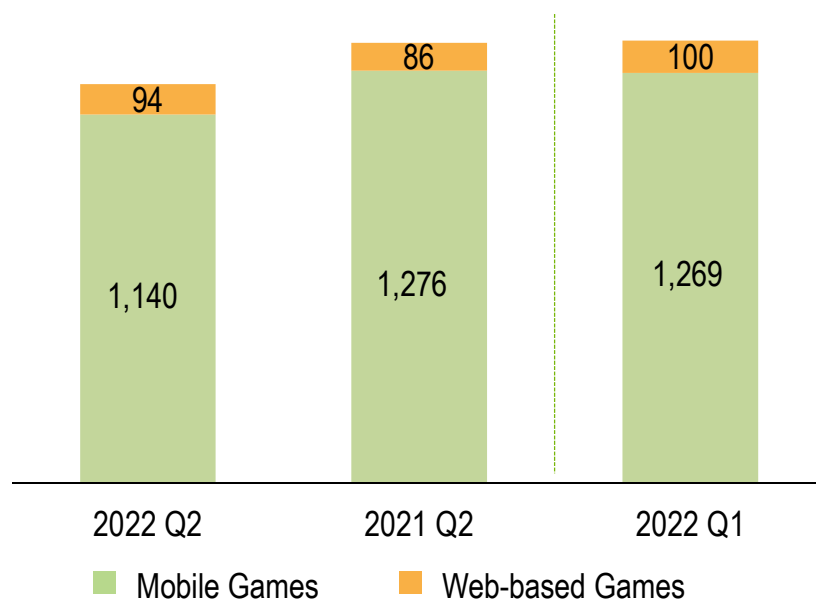


Paying Players	YoY	QoQ
Total	-7.4%	-15.7%
Mobile Games	-7.6%	-16.2%
Web-based Games	—	—

Daily Active Users and Monthly Active Users

Daily Active Users

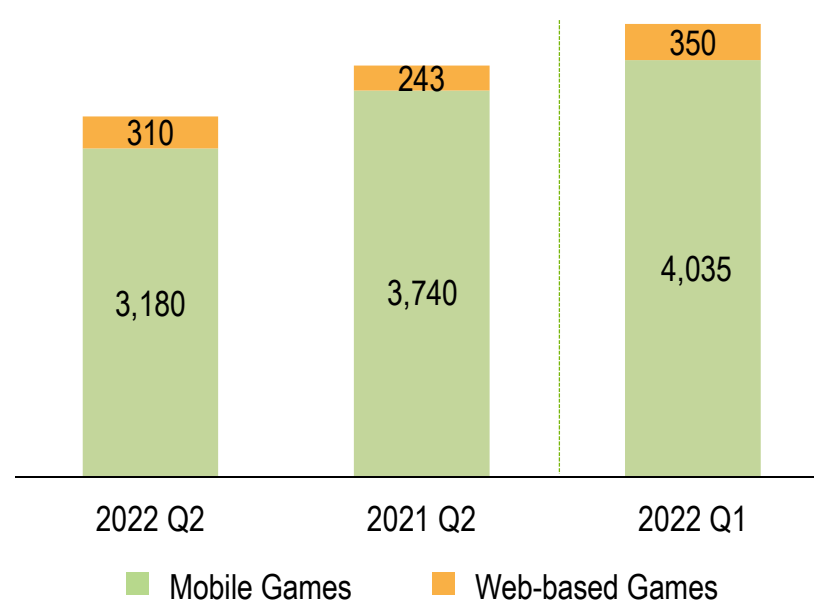
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Daily Active Users	YoY	QoQ
Total	-9.4%	-9.9%
Mobile Games	-10.7%	-10.2%
Web-based Games	+9.3%	-6.0%

Monthly Active Users

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Monthly Active Users	YoY	QoQ
Total	-12.4%	-20.4%
Mobile Games	-15.0%	-21.2%
Web-based Games	+27.6%	-11.4%

Prospects



Development Plan for 2022

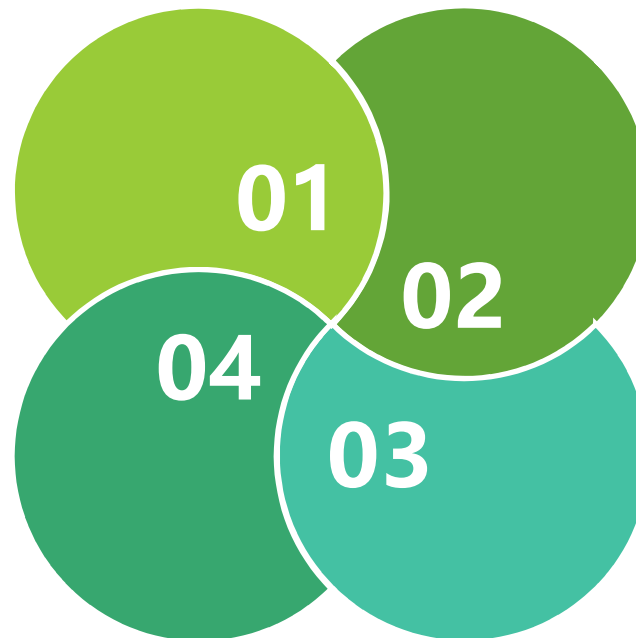
01 

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

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