

2022 BOYAA INTERIM RESULTS

Boyaa Interactive announced its interim results of 2022

Revenue of Approximately RMB186.5 Million and Steady Growth in Net Profit

FINANCIAL HIGHLIGHTS	For the six months ended 30 June 2022 (RMB, in millions)
Revenue	186.5
Gross profit	122.8
Profit attributable to owners of the Company	29.3
Unaudited non-IFRS adjusted net profit	30.5

(25 August 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 and six months ended 30 June 2022 (the “Reporting Period”) (the “Interim Results”).

YoY increase of approximately 2.7% in revenue and net profit of approximately RMB30.5 million in 2022 1H

The Group recorded revenue of approximately RMB186.5 million in the first half of 2022, representing a year-on-year increase of approximately 2.7% as compared to the first half of 2021. Meanwhile, it recorded revenue of approximately RMB94.9 million in the second quarter of 2022, representing a quarter-on-quarter increase of approximately 3.7% as compared to the first quarter of 2022.

The 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 during the Reporting Period.

The Group recorded gross profit of approximately RMB122.8 million and recorded an unaudited non-IFRS adjusted net profit of approximately RMB30.5

million in the first half of 2022, while the unaudited non-IFRS adjusted net loss in the first half of 2021 was approximately RMB11.0 million. The change in the position of unaudited non-IFRS adjusted net profit in the first half of 2022 as compared to the position of unaudited non-IFRS adjusted net 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.

In the second quarter of 2022, the Group recorded gross profit of approximately RMB62.6 million, recorded an unaudited non-IFRS adjusted net profit of approximately RMB14.1 million, representing a year-on-year increase of approximately 172.3% as compared to the same period in 2021, mainly due to smaller extent of the decrease in the fair value of financial assets such as equity investment partnerships in the second quarter of 2022 as compared to the corresponding period in 2021.

Mobile games accounted for a higher percentage of total revenue and the ARPPU in major games increased

For the six months ended 30 June 2022, revenue generated from the Group's mobile games and web-based games accounted for approximately 67.0% and 33.0% of its total revenue, respectively, as compared with approximately 60.6% and 39.4%, respectively, for the six months ended 30 June 2021.

In terms of operating data performance, the Group recorded a decrease in the number of paying players and users during the second quarter of 2022 as compared to the first quarter of 2022. In particular, the number of paying players decreased by approximately 15.7% from approximately 0.27 million in the first quarter of 2022 to approximately 0.23 million in the second quarter of 2022. The number of DAUs decreased by approximately 9.9% from approximately 1.4 million in the first quarter of 2022 to approximately 1.2 million in the second quarter of 2022. The number of MAUs decreased by approximately 20.4% from approximately 4.4 million in the first quarter of 2022 to approximately 3.5 million in the second quarter of 2022.

However, the ARPPU in mobile games and web-based games of Texas Hold'em Series and mobile games of other card and board increased.

The Group has upheld the concept of “growing in love” in the charity, continuing its fulfillment of social responsibility

The Group has upheld the concept of “growing in love” in the charity, continuing its fulfillment of social responsibility to make contributions to the society. During the second quarter of 2022, the group 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. The Group also participated in the welfare activity “Caring for Mountainous Areas and Donating Books to Help Rural Students” organized by the Guangdong Provincial Education Foundation in the second quarter of 2022, by donating funds to establish charity libraries in rural schools.

The Group will continue to enrich and innovate the contents and rules of the games, and more efforts will be made to further expand its overseas market as well as other card and board games business

Moving forward, the Group 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 its products and diversify its operation to improve the game quality in an allround way and make every effort to build its brand for online and offline competition series. On top of consolidating the existing market, more efforts will be made to further expand the Group’s overseas market as well as other card and board games business.

The Group 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. It will continue the journey to forge a century-old brand for card and board games.