

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

## 2022 Q3 Results

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

# 2022 Q3 Results Highlights

1

**For the nine months ended 30 September 2022, 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 Q3 revenue amounted to approx. RMB 94.5 million, down approx. 0.5 % QoQ
- For the nine months ended 30 September 2022, revenue amounted to approx. RMB 280.9 million, up approx. 0.5% YoY

2

**For the nine months ended 30 September 2022, unaudited non-IFRS adjusted net profit turned from loss position to profit position.**

- In 2022 Q3, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB17.1 million, up approx. 195.7% YoY
- For the nine months ended 30 September 2022, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB47.6 million, turned from loss position to profit position
- For the nine months ended 30 September 2022, 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 down approx. 4.9% YoY

3

**In 2022 Q3, we recorded an increase in the number of MAUs as compared to 2022 Q2**

- The number of MAUs increased by approximately 5.3% from approximately 3.5 million in the second quarter of 2022 to approximately 3.7 million in the third quarter of 2022.
- The ARPPU in mobile games and web-based games of Texas Hold'em Series increased

# 2022 Q3 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 upwards and to the right.

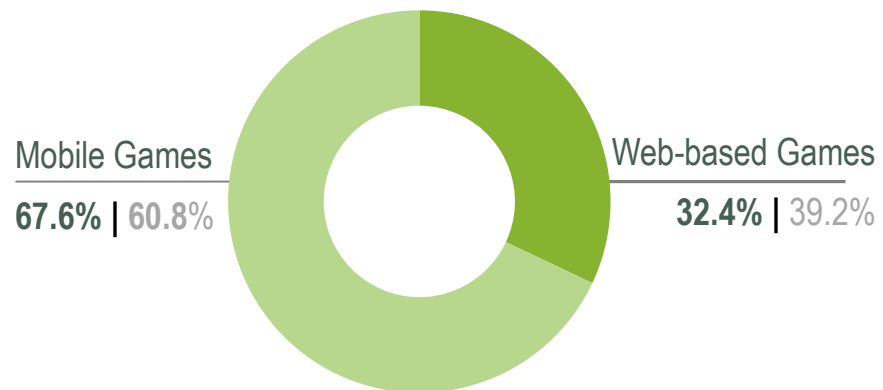
# 2022 Q3 Results

RMB '000	2022 Q3	2021 Q3	Change
Revenue	<b>94,480</b>	97,012	-2.6%
Gross Profit	<b>62,071</b>	64,872	-4.3%
Profit / (Loss) Attributable to Owners of the Company	<b>16,180</b>	5,667	+185.5%
Gross Profit Margin	<b>65.7%</b>	66.9%	-1.2p.p.
Net Profit Margin	<b>17.1%</b>	5.8%	+11.3p.p.
Earnings / (Loss) Per Share – Basic (RMB cent)	<b>2.46</b>	0.86	+186.0%

# 2022 Q3 Revenue Breakdown

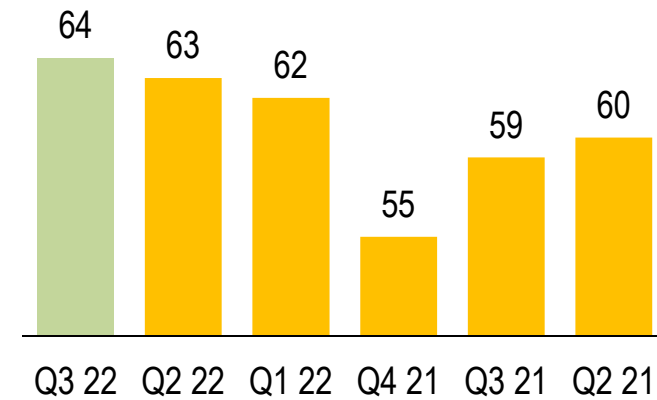
## Revenue by Game Type

2022 Q3 | 2021 Q3

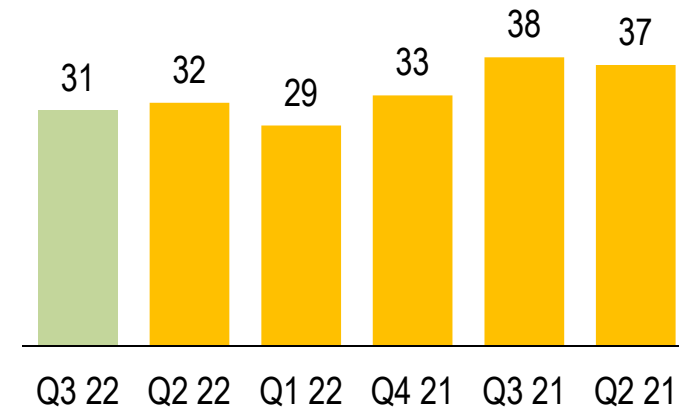


(RMB million)

### Mobile Games



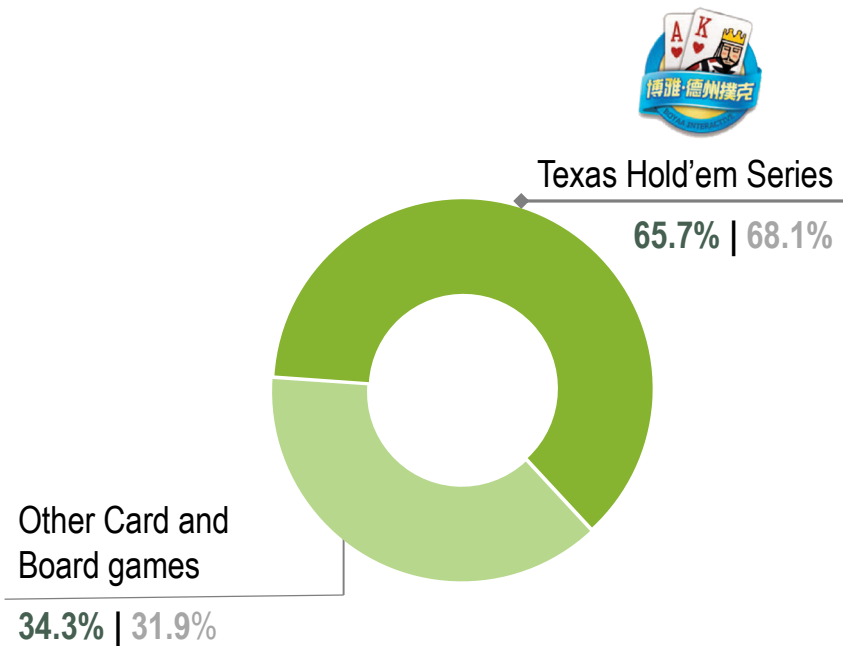
### Web-based Games



# 2022 Q3 Revenue Breakdown

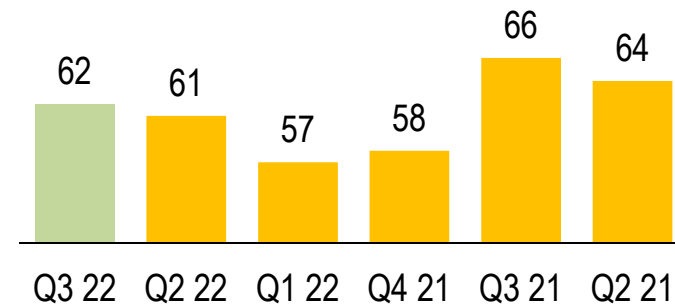
## Revenue by Game

2022 Q3 | 2021 Q3

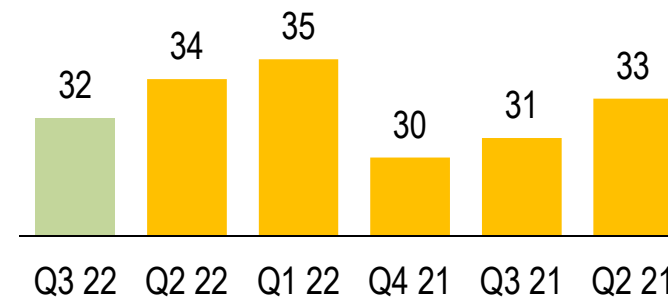


(RMB million)

### Texas Hold'em Series



### Other Card and Board Games

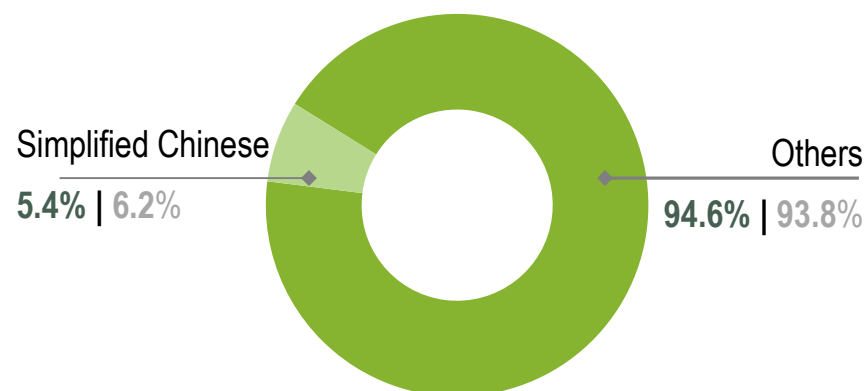


# 2022 Q3 Revenue Breakdown

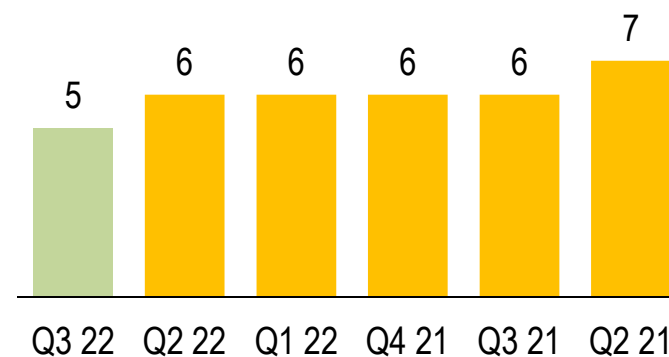
## Revenue by Language Versions of Game

2022 Q3 | 2021 Q3

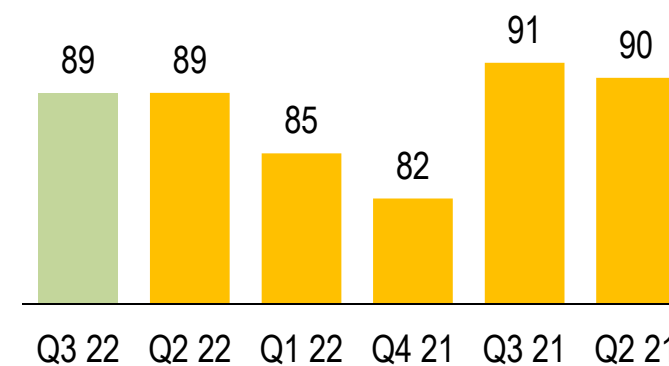
(RMB million)



### Simplified Chinese



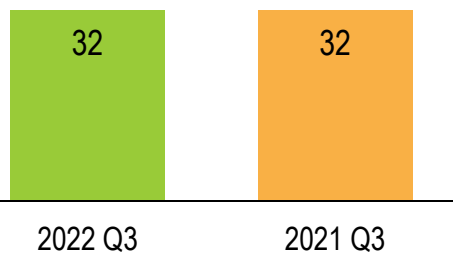
### Others



# 2022 Q3 Costs and Expenses Breakdown

## Cost of Revenue

(% of revenue, RMB million)



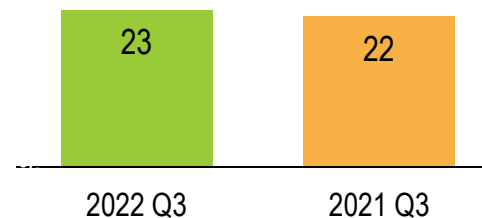
## Selling and Marketing Expenses

(% of revenue, RMB million)



## Administrative Expenses

(% of revenue, RMB million)





# Financial Position

RMB '000	As of 30 September 2022	As of 31 December 2021	Change
Total Assets	<b>2,461,304</b>	2,303,650	<b>+6.8%</b>
Total Liabilities	<b>338,472</b>	285,680	<b>+18.5%</b>
Net Assets	<b>2,122,832</b>	2,017,970	<b>+5.2%</b>
Restricted Investment at Fair Value through Profit or Loss*	<b>249,093</b>	243,873	<b>+2.1%</b>
Restricted Capital	<b>438,011</b>	434,143	<b>+0.9%</b>
Cash and Cash Equivalents and Term Deposit**(Excluding Restricted Capital)	<b>1,369,751</b>	1,263,303	<b>+8.4%</b>
Trade Receivables	<b>29,171</b>	21,849	<b>+33.5%</b>
Trade and Other Payables	<b>84,707</b>	76,828	<b>+10.3%</b>

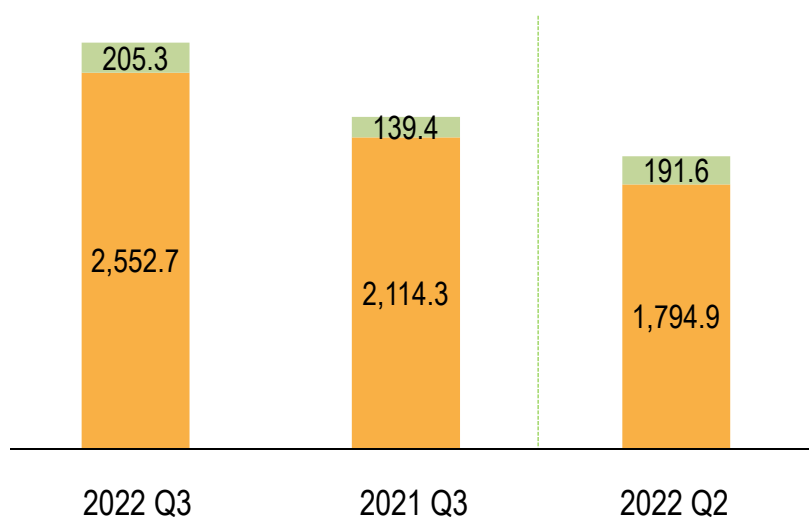
\* Restricted Investment at Fair Value through Profit or Loss: Investment in wealth management product that was frozen.

\*\* 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

+47.3%

+7.2%

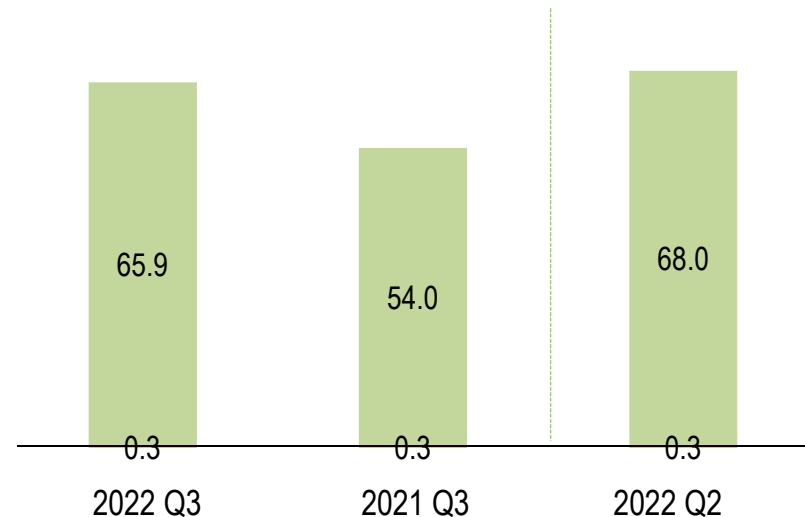
Web-based Games

+20.7%

+42.2%

## 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

+22.0%

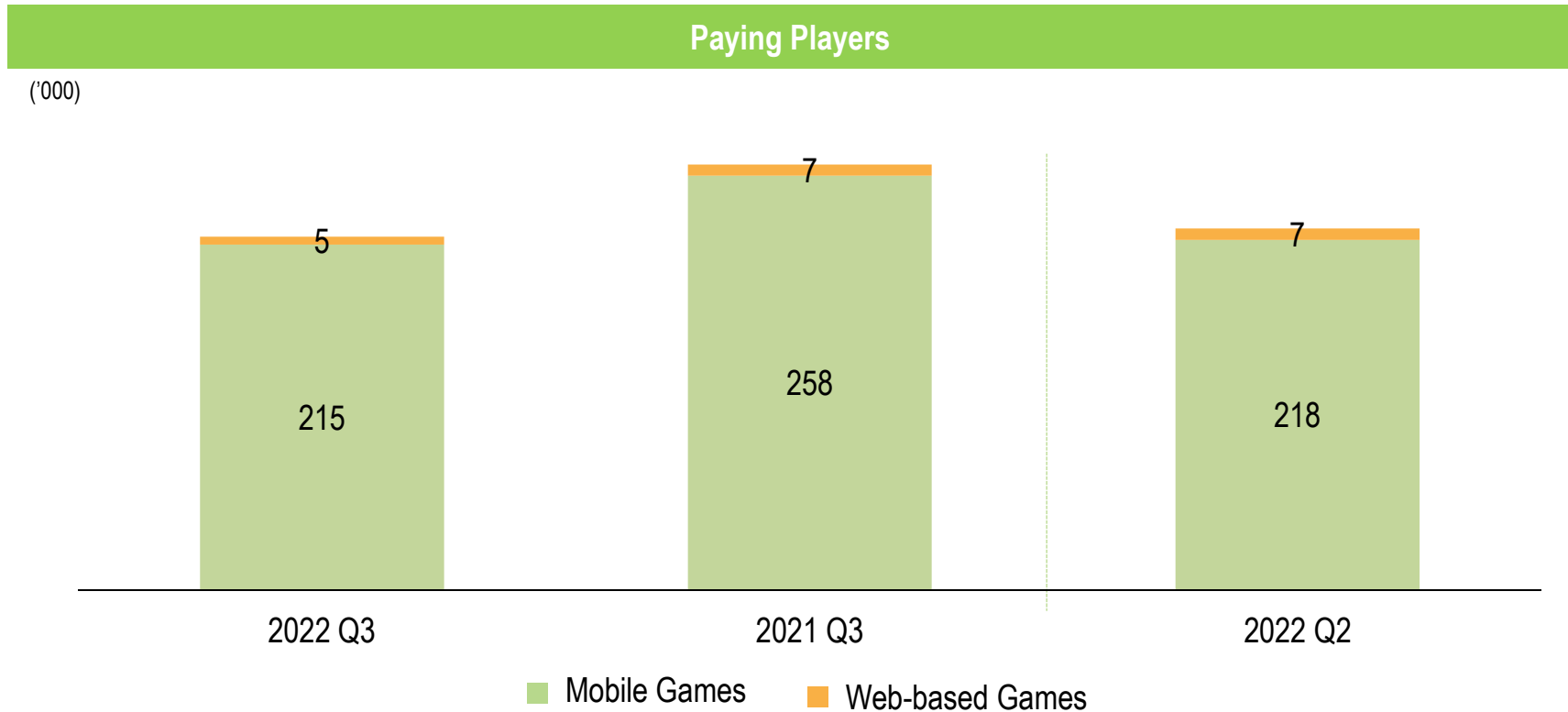
-3.1%

Web-based Games

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# Paying Players

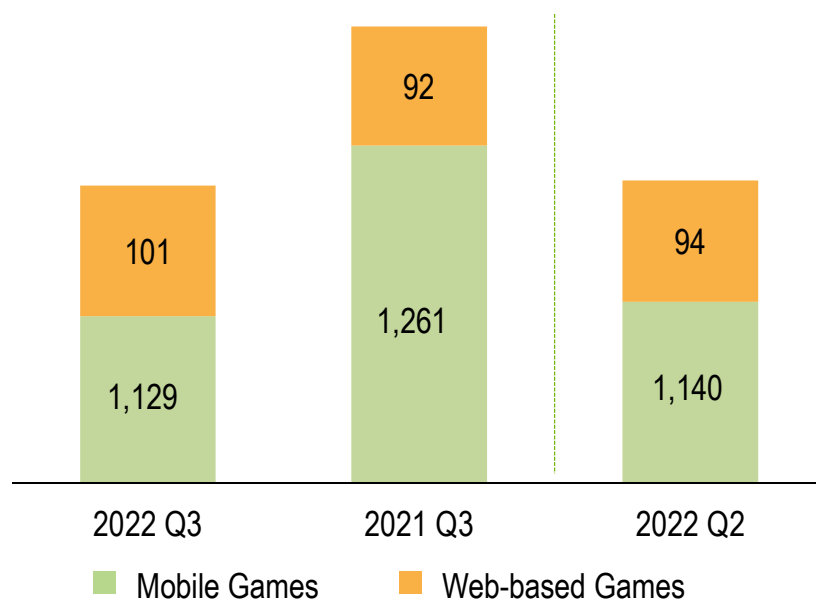


Paying Players	YoY	QoQ
Total	-17.0%	-2.2%
Mobile Games	-16.7%	-1.4%
Web-based Games	-28.6%	-28.6%

# Daily Active Users and Monthly Active Users

## Daily Active Users

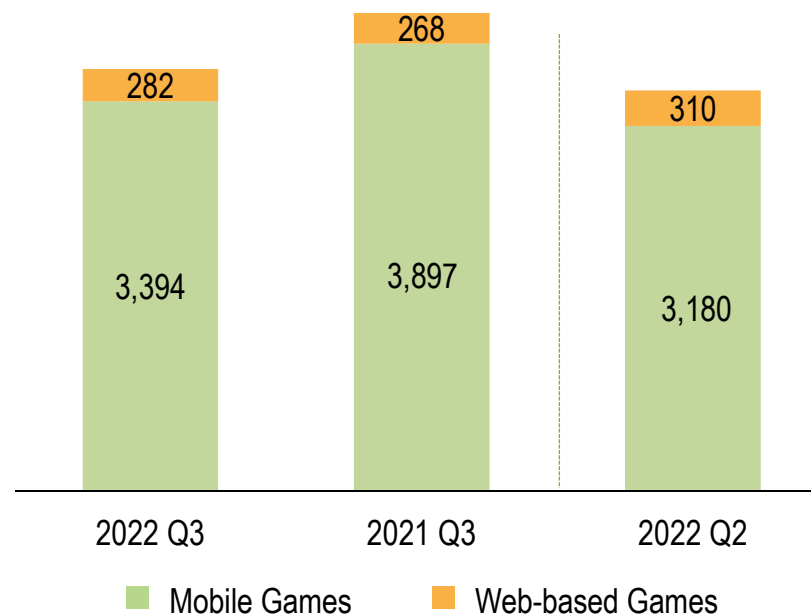
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Daily Active Users	YoY	QoQ
Total	-9.1%	-0.3%
Mobile Games	-10.5%	-1.0%
Web-based Games	+9.8%	+7.4%

## Monthly Active Users

('000)



Monthly Active Users	YoY	QoQ
Total	-11.7%	+5.3%
Mobile Games	-12.9%	+6.7%
Web-based Games	+5.2%	-9.0%

# Prospects



# Development Plan for 2022

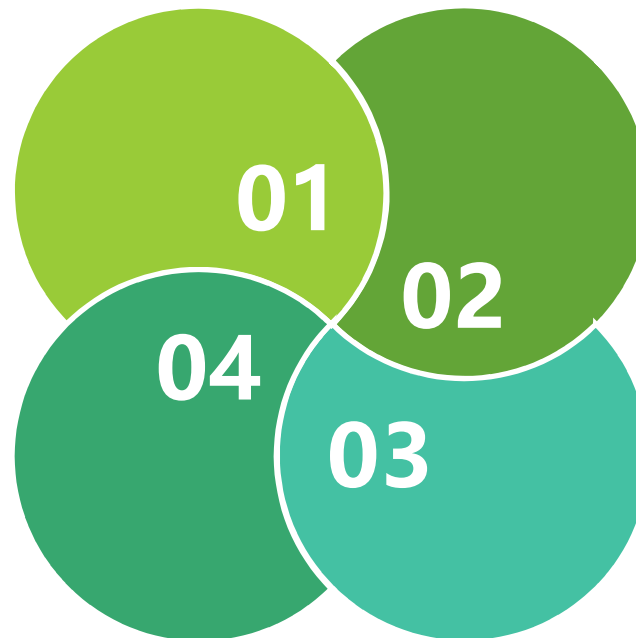
**01** 

**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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