

# 2022 BOYAA ANNUAL RESULTS

**Boyaa Interactive announced its 2022 annual results  
2022 Revenue Up Approximately 2.5% YoY, with a Considerable Increase  
in Net Profit**

<b>FINANCIAL HIGHLIGHTS</b>	<b>For the year ended 31 December 2022 (RMB, in millions)</b>
<b>Revenue</b>	375.3
<b>Gross profit</b>	245.8
<b>Profit attributable to owners of the Company</b>	64.2
<b>Unaudited non-IFRS adjusted net profit</b>	67.1

(23 March 2023) 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 audited consolidated results for the year ended 31 December 2022 (the “Reporting Period”).

**Revenue for 2022 amounted to approximately RMB375.3 million, representing an increase of approximately 2.5% from 2021**

The Group recorded the revenue of approximately RMB375.3 million in 2022, representing a year-on-year increase of approximately 2.5% compared to the same period in 2021. It recorded the revenue of approximately RMB94.3 million for the fourth quarter of 2022, representing a year-on-year increase of approximately 7.6% compared to the same period in 2021.

The increase in revenue was primarily due to the stable increase in the revenue of the Group as the Group held certain online operational activities and continuously optimized the gaming products and gameplay.

**Net profit for 2022 stood at approximately RMB67.1 million, a considerable increase**

The Group’s gross profit increased by approximately 0.4% from approximately RMB245.0 million for 2021 to approximately RMB245.8 million

for 2022.

In 2022, the Group recorded an unaudited non-IFRS adjusted net profit of approximately RMB67.1 million, whereas it recorded an unaudited non-IFRS adjusted loss of approximately RMB4.0 million in 2021. The Group recorded an unaudited non-IFRS adjusted net profit of approximately RMB28.6 million in the fourth quarter of 2022, representing a year-on-year increase of 167.5% as compared to the fourth quarter of 2021.

The change in the position of unaudited non-IFRS adjusted net profit for the year of 2022 as compared to the position of unaudited non-IFRS adjusted losses for the same period in 2021 was mainly due to, among others, the increase in revenue recorded for 2022 as compared to the same period in 2021; the Group's gain on disposal of subsidiary in 2022 as the result of organizational optimization; the smaller extent of the decrease in the fair value of the Group's financial assets such as equity investment partnerships for 2022 as compared to the same period in 2021; and the decrease in impairment of frozen sum of the Group for 2022 as compared to the same period in 2021.

#### **66 online games in 12 languages, with ARPPU growth for major games**

In terms of gaming products, the Group provided a total of 66 online gaming product portfolio with a total of 12 languages as at 31 December 2022.

In terms of the operating data performance, the Group recorded a decrease in the number of paying players and users during the fourth quarter of 2022 as compared to the fourth quarter of 2021, of which the number of paying players decreased by approximately 12.2% from approximately 0.25 million in the fourth quarter of 2021 to approximately 0.22 million in the fourth quarter of 2022. The number of DAUs decreased by approximately 8.2% from approximately 1.3 million in the fourth quarter of 2021 to 1.2 million in the fourth quarter of 2022. The number of MAUs was approximately 4.0 million in the fourth quarter of 2021 and the fourth quarter of 2022, respectively. However, the ARPPU grew in the mobile version and the web-based version of Texas Hold'em and the mobile version of other card and board games.

#### **The Group will further expand the domestic and overseas markets for card and board games, and research and develop new competition gaming**

Moving forward, the Group will further explore the domestic and overseas operational models for card and board games; and further expand the domestic and overseas markets for card and board games. Meanwhile, it will keep focusing on the R&D and innovation of mobile-based products and devote more efforts to expand other card and board gaming business and continually enrich and innovate the contents and rules of the games; and constantly improve its basic infrastructure and gaming features, and focus on enhancing the experience and service quality it provides to its users. In

addition, the Group will also research and develop new competition gaming to enhance and consolidate the loyalty of its players and develop Boyaa into a century-old brand of intellectual and competitive card and board games.

According to the Group's management, "In 2022, we moved ahead steadily. In 2023, the Group will continue to strictly comply with various laws and regulations of the People's Republic of China (the "PRC"), will still focus on the R&D and innovation of online card and board game products, and continuously be enriching the variety of game products and optimising the user experience. Moreover, the Group will tap into the domestic and overseas game markets as well as other card and board games businesses, constantly exploring and trying new business models, endeavoring to develop high-quality card and board games and matches. With the development in the field of online card and board games progressing in a steady manner, the Group continues the journey to forge a century-old brand for Boyaa's intellectual and competitive card and board games."