

boyaa Boyaa Interactive International Limited

(Stock Code: 0434.HK)

2022 Annual Results

*Aims to becoming the leading global brand
in online card and board games*



2022 ANNUAL RESULTS HIGHLIGHTS

1

Revenue increased steadily, primarily attributable to (i) several online operational activities held; and (ii) continuously optimizing gaming products and gameplay.

- Revenue amounted to RMB 375.3mn, up 2.5% YoY in 2022
- Revenue amounted to 94.3 mn, up 7.6% YoY in 2022Q4

2

During 2022, unaudited non-IFRS adjusted net profit turned from loss position to profit position

- In 2022, we recorded an unaudited non-IFRS adjusted net profit of approx.RMB67.1 million, turned from loss position to profit position
- In 2022 Q4, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB28.6 million, up approx. 167.5%YoY
- Excluding the impact of non-operating one-off factors such as the change in fair value of financial assets such as equity investment partnerships and the impairment of frozen sum,the unaudited non-IFPS adjusted net profit increased by approx. 9.4% YoY and 90.5% in 2022 and 2022Q4 respectively

3

Average Revenue Per Paying User(ARPPU) increased steadily in 2022Q4

- In 2022Q4, the monthly active users amounted to 4.0mn, up 0.8% YoY
- The ARPPU of the mobile version and web-based version of Texas Hold'em Series increased by 38.2% and 51.6% YoY respectively
- The ARPPU of the mobile version of Other Card and Board increased by 23.7% YoY

2022 ANNUAL RESULTS



2022 ANNUAL RESULTS

RMB'000	2022	2021(Restated)	Change
Revenue	375,266	366,161	+2.5%
Gross Profit	245,845	244,962	+0.4%
Profit/(loss) for the year attributable to owners of the Company	64,200	-4,366	-ve to +ve
Adjusted profit/(loss) for the year attributable to owners of the Company*	119,587	109,353	+9.4%
Gross Profit Margin	65.5%	66.9%	-1.4p.p.
Net Profit Margin	17.1%	-1.2%	+18.3 p.p.
Adjusted Net Profit Margin	31.9%	29.9%	+2.0p.p.
Earnings/(loss) per share– Basic (RMB cents)	9.77	-0.66	-ve to +ve
Earnings/(loss) per share– Diluted (RMB cents)	9.68	-0.66	-ve to +ve

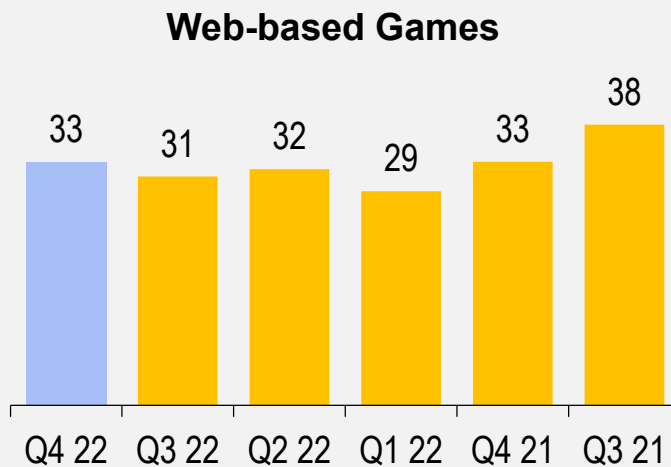
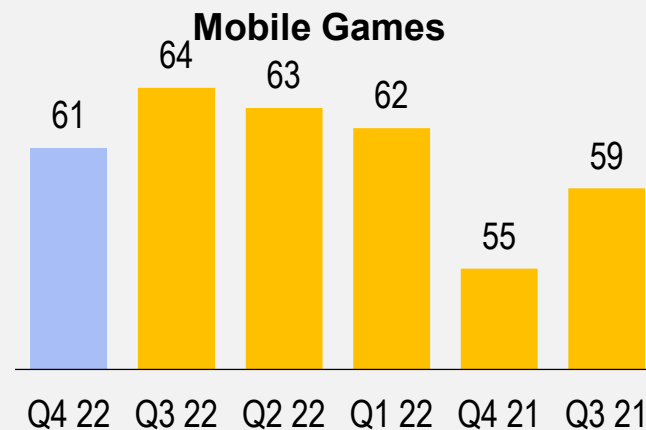
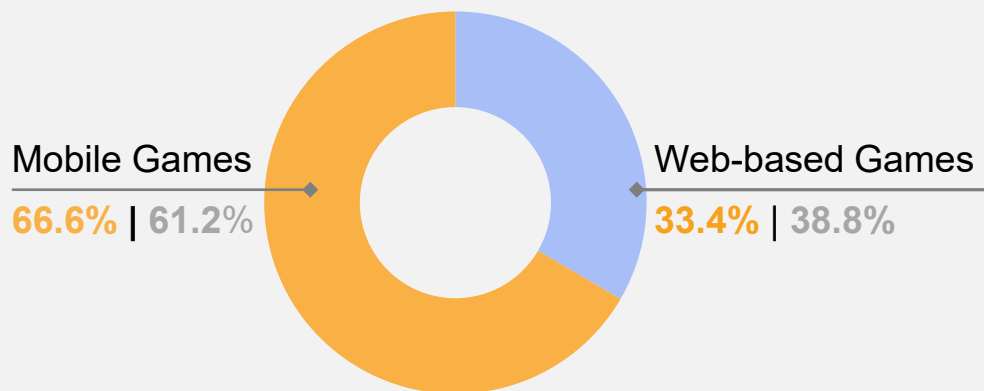
* Excluding the impact of non-operating one-off factors such as the changes in the fair value of equity investment partnerships and the impairment of frozen sum, and share-based compensation expenses

2022 REVENUE BREAKDOWN

Revenue by Game Types

2022 | 2021

(RMB million)

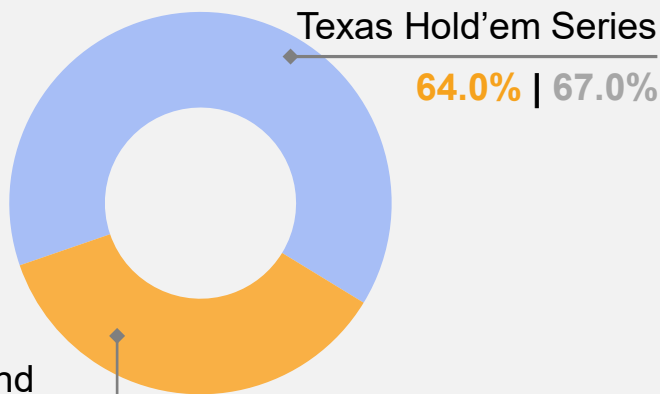


2022 REVENUE BREAKDOWN

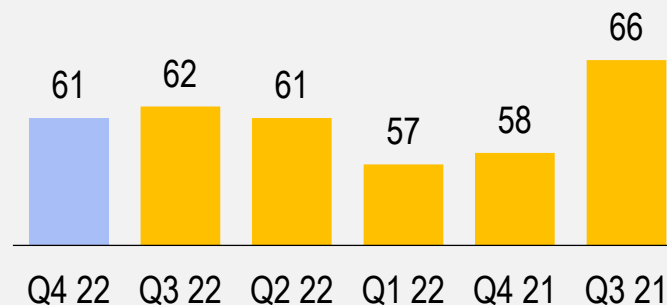
Revenue by Games

2022 | 2021

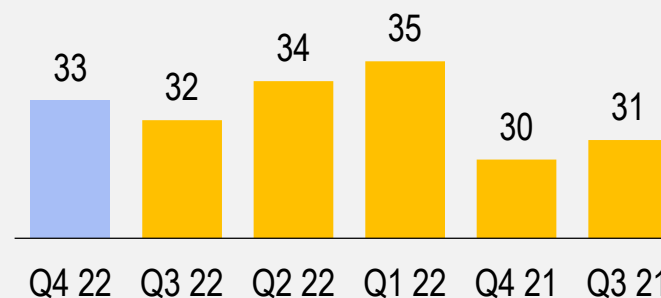
(RMB million)



Texas Hold'em Series



Other Card and Board Games

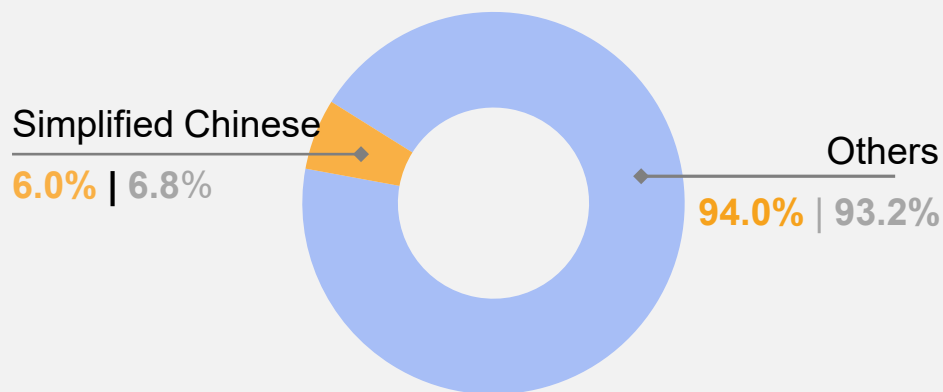


2022 REVENUE BREAKDOWN

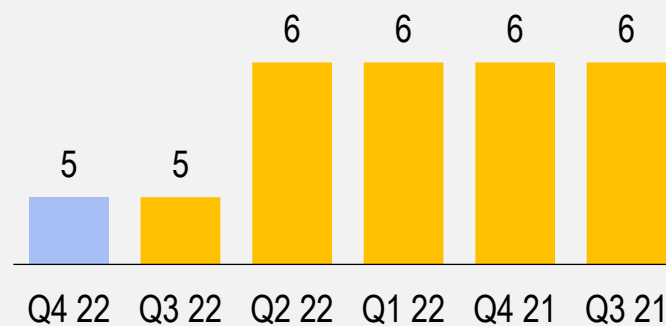
Revenue by Language Versions of Games

2022 | 2021

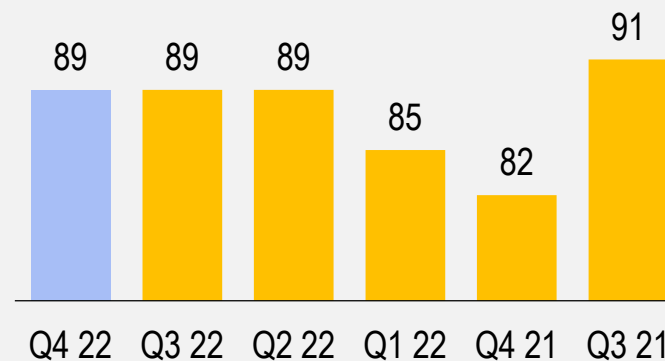
(RMB million)



Simplified Chinese



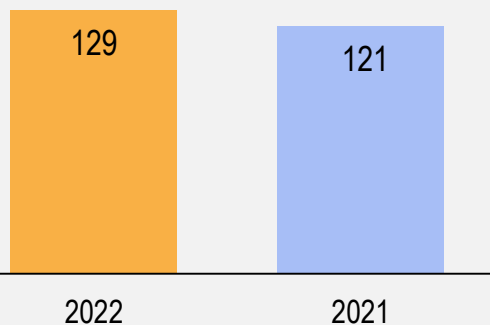
Others



2022 COSTS AND EXPENSES BREAKDOWN

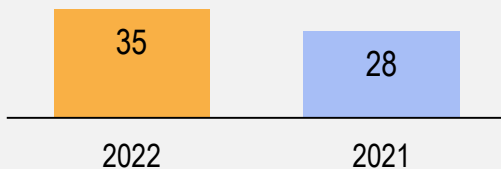
Cost of Revenue

(% of revenue, RMB million)



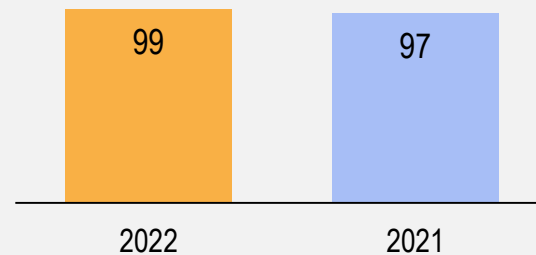
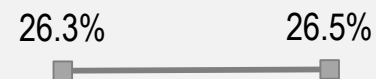
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



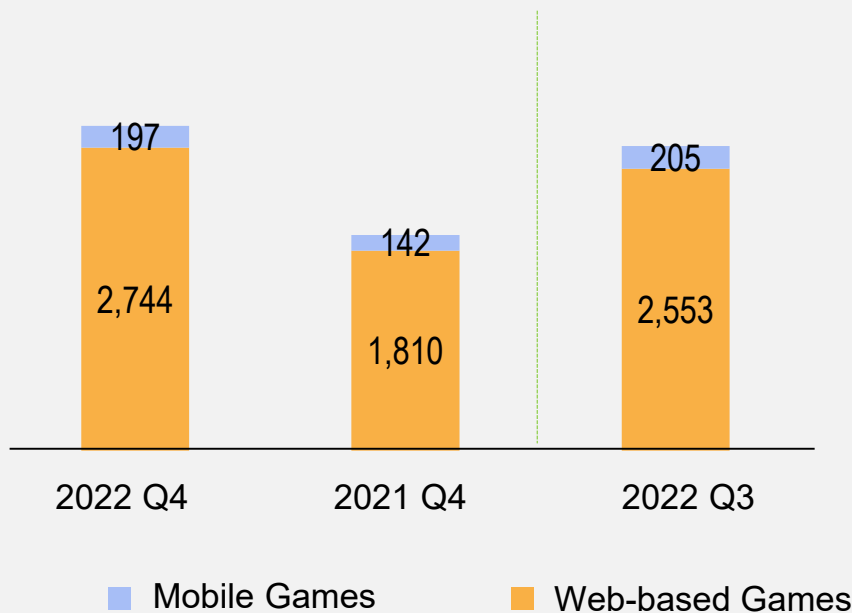
FINANCIAL POSITION

RMB '000	As of 31 December 2022	As of 31 December 2021(Restated)	Change
Total Assets	1,786,590	1,625,634	+9.9%
Total Liabilities	329,306	285,680	+15.3%
Total Equity	1,457,284	1,339,954	+8.8%
Investment at Fair Value through Profit or Loss	185,333	210,671	-12.0%
Term Deposits	1,157,398	1,014,996	+14.0%
Cash and Cash Equivalents	293,956	248,307	+18.4%
Trade Receivables	23,831	21,849	+9.1%
Trade and Other Payables	77,892	76,828	+1.4%

AVERAGE REVENUE PER PAYING USERS (ARPPU) OF KEY GAMES

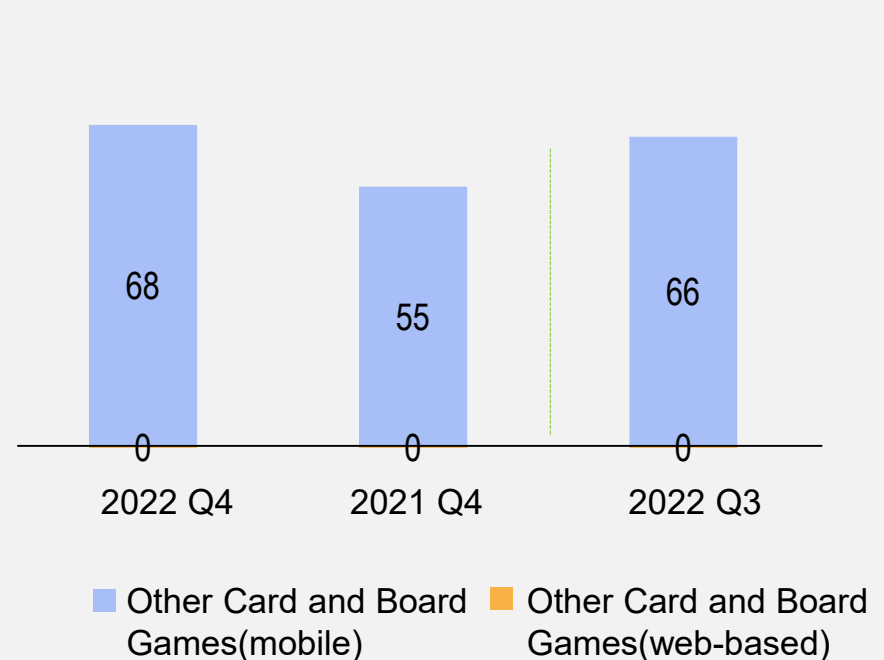
ARPPU of Texas Hold'em Series

(RMB)



ARPPU of Other Card and Board Games

(RMB)



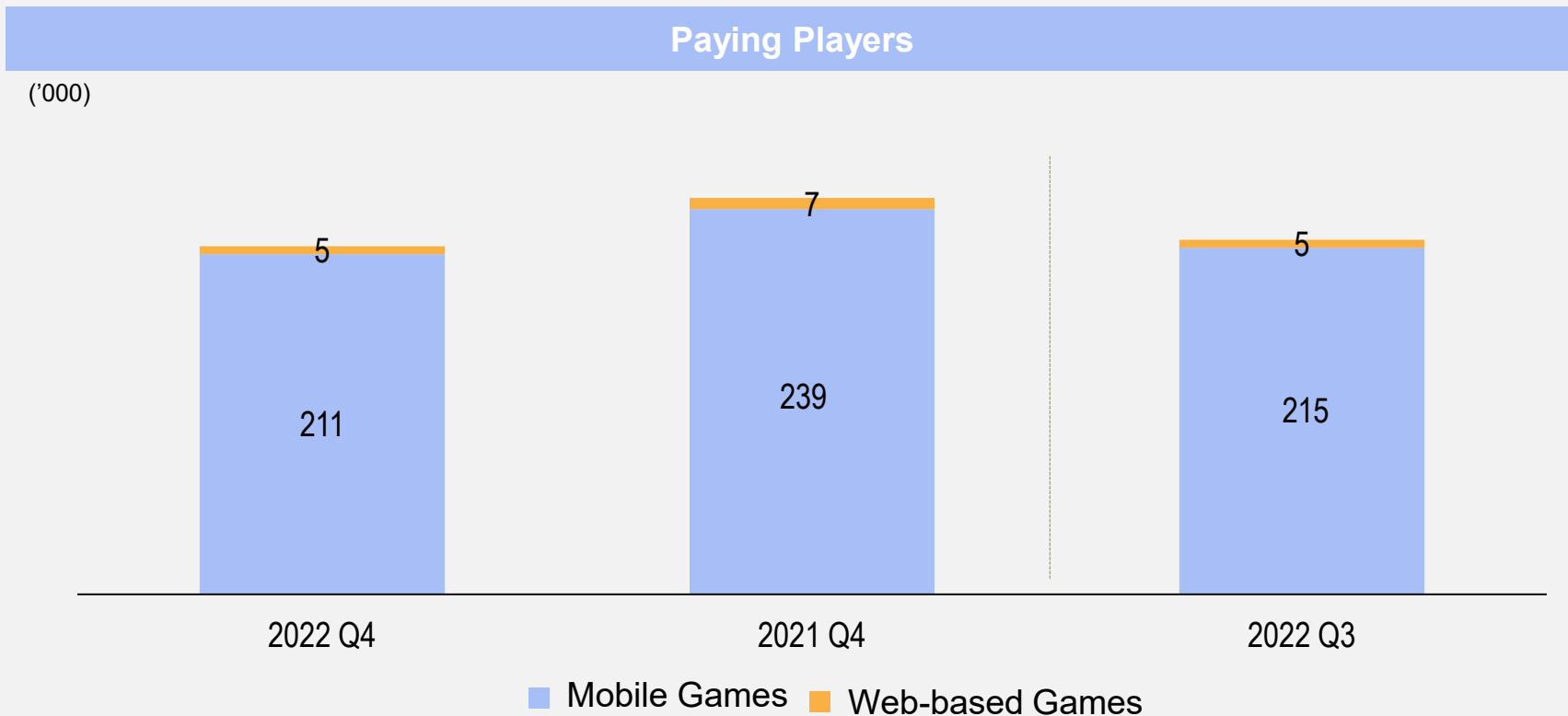
ARPPU of Texas Hold'em Series

	YoY	QoQ
Mobile Games	+38.2%	-4.1%
Web-based Games	+51.6%	+7.5%

Other Card ARPPU

	YoY	QoQ
Mobile Games	+23.7%	+3.8%
Web-based Games	-	-

PAYING PLAYERS

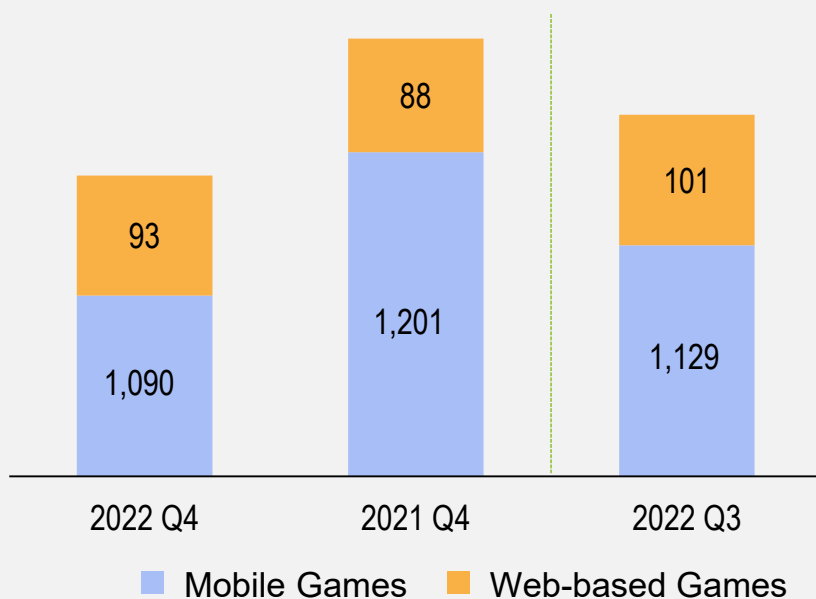


Paying Players	YoY	QoQ
Total	-12.2%	-1.8%
Mobile Games	-11.7%	-1.9%
Web-based Games	-28.6%	-

DAILY ACTIVE USERS AND MONTHLY ACTIVE

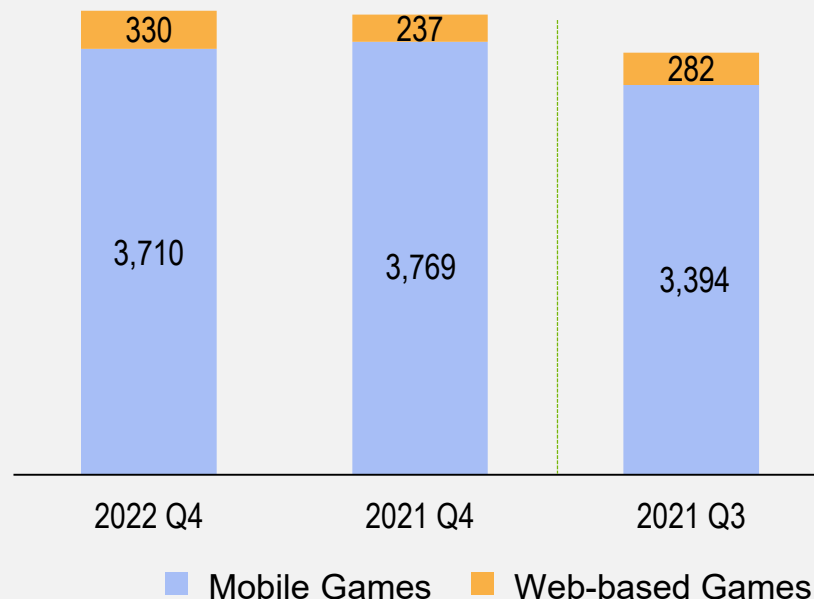
Daily Active Users

('000)



Monthly Active Users

('000)



Daily Active Users	YoY	QoQ
Total	-8.2%	-3.8%
Mobile Games	-9.2%	-3.5%
Web-based Games	+5.7%	-7.9%

Monthly Active Users	YoY	QoQ
Total	+0.8%	+9.9%
Mobile Games	-1.6%	+9.3%
Web-based Games	+39.2%	+17.0%

PROSPECTS

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DEVELOPMENT PLAN FOR 2022



Further explore the domestic and overseas operational models for card and board games



Further explore the domestic and overseas markets for card and board games



Constantly improve our basic infrastructure and gaming features, and focus on enhancing the experience and service quality we provide to our users



Keep focusing on the R&D and innovation of mobile-based products and devote more efforts to expand other card and board gaming business to continually enrich the contents and rules of the games



Research and develop new competition gaming to enhance and consolidate the loyalty of our players and develop Boyaa into a century-old brand of intellectual and competitive card and board games

Investor Enquiries

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