



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

2023 Annual Results

Aiming to become a pure and leading Web3 listing company



2023 ANNUAL RESULTS HIGHLIGHTS

1

For the year of 2023, revenue maintained steady growth, primarily attributable to (i) several online operational activities held; and (ii) continuously optimizing gaming products and gameplay.

- Revenue amounted to approx. RMB 394.6mn, up 5.1%YoY in 2023
- Revenue amounted to approx. RMB 100.3mn, up 6.3%YoY in 2023Q4

2

During 2023, unaudited non-IFRS adjusted net profit increased year on year

- In 2023, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB118.9 million, up approx. 77.2%YoY
- In 2023 Q4, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB31.9 million, up approx. 11.3%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-IFRS adjusted net profit increased by approx. 43.4%YoY and 46.7% in 2023 and 2023Q4 respectively

3

In 2023Q4, the Monthly Active Users increased quarter on quarter, Average Revenue Per Paying User (ARPPU) increased steadily

- In 2023Q4, the monthly active users amounted to 3.9mn, up 1.2%QoQ
- The ARPPU of the mobile version and web-based version of Texas Hold'em Series increased by 5.3% and 73.0%YoY respectively
- The ARPPU of the mobile version of Other Card and Board increased by 21.3%YoY

4

A final dividend of RMB 0.0335 per ordinary share (equivalent to HK\$0.0372 per ordinary share) .The dividend payout ratio calculated based on the unaudited non-IFRS adjusted net profit is 20%.

5

For the next five years it will continue to distribute to shareholders at least 20% per annum of the net operating profit for the year and pay dividends of at least 5% from value-added gains from the purchase of crypto assets per annum.

2023 ANNUAL RESULTS



2023 ANNUAL RESULTS

RMB'000	2023	2022	Change
Revenue	394,582	375,266	+5.1%
Gross Profit	271,279	245,845	+10.3%
Profit attributable to owners of the Company	117,179	64,200	+82.5%
Non-IFRS adjusted net profit	118,940	67,125	+77.2%
Adjusted profit attributable to owners of the Company*	171,473	119,587	+43.4%
Gross Profit Margin	68.8%	65.5%	+3.3p.p.
Net Profit Margin	30.1%	17.9%	+12.2p.p.
Adjusted Net Profit Margin**	43.5%	31.9%	+11.6p.p.
Earnings per share– Basic (RMB cents)	17.74	9.77	+81.6%
Earnings per share– Diluted (RMB cents)	17.42	9.68	+80.0%

*Profit which excludes share-based compensation expenses and 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

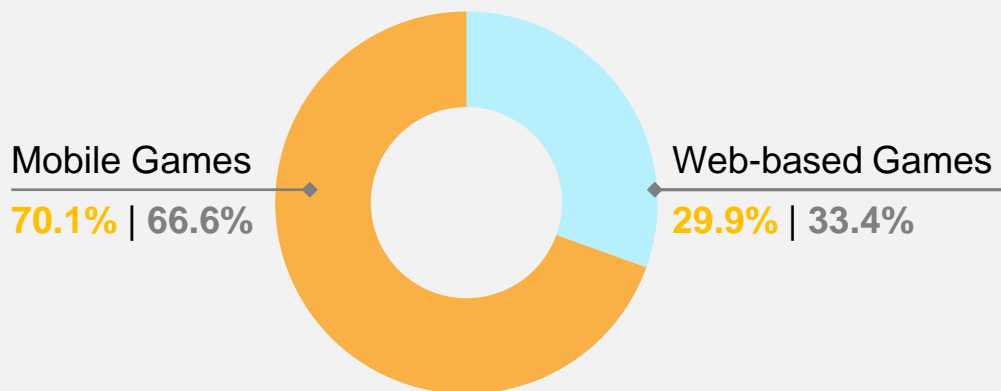
**The ratio of adjusted profit attributable to owners of the Company to revenue

2023 REVENUE BREAKDOWN

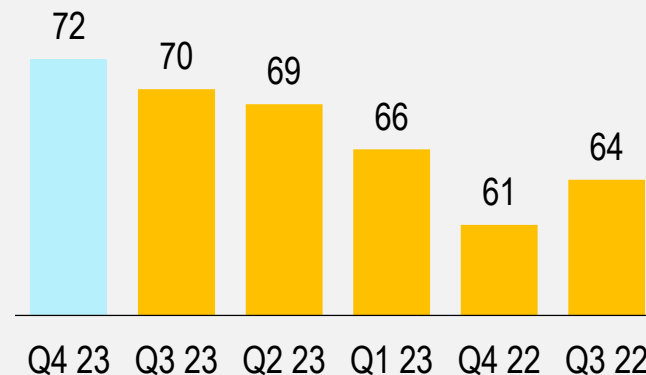
Revenue by Game Types

2023 | 2022

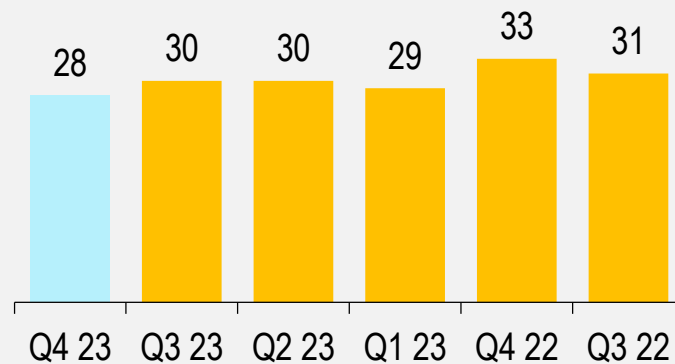
(RMB million)



Mobile Games



Web-based Games

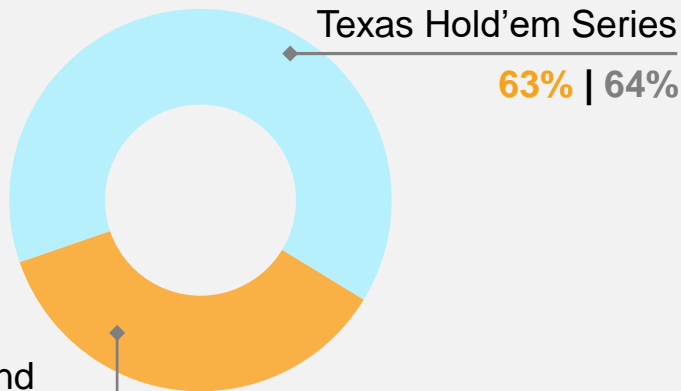


2023 REVENUE BREAKDOWN

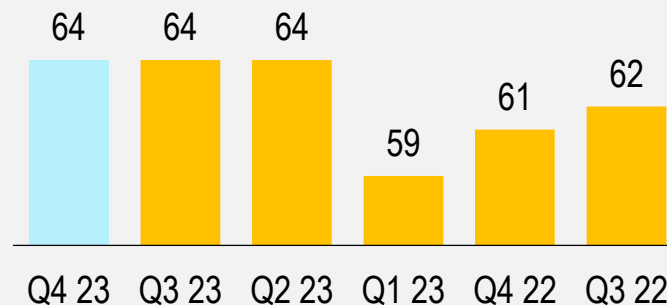
Revenue by Games

2023 | 2022

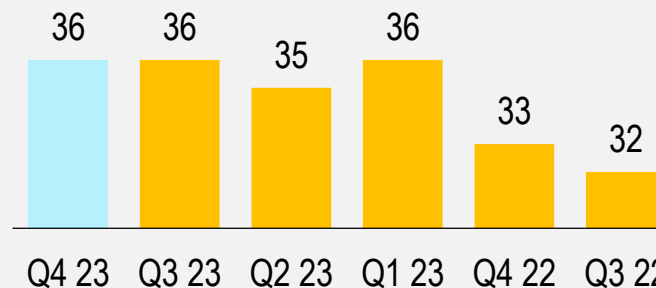
(RMB million)



Texas Hold'em Series



Other Card and Board Games

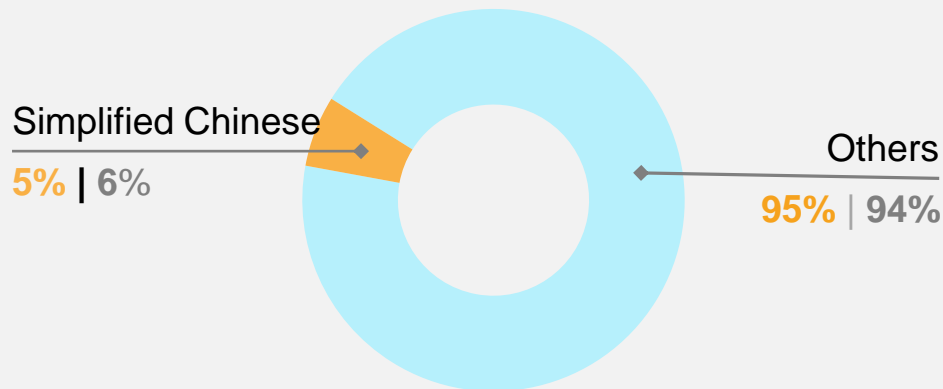


2023 REVENUE BREAKDOWN

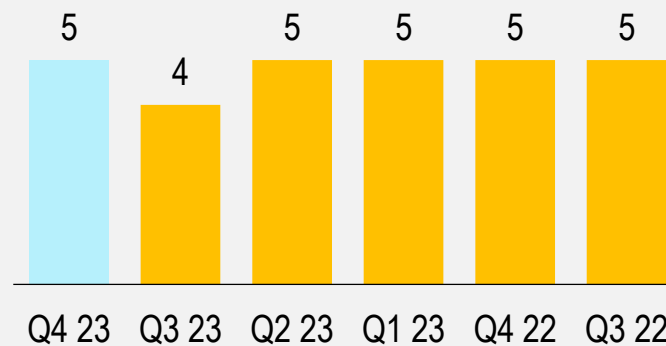
Revenue by Language Versions of Games

2023 | 2022

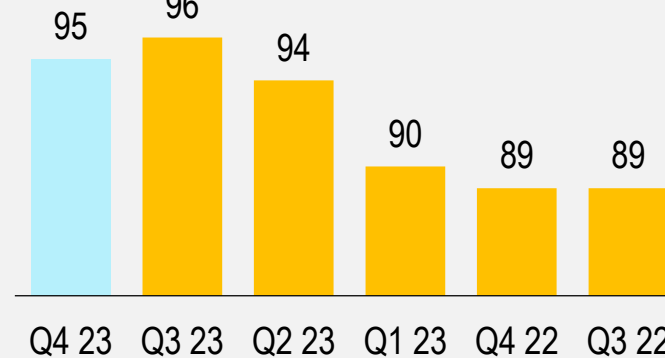
(RMB million)



Simplified Chinese



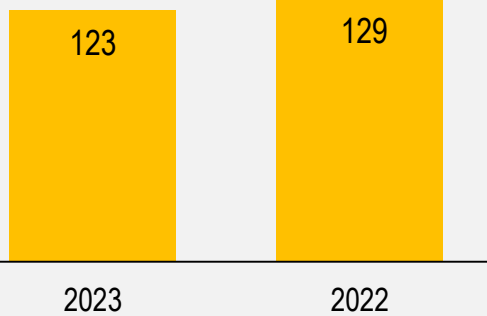
Others



2023 COSTS AND EXPENSES BREAKDOWN

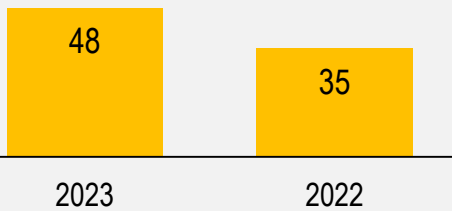
Cost of Revenue

(% of revenue, RMB million)



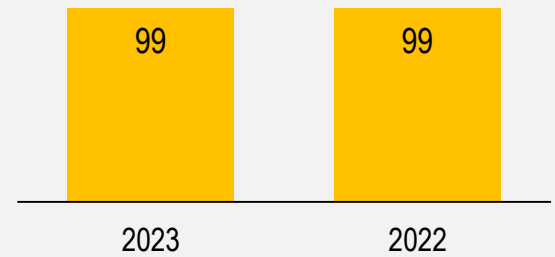
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



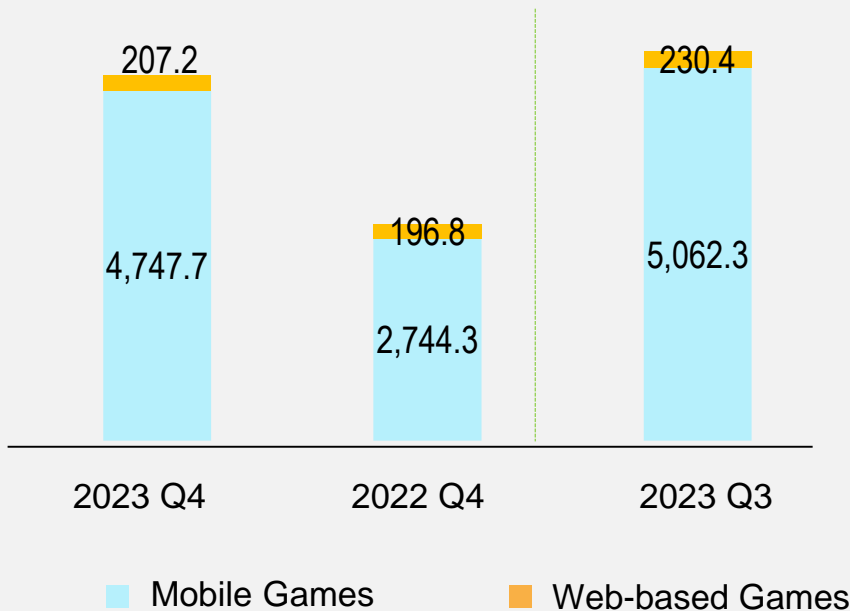
FINANCIAL POSITION

RMB '000	As of 31 December 2023	As of 31 December 2022	Change
Total Assets	1,928,672	1,786,590	+8.0%
Total Liabilities	329,883	329,306	+0.2%
Total Equity	1,598,789	1,457,284	+9.7%
Investment at Fair Value through Profit or Loss	208,501	185,333	+12.5%
Term Deposits	732,381	1,157,398	-36.7%
Cash and Cash Equivalents	744,260	293,956	+153.2%
Digital assets	78,598	-	-
Trade Receivables	29,369	23,831	+23.2%
Trade and Other Payables	73,582	77,892	-5.5%

AVERAGE REVENUE PER PAYING USERS (ARPPU) OF KEY GAMES

ARPPU of Overseas Texas Hold'em Series

(RMB)



ARPPU of Overseas Texas Hold'em Series

YoY

QoQ

Mobile Games

+5.3%

-10.1%

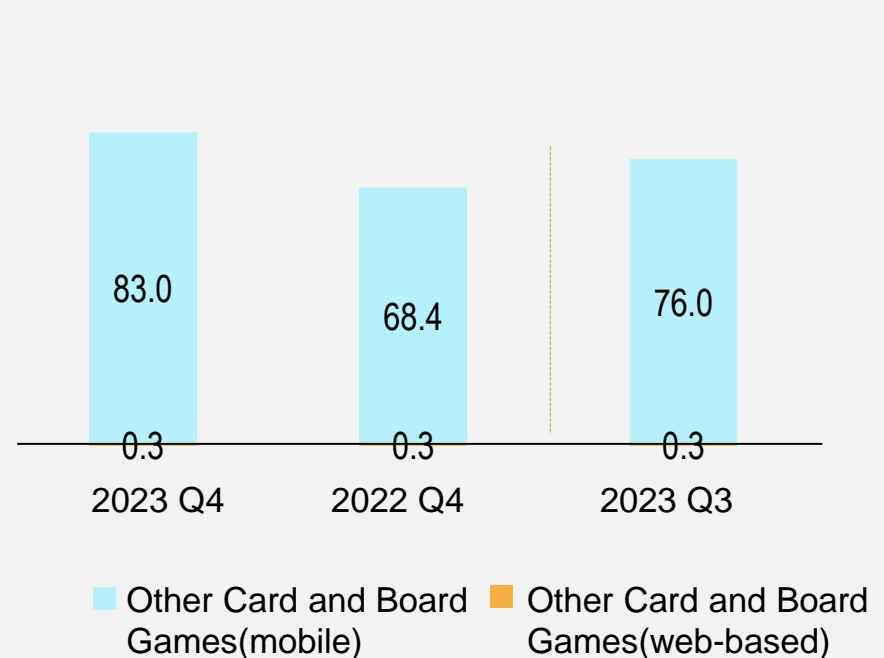
Web-based Games

+73.0%

-6.2%

ARPPU of Other Card and Board Games

(RMB)



Other Card ARPPU

YoY

QoQ

Mobile Games

+21.3%

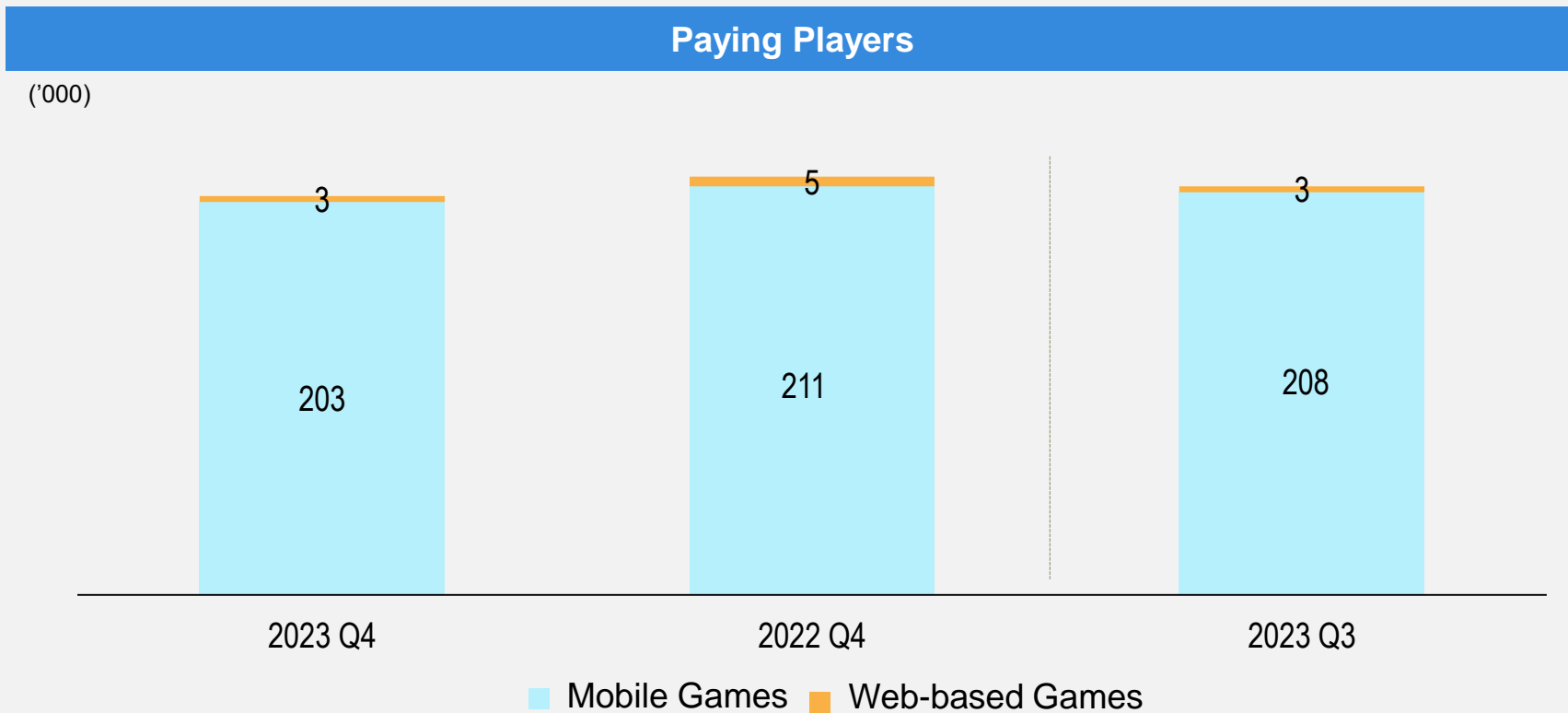
+9.2%

Web-based Games

-

-

PAYING PLAYERS

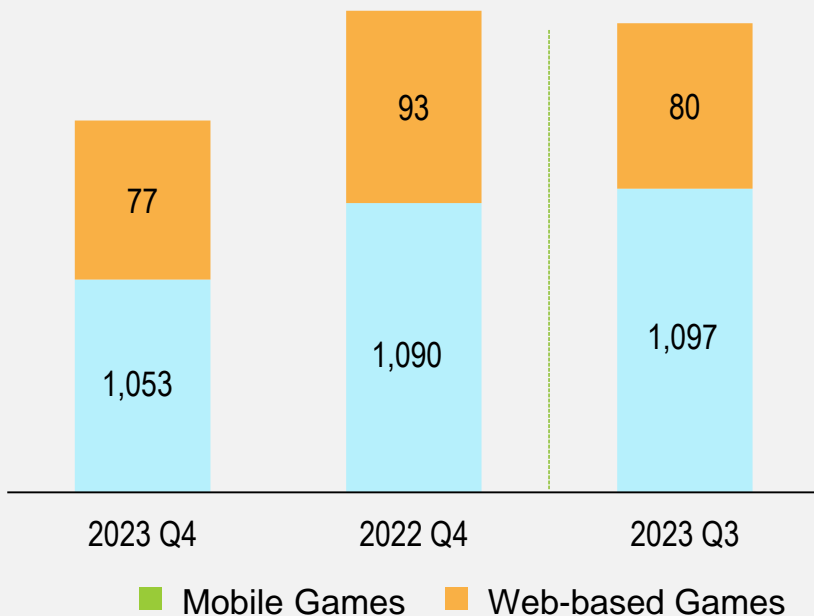


Paying Players	YoY	QoQ
Total	-4.6%	-2.4%
Mobile Games	-3.8%	-2.4%
Web-based Games	-40.0%	-

DAILY ACTIVE USERS AND MONTHLY ACTIVE

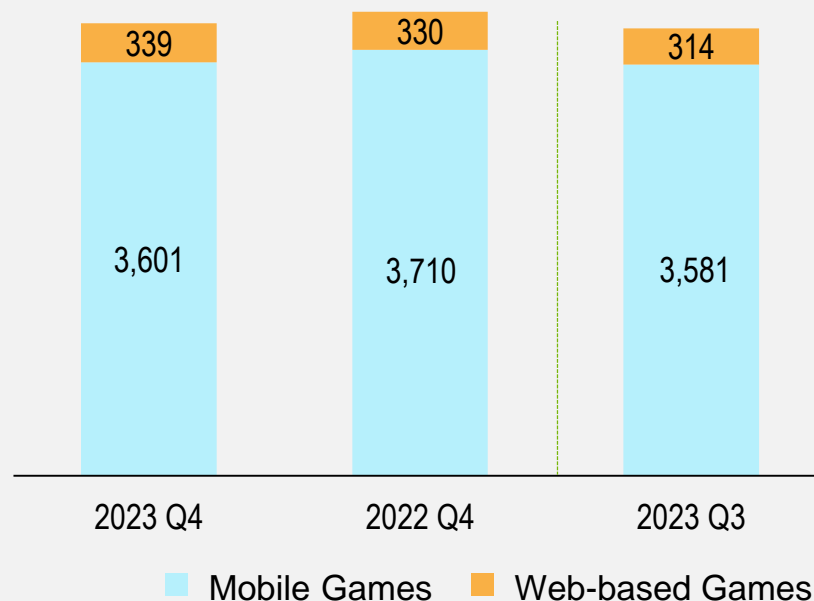
Daily Active Users

('000)



Monthly Active Users

('000)



Daily Active Users	YoY	QoQ
Total	-4.5%	-4.0%
Mobile Games	-3.4%	-4.0%
Web-based Games	-17.2%	-3.8%

Monthly Active Users	YoY	QoQ
Total	-2.5%	+1.2%
Mobile Games	-2.9%	+0.6%
Web-based Games	+2.7%	+8.0%

PROSPECTS

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DEVELOPMENT PLAN FOR 2024

01

Actively transform and deploy Web3 strategy

- build the Company into a pure and leading Web3 listed company;
- continue to increase cryptocurrencies reserve

02

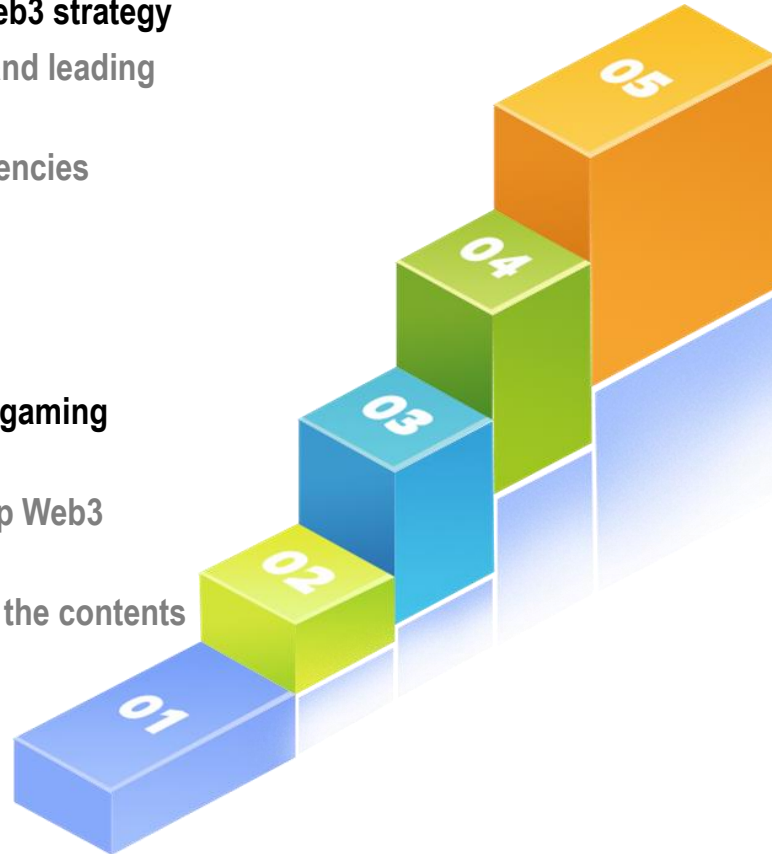
Focus on R&D and innovation of gaming products

- vigorously research and develop Web3 gaming-related products
- continually enrich and innovate the contents and rules of the games

03

Devote more efforts to expand overseas card and board games market

- incl. Web3 games market



04

Focus on enhancing the experience and service quality we provide to our users

- improve our gaming features and infrastructure
- esp. Web3-related gaming products and infrastructure

05

Continuously explore and innovate the operation mode of domestic and overseas gaming products

Investor Enquiries

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