



# Boyaa Interactive International Limited

(Stock code: 0434.HK)

## 2024 Interim Results

*Aims to become the leading brand of online card and board games and to establish ourselves as a pure and leading Web 3 listed company*



# 2024 INTERIM RESULTS HIGHLIGHTS

1

In 2024 1H, the revenue has increased steadily by approximately 9.8%, mainly due to the holding of certain online operational activities and continuous optimization of its gaming products and gameplay and value-added gain of digital assets generated from the cryptocurrencies held by the Group.

- 2024 1H revenue has reached approximately RMB 213.4 million, demonstrated a YoY increase of approximately 9.8%.

Of which,

- ❑ Web-based games has increased approximately 5.6%.
- ❑ The newly added value-added income from digital assets was RMB 8.19 million, effectively adding value to the Group's assets.

2

In 2024 1H, the profit attributable to owners of the Company significantly increased by 4 times, mainly due to the good performances of core business and investment projects.

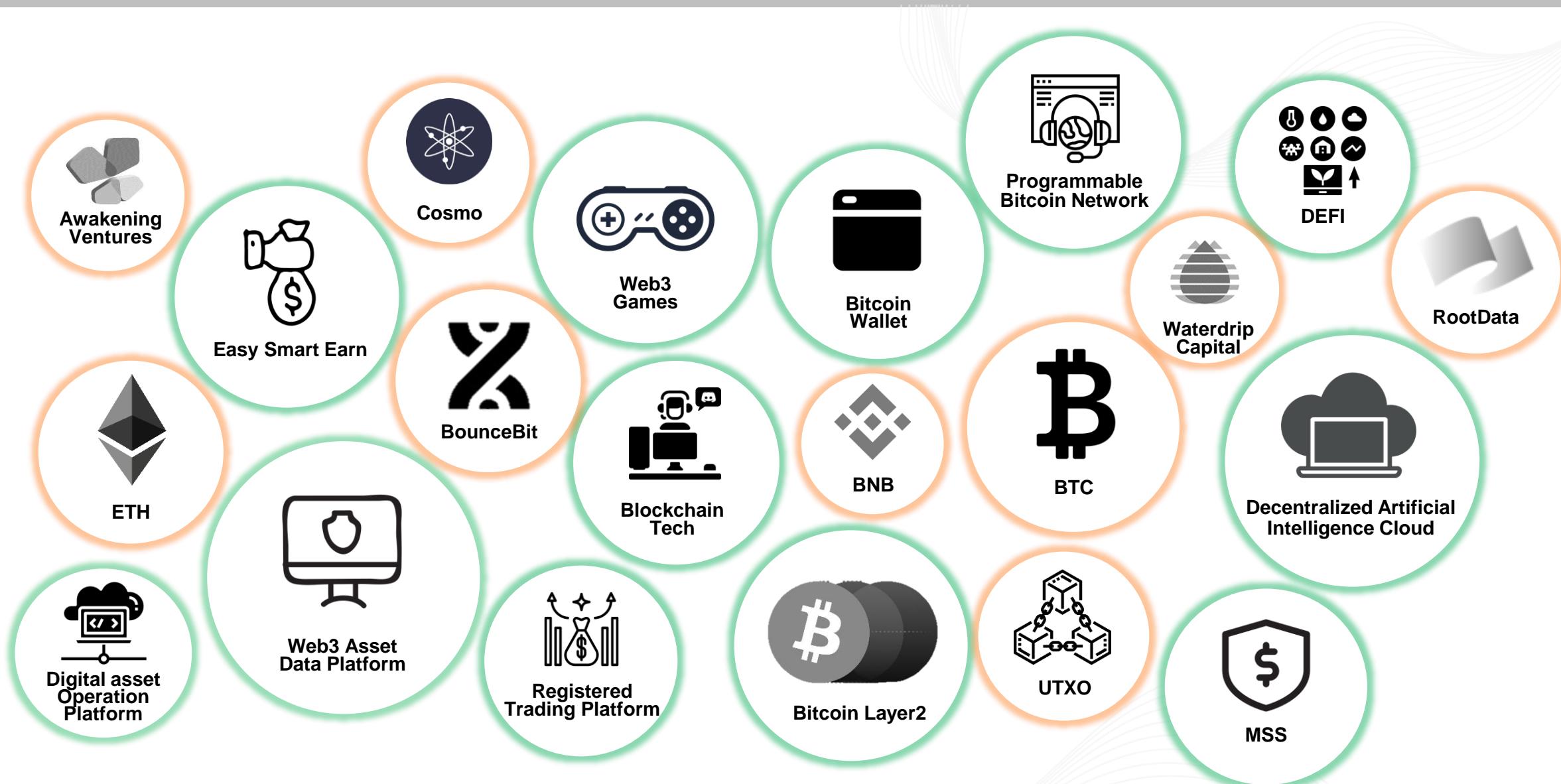
- In 2024 1H, profit attributable to owners of the Company amounted to approximately RMB284.4 million, representing an increase of approximately 411.5%.
- Of which, the fair value of digital assets increased significantly, reaching RMB 245.7 million, thanks to the appreciation of cryptocurrency during the Period.

3

The Group continues to expand into the Web3 industry, in which purchase and holding cryptocurrency is an important part of the Group's asset allocation strategy.



# INVESTMENTS IN WEB3 INDUSTRY



# 2024 INTERIM RESULTS



# 2024 INTERIM RESULTS

RMB '000	2024 1H	2023 1H	Change
<b>Revenue</b>	<b>213,367</b>	<b>194,285</b>	<b>+9.8%</b>
- Online games	205,176	194,285	+5.6%
- Digital assets value-added gain	8,191	-	-
Gross profit	151,653	129,674	+16.9%
Fair value gain on digital assets	245,650	-	-
<b>Profit attributable to owners of the Company</b>	<b>284,379</b>	<b>55,580</b>	<b>+411.7%</b>
<b>Adjusted profit attributable to owners of the Company*</b>	<b>288,245</b>	<b>57,017</b>	<b>+405.5%</b>
Gross profit margin	71.1%	66.7%	+4.4p.p.
<b>Net profit margin</b>	<b>133.3%</b>	<b>28.6%</b>	<b>+104.7p.p.</b>
<b>Adjusted net profit margin**</b>	<b>135.1%</b>	<b>29.3%</b>	<b>+105.8p.p.</b>
<b>Earnings per share - Basic (RMB cents)</b>	<b>42.89</b>	<b>8.43</b>	<b>+408.8%</b>
Earnings per share - Diluted (RMB cents)	42.35	8.30	+410.2%

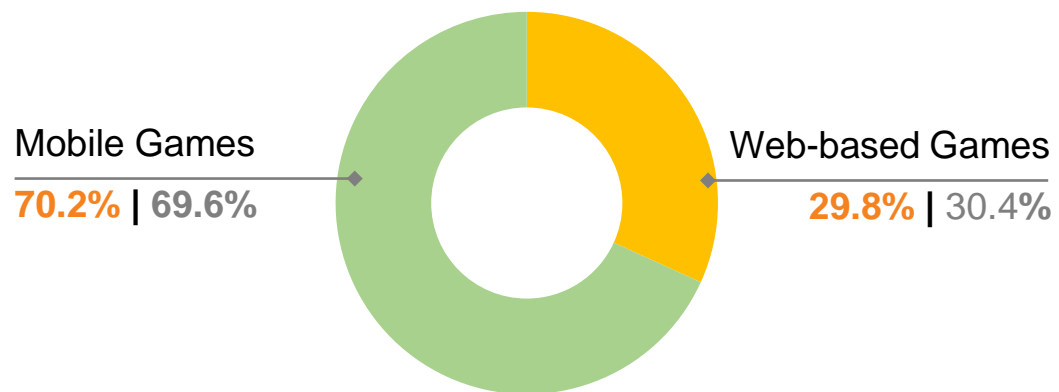
\*Profit which excludes share-based compensation expenses

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

# ONLINE GAMES REVENUE BREAKDOWN

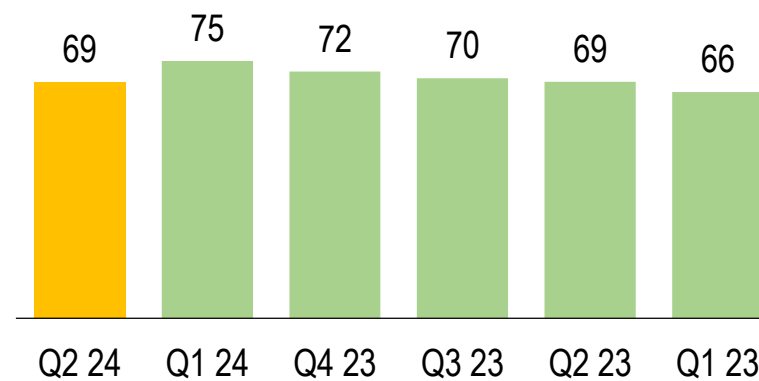
## Game Revenue by Game Types

2024 1H | 2023 1H

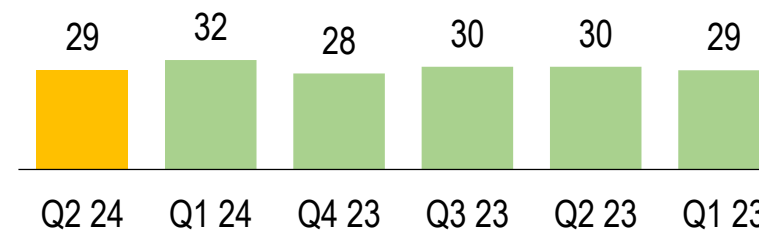


(RMB million)

### Mobile Games



### Web-based Games

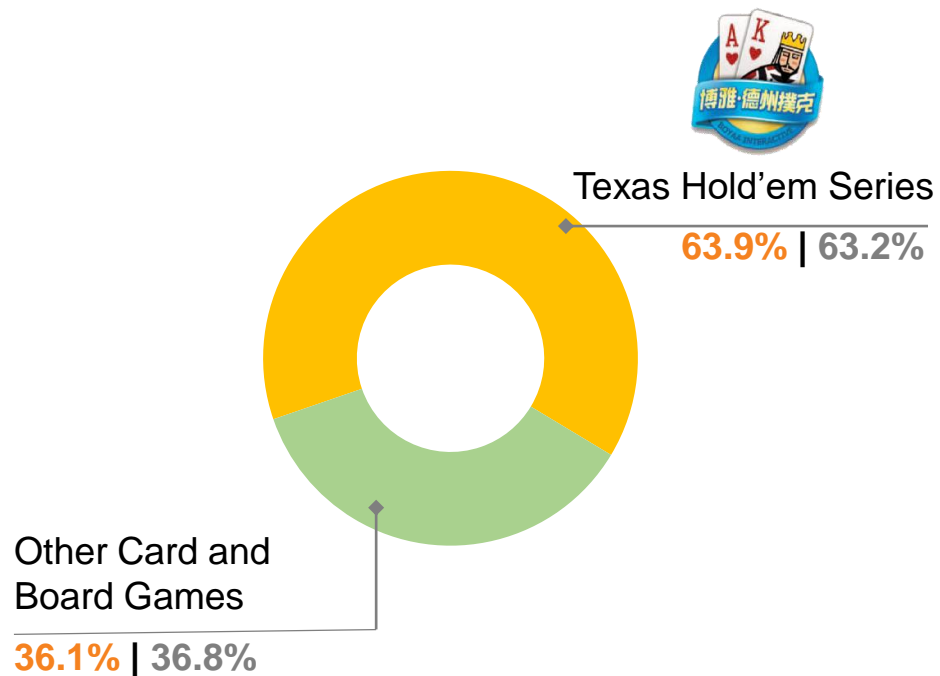


# ONLINE GAMES REVENUE BREAKDOWN

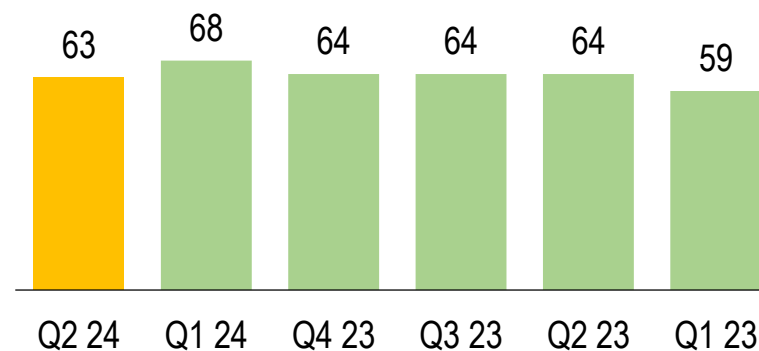
## Game Revenue by Games

2024 1H | 2023 1H

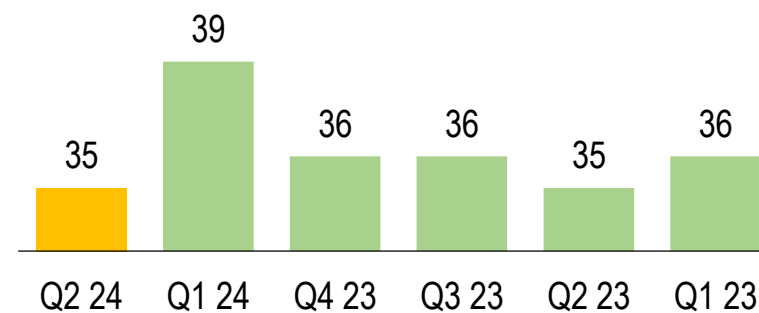
(RMB million)



### Texas Hold'em Series



### Other Card and Board Games

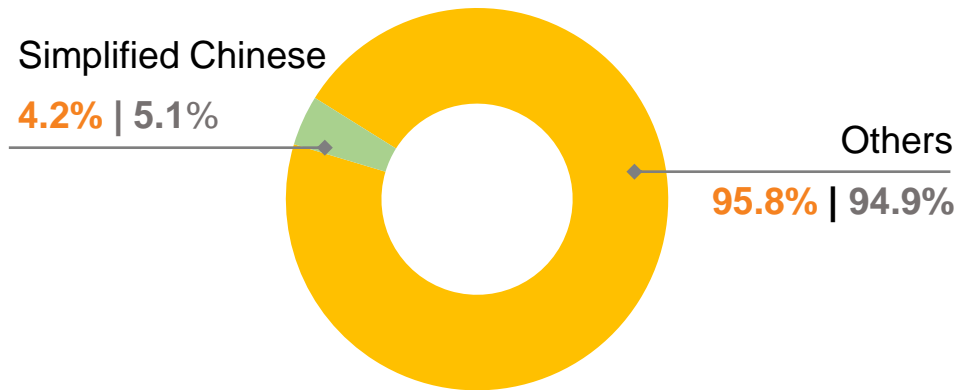


# ONLINE GAMES REVENUE BREAKDOWN

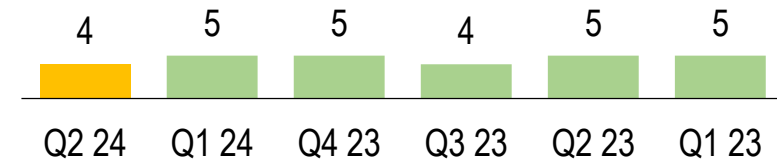
## Game Revenue by Language Versions of Games

H1 2024 | H1 2023

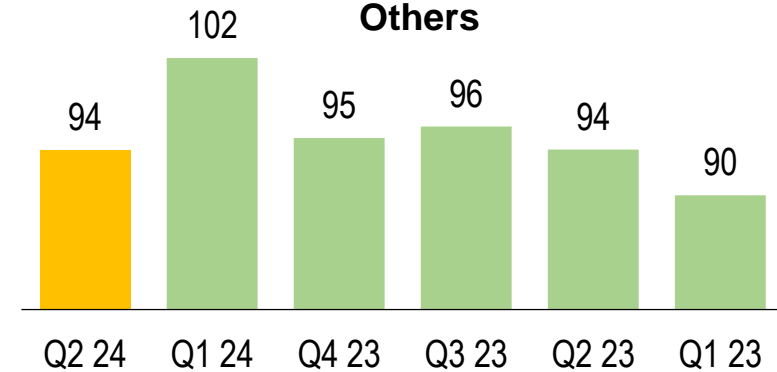
(RMB million)



### Simplified Chinese



### Others

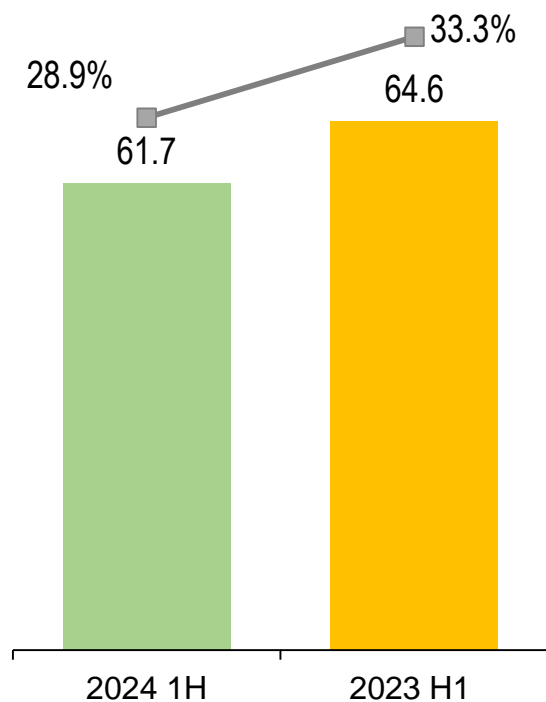




# COST AND EXPENSES BREAKDOWN

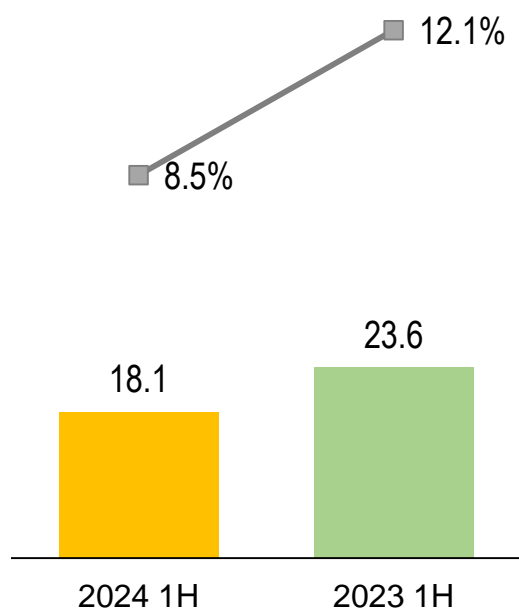
## Cost of Revenue

(% of revenue, RMB million)



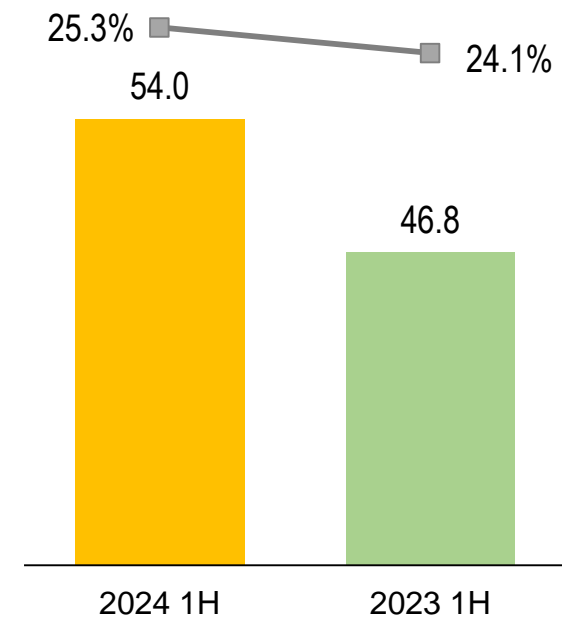
## Selling and Marketing Expenses

(% of revenue, RMB million)



## Administrative Expenses

(% of revenue, RMB million)



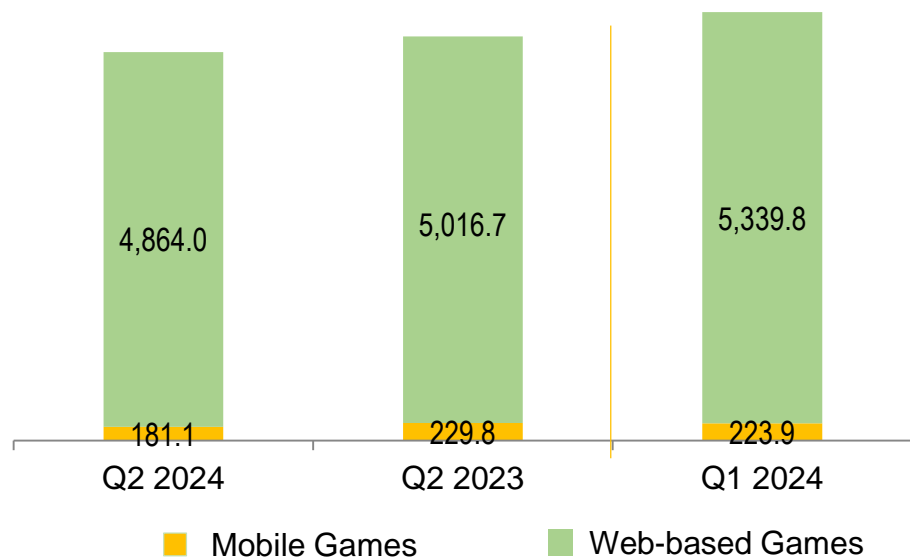
# FINANCIAL POSITION

RMB '000	As of 30 June 2024	As of 31 December 2023	Change
<b>Total assets</b>	<b>2,237,573</b>	<b>1,928,672</b>	<b>+16.0%</b>
<b>- Current assets</b>	<b>1,846,673</b>	<b>1,785,320</b>	<b>+3.4%</b>
- <i>Digital assets</i>	1,688,439	78,598	+2,048.2%
- <i>Cash and cash equivalents</i>	61,589	744,260	-91.7%
- <i>Term deposits</i>	2,238	732,150	-99.7%
- <i>Investment at fair value through profit or loss</i>	30,870	131,611	-76.5%
- <i>Trade receivables</i>	28,313	29,369	-3.6%
<b>- Non-current assets</b>	<b>390,900</b>	<b>143,352</b>	<b>+172.7%</b>
- <i>Term deposits</i>	250,000	231	+108,125.1%
- <i>Investment at fair value through profit or loss</i>	73,405	76,890	-4.5%
- <i>Property, plant and equipment</i>	23,215	24,279	-4.4%
<b>Total liabilities</b>	<b>380,911</b>	<b>329,883</b>	<b>+15.5%</b>
<b>Net assets</b>	<b>1,856,662</b>	<b>1,598,789</b>	<b>+16.1%</b>

# AVERAGE REVENUE PER PAYING USERS (ARPPU) OF KEY GAMES

## ARPPU of Texas Hold'em Series

(RMB)



### ARPPU of Texas Hold'em Series

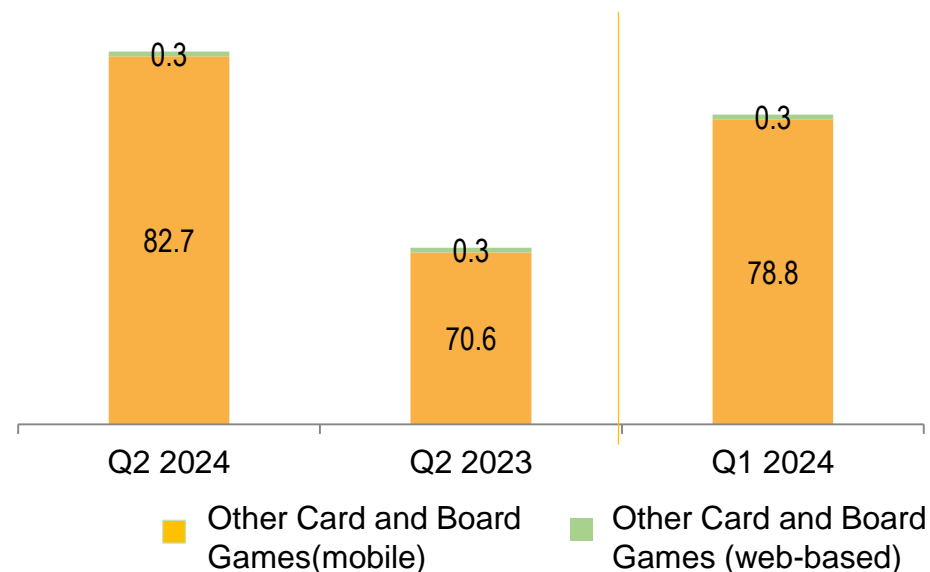
YoY

QoQ

	YoY	QoQ
Mobile Games	-21.2%	-19.1%
Web-based Games	-3.0%	-8.9%

## ARPPU of Other Card and Board Games

(RMB)



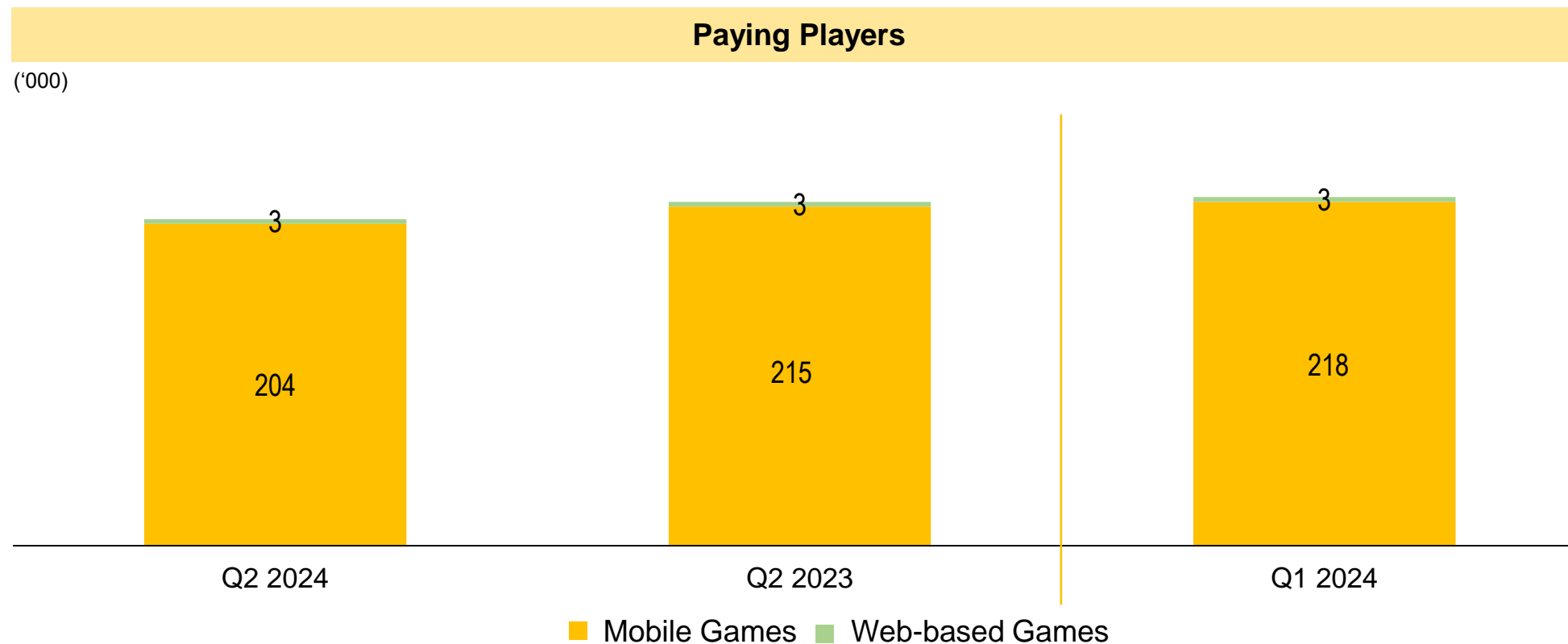
### Other Card ARPPU

YoY

QoQ

	YoY	QoQ
Mobile Games	+17.1%	+4.9%
Web-based Games	-	-

# PAYING PLAYERS

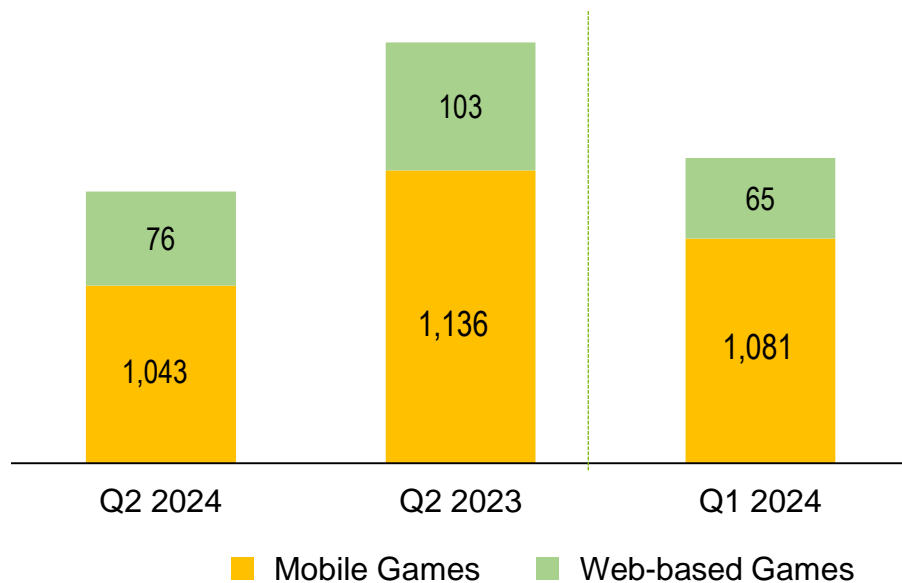


Paying Players	YoY	QoQ
<b>Total</b>	<b>-5.0%</b>	<b>-6.3%</b>
<b>Mobile Games</b>	<b>-5.1%</b>	<b>-6.4%</b>
<b>Web-based Games</b>	<b>-</b>	<b>-</b>

# DAILY ACTIVE USERS AND MONTHLY ACTIVE

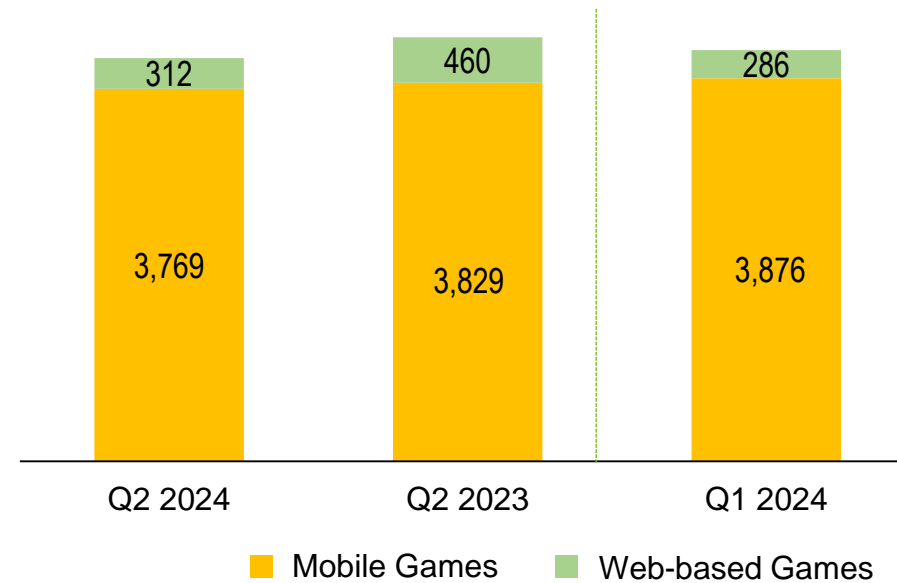
## Daily Active Users

('000)



## Monthly Active Users

('000)



Daily Active Users	YoY	QoQ
<b>Total</b>	<b>-9.7%</b>	<b>-2.4%</b>
<b>Mobile Games</b>	<b>-8.2%</b>	<b>-3.5%</b>
<b>Web-based Games</b>	<b>-26.2%</b>	<b>+16.9%</b>

Monthly Active Users	YoY	QoQ
<b>Total</b>	<b>-4.6%</b>	<b>-1.9%</b>
<b>Mobile Games</b>	<b>-1.3%</b>	<b>-2.8%</b>
<b>Web-based Games</b>	<b>-32.2%</b>	<b>+9.1%</b>

# PROSPECTS



# 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

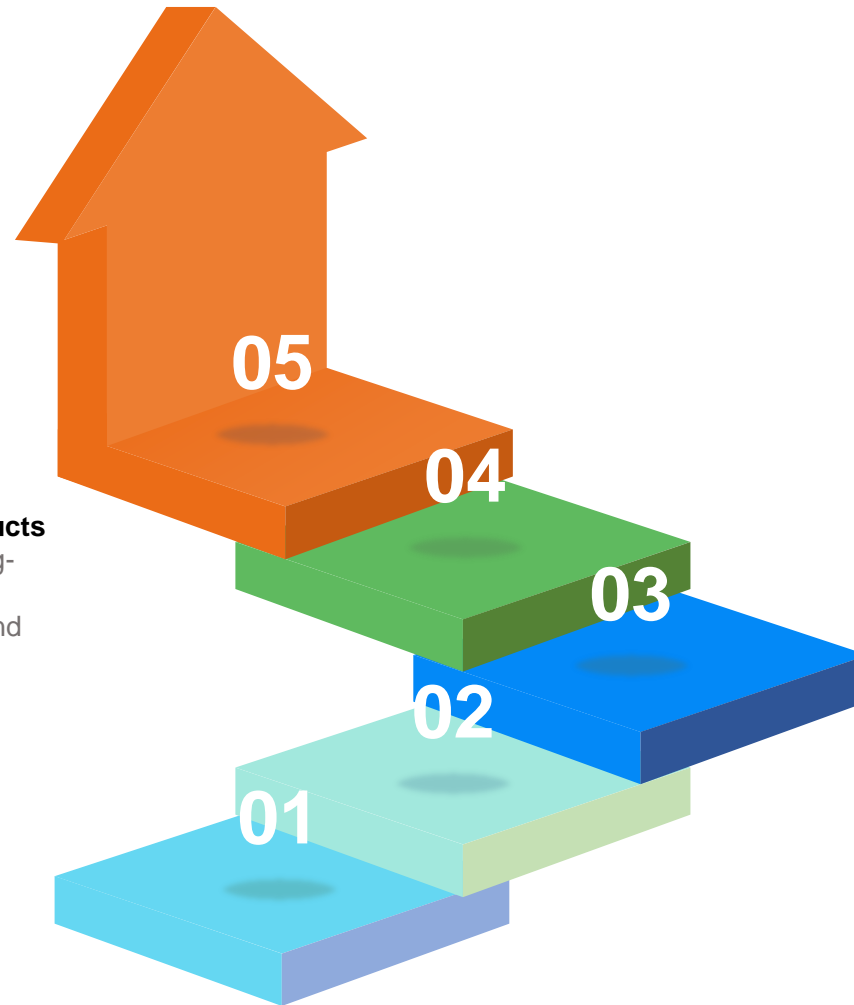
### Focus on R&D and innovation of gaming products

- 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

- Including Web3 games market



## 04

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

- Improve our gaming features and infrastructure
- Promote Web3-related gaming products and infrastructure
- Elevate user experience

## 05

### Continuously explore and innovate the operation mode of domestic and overseas games

- Prioritize product refinement and operational diversification to craft high-quality card and board games, tournaments and industry-leading Web3 games

# Investor Enquiries

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