



## **Boyaa Interactive International Limited**

### **Boyaa Interactive Announces 2016 Interim Results**

**Net Profit Grew by 75.6%, Continue to Focus on User Experience to Forge a Century-Old Card and Board Brand Name**

<b>Financial Highlights</b>	<b>For the six months ended 30 June (RMB'000)</b>
<b>Revenue</b>	<b>350,856</b>
<b>Gross Profit</b>	<b>223,580</b>
<b>Profit Attributable to owners of the Company</b>	<b>129,675</b>
<b>Non-IFRS adjusted net profit</b>	<b>142,391</b>

[30 August 2016 - Hong Kong] Boyaa Interactive International Limited ("Boyaa Interactive" or the "Company", together with its subsidiaries, the "Group", stock code: 0434), a leading online card and board game developer and operator in China, is pleased to announce the unaudited consolidated results of the Company and its subsidiaries for the six months ended 30 June 2016 (the "Reporting Period") (the "Interim Results").

For the six months ended 30 June 2016, the Company's revenue amounted to approximately RMB350.9 million, gross profit of approximately RMB223.6 million. The unaudited non-IFRS adjusted net profit grew by 72.5% to approximately RMB142.4 million. In addition, profit attributable to owners of the Company grew by 75.6% from approximately RMB 73.8 million for the first half of 2015 to approximately RMB129.7 million for the first half of 2016.

**Performance Remained Steady in General Gross Profit Increased Significantly**

In the second quarter of 2016, Boyaa Interactive recorded revenue of approximately RMB180.7 million, quarter-on-quarter increase of approximately 6.1% compared to the first quarter of 2016. In the second quarter of 2016, the company recorded unaudited non-IFRS adjusted net profit of approximately RMB75.8 million, representing a year-on-year increase of approximately 257.6% compared to the second quarter of 2015, and a quarter-on-quarter increase of 13.8% compared to the first quarter of 2016.

In terms of performance with respect to operational data, in the second quarter of 2016, the ARPPU of the web-based and the mobile-based Texas Hold'em, Fight the Landlord and other products recorded growth.

### **Focus on Online Card and Board Games Enhance Refined Operations and Diversification of the Products**

Boyaa Interactive continued to focus on the research, development and innovation of online card and board games. As at 30 June 2016, our online games product portfolio increased to 55, where most of them are card and board games, and the newly-added games are also online card and board games. At the same time, the company continued to enhance refined operations for and diversification of our products, and to effectively enhance game quality.

### **Invest More in Online and Offline Competitions Establish a Well-known Brand**

Boyaa Interactive corporated with Huawei Technologies Co., Ltd. to hold the Huawei Spring Race in April 2016, which, as an operational activity, was relatively successful. This event played an active role in facilitating our brand promotion.

In the second half of 2016, the company will invest more in online and offline competitions. Gaining from our experience in hosting the 2015 Boyaa Poker Tournament ("BPT") last year, the company will again host a new session of BPT so as to establish a well-known brand of international poker tournament. This provides online players with a premium playing channel, thereby expanding brand awareness among our player base and enhancing the loyalty of players of our games.

**Mr. Zhang Wei, Chairman of the Board, Executive Director and CEO of Boyaa Interactive, commented:** Our goal is clear. We will continue to concentrate on card and board games and to focus on user experience so as to forge a century-old brand name.

### **About Boyaa Interactive International Limited (Boyaa Interactive)**

Boyaa Interactive is a leading online card and board game developer and operator with a strong strategic focus on mobile games. Currently, Boyaa Interactive offers a total of 55 online games, 12 of which are offered as both web-based and mobile games, 2 as web-based games only and 41 as mobile games only. Boyaa Interactive has established a leading position in mobile card and board games in the largest target markets, namely, China, Hong Kong, Taiwan and Thailand, etc.

For further information about Boyaa Interactive, please visit **[www.boyaa.com.hk](http://www.boyaa.com.hk)**