



Boyaa Interactive International Limited

(Stock Code: 0434)

Boyaa Interactive Announces 2016 Third Quarterly Results

The Company's revenue increased stable in general

Devote considerable efforts to organize offline competition

Financial Highlights	For the three months ended 30 September (RMB'000)	For the nine months ended 30 September (RMB'000)
Revenue	185,748	536,604
Gross Profit	118,269	341,849
Profit Attributable to owners of the Company	67,894	197,569
Non-IFRS adjusted net profit	72,993	215,384

[29 November 2016 - Hong Kong] Boyaa Interactive International Limited (“**Boyaa Interactive**” or the “**Company**”, together with its subsidiaries, the “**Group**”, stock code: 0434.HK), 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 three and nine months ended 30 September 2016 (the “**Reporting Period**”) (the “**Third Quarterly Results**”).

The third quarter results increased steadily

For the three months ended 30 September 2016, the Company's revenue amounted to approximately RMB185.7 million, and revenue generated from mobile games amounted to approximately RMB123.6 million, representing year-on-year increase of 13.1% from approximately RMB109.3 million recorded for the same period of 2015, which was mainly due to game optimization and new product enrichment. Revenue generated from web-based games for the

three months ended 30 September 2016 was approximately RMB62.1 million, Revenue generated from mobile games and web-based games accounted for approximately 66.6% and 33.4% of total revenue, respectively. For the three months ended 30 September 2016, the Company's gross profit amounted to approximately RMB118.3 million, representing year-on-year increase of 11.3% for the same period in 2015, and gross profit margin was approximately 63.7%, representing a year-on-year increase of approximately 9.1% compared to the third quarter of 2015. The profit attributable to owners of the Company for the three months ended 30 September 2016 amounted to approximately RMB67.9 million. In the third quarter of 2016, the Company recorded unaudited non-IFRS adjusted net profit of approximately RMB73.0 million,

For the nine months ended 30 September 2016, the Company's revenue amounted to approximately RMB536.6 million, and revenue generated from mobile games and web-based games amounted to approximately RMB342 million and RMB194.6 million. The Company's gross profit amounted to approximately RMB341.8 million. The profit attributable to owners of the Company and unaudited non-IFRS adjusted net profit for the nine months ended 30 September 2016 amounted to approximately RMB197.6 million and RMB215.4 million, respectively. Following the trend in the second quarter of 2016, the Company's revenue in the third quarter of 2016 continued to remain stable,

The number of paying players increased significantly and continued to enlarge our product portfolio

In terms of performance with respect to operational data, the number of players in the third quarter of 2016 increased compared to the second quarter of 2016. The number of paying players increased by 15.3% from approximately 1.5 million players in the second quarter of 2016 to approximately 1.8 million players in the third quarter of 2016. The number of DAUs increased by 4.5% from approximately 5.3 million players in the second quarter of 2016 to approximately 5.5 million players in the third quarter of 2016. The number of MAUs increased by 1.7% from approximately 22.1 million players in the second quarter of 2016 to approximately 22.4 million players in the third quarter of 2016. In the third quarter of 2016, the ARPPUs of the mobile-based Texas Hold'em and Fight the Landlord, our important games, both recorded growth.

In terms of games products, the Company continued to enlarge our card and board games product portfolio in the third quarter of 2016. The Company's newly-added products cover domestic and overseas regions, and we dedicate to further expand our reach to different segments of such markets, enriching the variety of games available for selection by our players. Meanwhile, through our persistent efforts in the relentless innovation and improvement of our products, the Company has consistently enhanced refined operations for and diversification of our products, and constantly elevated the quality of our games effectively.

Developing new products and Devoting considerable efforts to organize offline competition

In the third quarter of 2016, the Company has devoted considerable efforts to organize the 2016 Boyaa Poker Tour ("BPT"), the offline final rounds of which ended perfectly. This year's BPT covers five tournament regions, namely the People's Republic of China ("PRC"), Hong Kong, Macau and Taiwan, Southeast Asia, Europe and the Middle East. After the online qualifying rounds, around 300 selected players will emerge from more than 2.6 million players from the tournament regions, who will receive invitations to Macau to take part in the BPT World Final, bringing about a carnival for players offline.

In addition, while Two-on-one Competitive Poker (the prototype of which is based on Fight the Landlord) has formally become an intellectual competitive sports event officially recognized by the State, the Company, being the strategic cooperative partner of the Qipai management centre of the General Administration of Sport of China, have been granted a license in the third quarter of 2016 to host the "Two-on-one Competition National Championships".

In the fourth quarter of 2016, the Company will be organizing a professional poker competition named Boyaa Board Games Tour with the Visun Group in Sanya. A number of different types of peripheral competitions will be in place for the competition this year and top poker players from the PRC and Hong Kong, Macau and Taiwan will be taking part. The Company will devote more resources to the offline competition, with an aim to organizing a competition that is professional and high-quality, thereby creating a grand occasion for the global poker competition.

Mr. Zhang Wei, Chairman of the Board, Executive Director and CEO of Boyaa Interactive, commented: The Company will persistently focus on the area of card and board games, and making use of our technology infrastructure which is being continuously refined, service for players which is being continuously improved, and the variety of games which is being continuously enriched. We will constantly refine the functionalities of our games and improve the features of our games, and also perform steadily and continue to move forward.

About Boyaa Interactive International Limited (Boyaa Interactive)

Boyaa Interactive was founded in 2004. On November 12, 2013, Boyaa Interactive was successfully listed on Hong Kong Stock Exchange. Currently, Boyaa Interactive has developed into a leading developer and operator of card and board games in China with more than 700 million total registered players from over 100 countries and regions. Boyaa Interactive has developed and operated more than 60 online games. And the company has successfully organized Boyaa Poker Tour (“BPT”) in 2015 and 2016. In 2014, Boyaa Interactive was listed at the top of China’s Top 100 SMEs with strong potential by Forbes Magazine followed by the "the Listed Company with the Greatest Potential" at the "Chinese Companies Financial Awards” in the year of 2016. Also in the same year, Boyaa became an official strategic partner of the General Administration of Sport of China.