



Boyaa Interactive International Limited

Boyaa Interactive Announces 2017 First Quarterly Results

Net Profit Grew by 6.2% The ARPPUs of the Texas Hold'em and Fight the Landlord both recorded growth

Financial Highlights	For the three months ended 31 March 2017 (RMB'000)	For the three months ended 31 March 2016 (RMB'000)
Revenue	222,370	170,196
Gross Profit	128,270	107,444
Profit Attributable to owners of the Company	67,441	59,630
Non-IFRS adjusted net profit (unaudited)	70,711	66,614

[17 May 2017 - 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, today announced its first quarterly results for the three months ended 31 March 2017 (the “period under review”).

In the first quarter of 2017 , the company recorded revenue of approximately RMB222.4 million, the company recorded unaudited non-IFRS adjusted net profit of approximately RMB70.7 million, representing a year-on-year increase of approximately 6.2% compared to the first quarter of 2016, and a quarter-on-quarter increase of approximately 305.6% compared to the fourth quarter of 2016. For the three months ended 31 March 2017, revenue generated from our mobile

games and web-based games accounted for approximately 71.7% and 28.3% of our total revenue, respectively, as compared with 61.0% and 39.0%, respectively, for the three months ended 31 March 2016.

Revenue maintained a steady growth The ARPPUs of the Texas Hold'em and Fight the Landlord both recorded growth

In the first quarter of 2017, our performance maintained a steady growth. In terms of performance with respect to operational data, our number of players in the first quarter of 2017 recorded an increase. The number of paying players increased by 17.6% from approximately 2.0 million players in the fourth quarter of 2016 to approximately 2.3 million players in the first quarter of 2017. The number of DAUs increased by 14.9% from approximately 5.8 million players in the fourth quarter of 2016 to 6.7 million players in the first quarter of 2017. The number of MAUs increased by 28.7% from approximately 24.2 million players in the fourth quarter of 2016 to approximately 31.2 million players in the first quarter of 2017. In the first quarter of 2017, the ARPPUs of the mobile-based Texas Hold'em and Fight the Landlord, our important games, both recorded growth.

Stuck to principle of pursuing quality Co-sponsored the first board game alliance

In terms of games products, in the first quarter of 2017, we stuck to our principle of pursuing quality. Each stage, from graphic design, game soundtrack to product development, is well crafted by our team, aiming to bring the best gaming experience to our players.

In the first quarter of 2017, Qipai Management Centre of the General Administration of Sport of China gradually launched 30 strategic board game projects. China set up the first board game alliance. As a member of the promoters of the alliance, we attended the launching ceremony of “TOP Intellectual Board Game Alliance” (TOP棋牌智力遊戲聯盟).

Mr. Zhang Wei, Chairman of the Board, Executive Director and CEO of Boyaa Interactive, commented: In the second quarter of 2017, we will continue to strengthen and expand our board game product portfolio, further improve the technology infrastructure, optimize the customer service, enrich the domestic and foreign game categories, improve the game functions and features, as well as enhance online and offline engagement in competitions so as to make steady progress towards our goal of being the world leading brand in the field of board game.

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 70 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. For further information about Boyaa Interactive, please visit www.boyaa.com.hk