



Boyaa Interactive International Limited

(Stock Code : 0434.HK)

Boyaa Interactive Announces 2017 Third Quarterly Results Establishing the most influential competition brands in Asia Revenue on the steady rise

| Financial Highlights | For the three months ended 30 September (RMB'000) | For the nine months ended 30 September (RMB'000) |
|--|---|--|
| Revenue | 164,430 | 576,135 |
| Gross Profit | 108,696 | 361,134 |
| Profit Attributable to owners of the Company | 66,685 | 208,054 |
| Non-IFRS adjusted net profit | 69,090 | 216,412 |

[23 November 2017 - 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 for the three and nine months ended 30 September 2017 (the “**Reporting Period**”) (the “**Third Quarterly Results**”).

Persistent growth despite challenges in the third quarter; ARPPU of key games recorded reliable increase

During the third quarter of 2017, aiming to forge a century-old brand name for card and board games, Boyaa Interactive has been developing its business steadily and stably and achieving growth while tackling with challenges. For the nine months ended 30 September 2017, Boyaa Interactive recorded revenue of approximately RMB576.1 million, representing an increase of approximately 7.4% as compared with the same period in 2016. Revenue generated from mobile games amounted to approximately RMB405.2 million, representing an increase of 18.5% as compared with the same period in 2016. Revenue generated from web-based game amounted to approximately

RMB171.0 million. The Company's gross profit amounted to approximately RMB361.1 million. The ARPPU of the Company's key games recorded stable growth. The ARPPU of mobile-based and web-based Texas Hold'em increased by 79.1% and 14.2%, respectively, as compared with the same period in 2016. The profit attributable to owners of the Company amounted to approximately RMB208.1 million. The unaudited Non-IFRS adjusted net profit for the nine months ended 30 September 2017 amounted to approximately RMB216.4 million.

For the three months ended 30 September 2017, Boyaa Interactive recorded revenue of approximately RMB164.4 million. Revenue generated from mobile games and web-based games amounted to approximately RMB110.1 million and RMB54.3 million, which accounted for 67.0% and 33.0% of the Company's total revenue, respectively. The Company's gross profit amounted to approximately RMB108.7 million, with gross profit margin approximately 66.1%. The profit attributable to owners of the Company was approximately RMB66.7 million. The unaudited non-IFRS adjusted net profit for the three months ended 30 September 2017 amounted to approximately RMB69.1 million.

Creating of the most influential competition brands in Asia; Innovative refinement on online card and board games

In August 2017, the highly competitive online trails of Boyaa Poker Tour ("BPT") have commenced, and an offline final was kicked off at the end of October 2017, attracting a total of approximately 700 players from five major regions of the world to Macau to compete for championship. After three years' elaborate design and tremendous efforts devoted, BPT has become one of the most influential competition brands in Asia, further enhancing the Company's global influence.

In terms of game products, during the third quarter of 2017, Boyaa Interactive consistently focused on product refinement and operation diversification with dedication and diligence. The Company has conducted further research on the playing method of online card and board games and the players' playing experience, so as to capture the trends in card and board games market and thereby reinforcing its technical support, enhancing quality of games and enriching and expanding its card and board games matrix. As of 30 September 2017, the number of Boyaa Interactive's online games product portfolio totalled 76, with 17 language versions, and most of which are online card and board games.

Mr. Zhang Wei, Chairman of the Board, Executive Director and CEO of Boyaa Interactive, commented: "In the future, the group will continue to improve the technical infrastructure and optimise user services, while at the same time, strive to enhance

game functions, develop game features and expand the card and board games matrix, so as to make steady progress towards the aim of becoming a global leading brand in online card and board game industry”.

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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 has successfully organized Boyaa Poker Tour (“BPT”) four times for three consecutive years, from 2015 to 2017. 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.