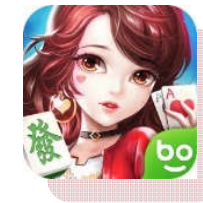


boyaa



Boyaa Interactive International Limited
(Stock Code: 0434.HK)



2021 Q1 Results



*Aiming to become the leading global brand
in online card and board games*



2021 Q1 Results Highlights

1

In Q1 2021, despite that the online time and consumption of online games by game users had decreased as COVID-19 Pandemic had eased, we recorded a QoQ increase due to the periodical effect of our operating promotion activities.

- Revenue amounted to approx. RMB 84.9mn, down approx. 8.8% YoY, up approx. 9.4% QoQ
- Revenue from mobile games amounted to approx. RMB 50.31mn, down approx. 10.5% YoY, up approx. 9.7% QoQ
- Revenue from games of other languages was approx. RMB79.41mn, up approx. 1.7% YoY, up approx. 9.5% QoQ

2

Recorded a net loss in Q1 2021, primarily attributable to the decrease in fair value of financial assets such as equity investment partnerships due to the economic downturn caused by the COVID-19 Pandemic and market factors.

Excluding the impact of non-operating one-off factors such as the decrease in the fair value of financial assets including equity investment:

- Unaudited non-IFRS adjusted net profit amounted to approx. RMB23.7mn, down approx. 6.2% YoY, up approx. 47.3% QoQ

2021 Q1 Results



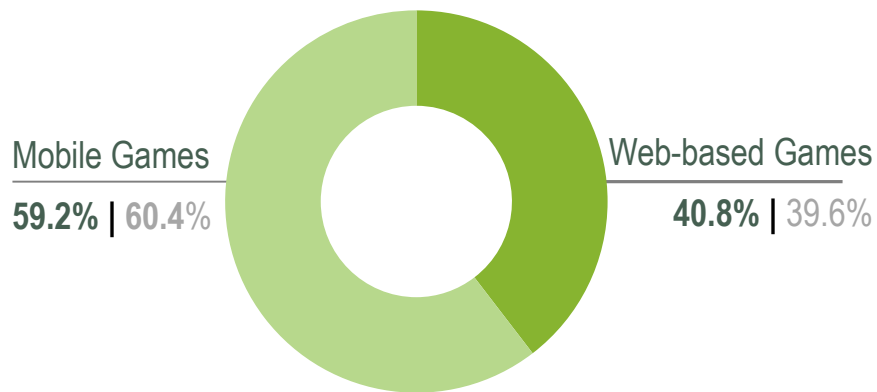
2021 Q1 Results

RMB '000	2021 Q1	2020 Q1	Change
Revenue	84,919	93,083	-8.8%
Gross Profit	57,593	65,198	-11.7%
(Loss) / Profit Attributable to Owners of the Company	(16,118)	11,903	-235.4%
Gross Profit Margin	67.8%	70.0%	-2.2p.p.
Net Profit Margin	-19.0%	12.8%	N/A
(Loss) / Earnings Per Share – Basic (RMB cent)	(2.45)	1.80	+ve to -ve

2021 Q1 Revenue Breakdown

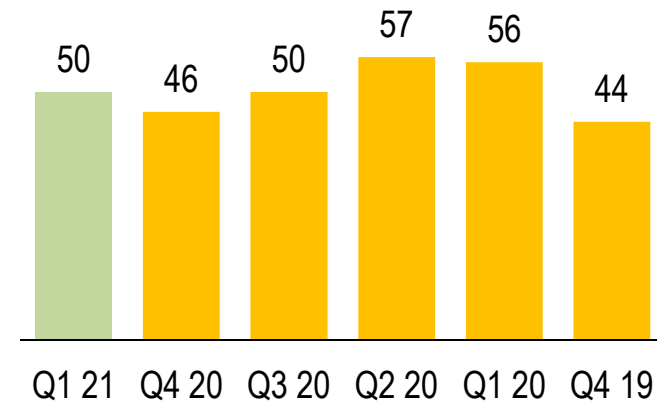
Revenue by Game Type

Q1 2021 | Q1 2020

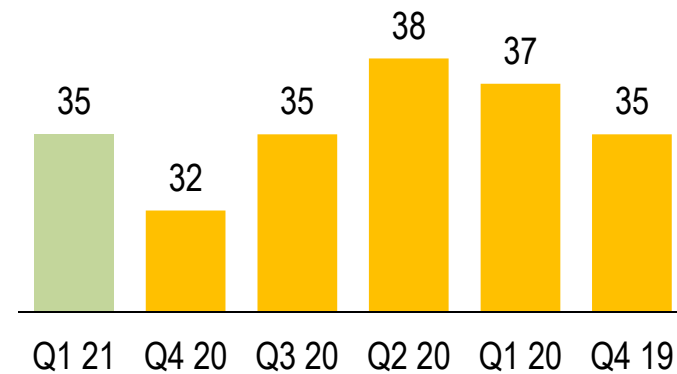


(RMB million)

Mobile Games



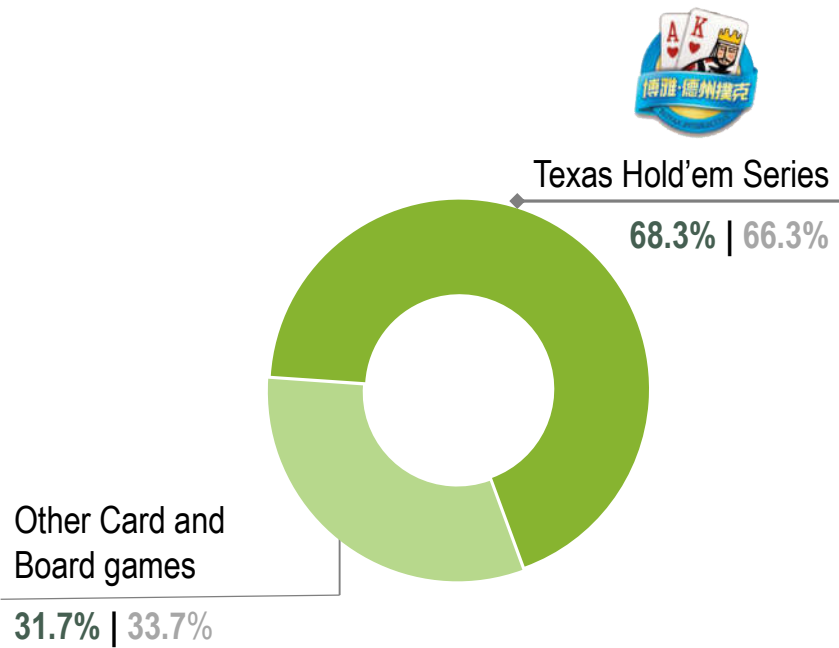
Web-based Games



2021 Q1 Revenue Breakdown

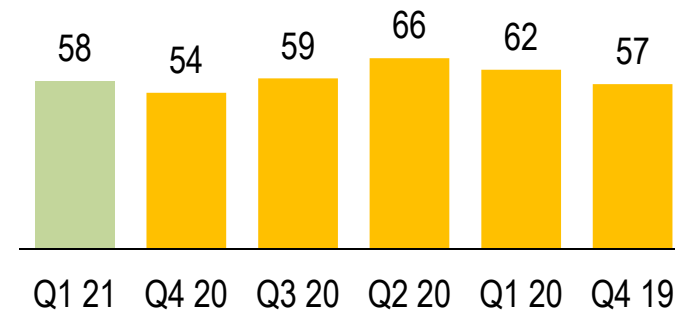
Revenue by Game

Q1 2021 | Q1 2020

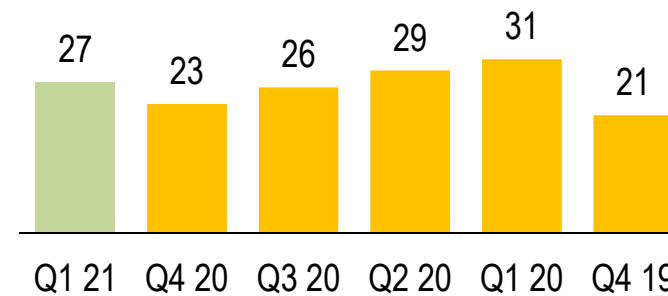


(RMB million)

Atexas Hold'em Series



Other Card and Board Games

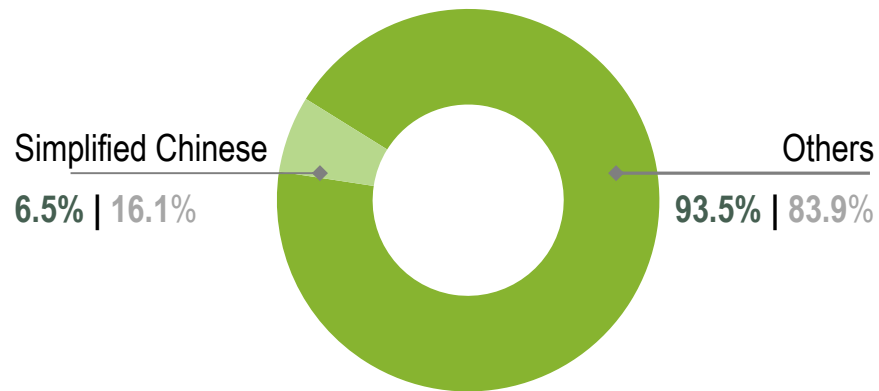


2021 Q1 Revenue Breakdown

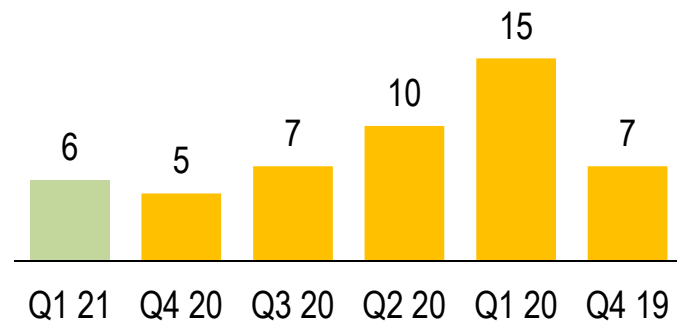
Revenue by Language Versions of Game

Q1 2021 | Q1 2020

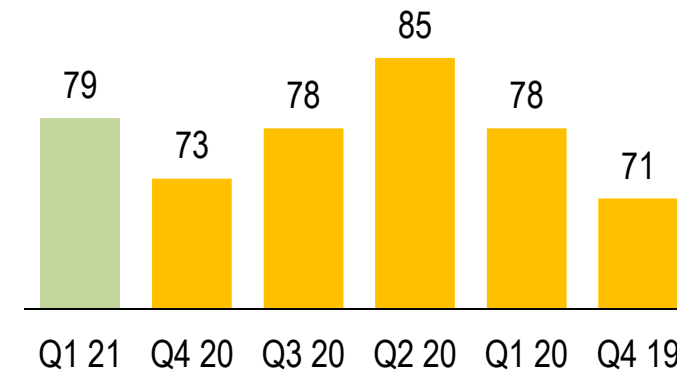
(RMB million)



Simplified Chinese



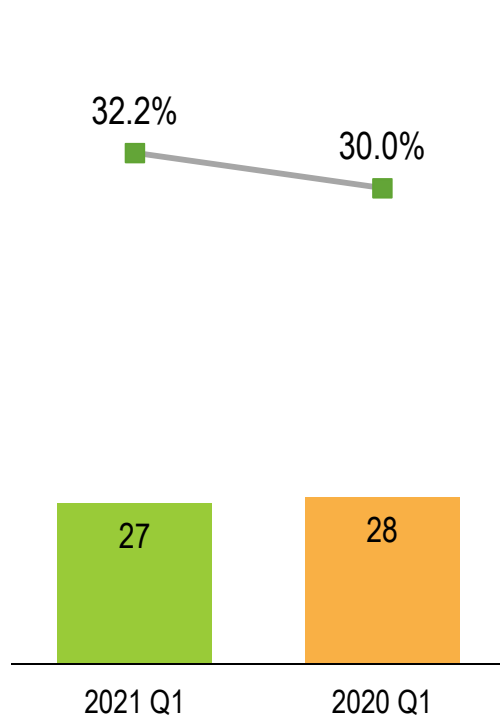
Others



2021 Q1 Costs and Expenses Breakdown

Cost of Revenue

(% of revenue, RMB million)



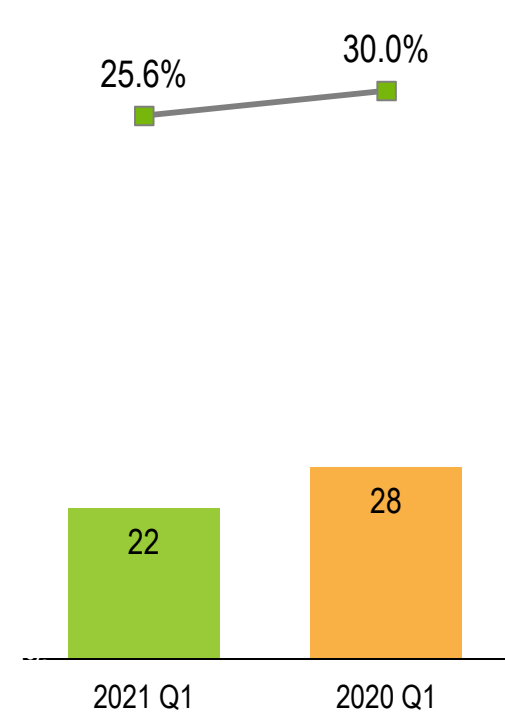
Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



Financial Position

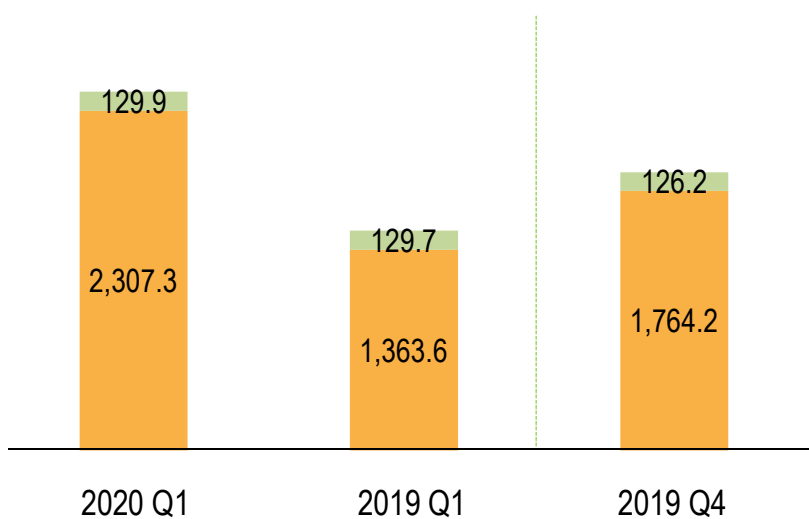
RMB '000	As of 31 March 2021	As of 31 December 2020	Change
Total Assets	2,306,548	2,333,229	-1.1%
Total Liabilities	279,134	286,413	-2.5%
Net Assets	2,027,414	2,046,816	-0.9%
Restricted Capital	668,880	665,682	+0.5%
Cash and Cash Equivalents and Term Deposit* (Excluding Restricted Capital)	1,143,026	1,114,739	+2.5%
Trade Receivables	24,545	19,557	+25.5%
Trade and Other Payables	76,701	81,359	-5.7%

* Cash and cash equivalents : bank and cash balances, term deposits

Average Revenue Per Paying User (ARPPU) of Key Games

ARPPU of Texas Hold'em Series

(RMB)



■ Texas Hold'em Series (Mobile) ■ Texas Hold'em Series (Web-based)

ARPPU of Texas Hold'em Series

YoY

QoQ

Mobile Games

+0.2%

+2.9%

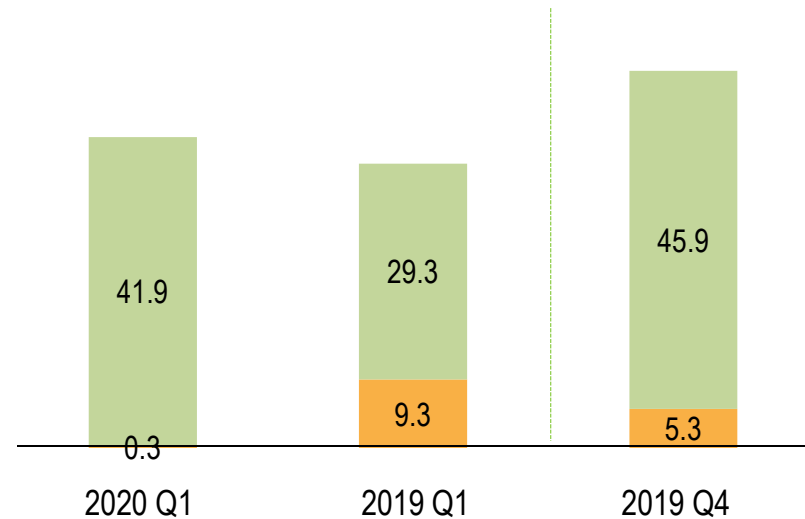
Web-based Games

+69.2%

+30.8%

ARPPU of Other Card and Board Games

(RMB)



■ Other Card and Board Games (Mobile) ■ Other Card and Board Games (Web-based)

ARPPU of Other Card and Board Games

YoY

QoQ

Mobile Games

+43.0%

-8.7%

Web-based Games

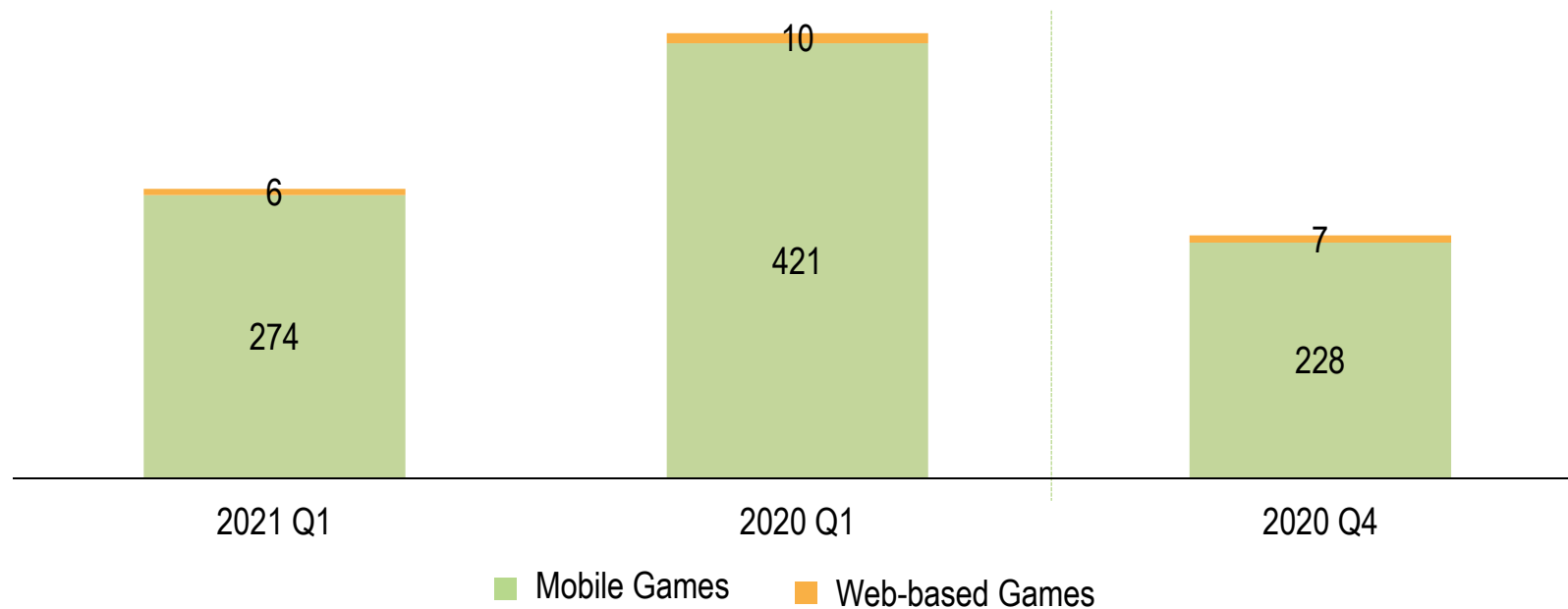
-96.8%

-94.3%

Paying Players

Paying Players

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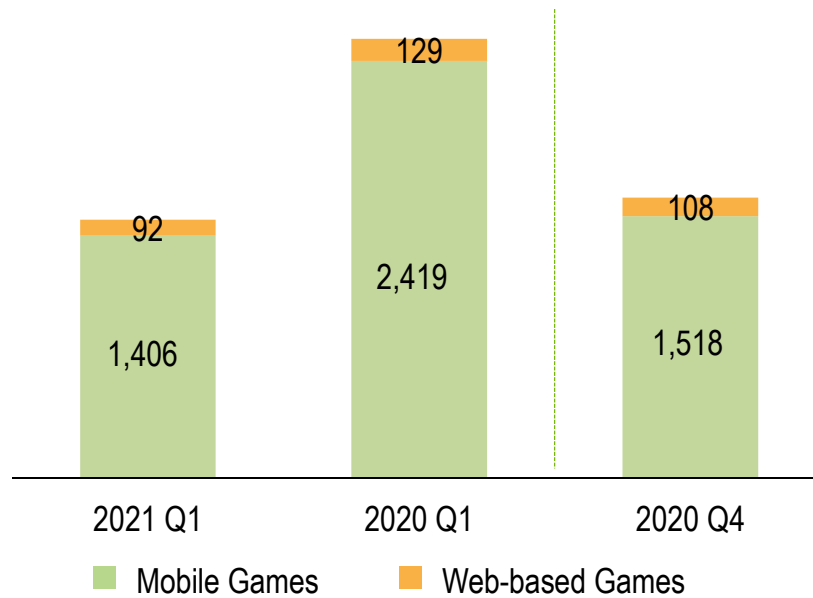


Paying Players	YoY	QoQ
Total	-35.0%	+19.1%
Mobile Games	-34.9%	+20.2%
Web-based Games	-40.0%	-14.3%

Daily Active Users and Monthly Active Users

Daily Active Users

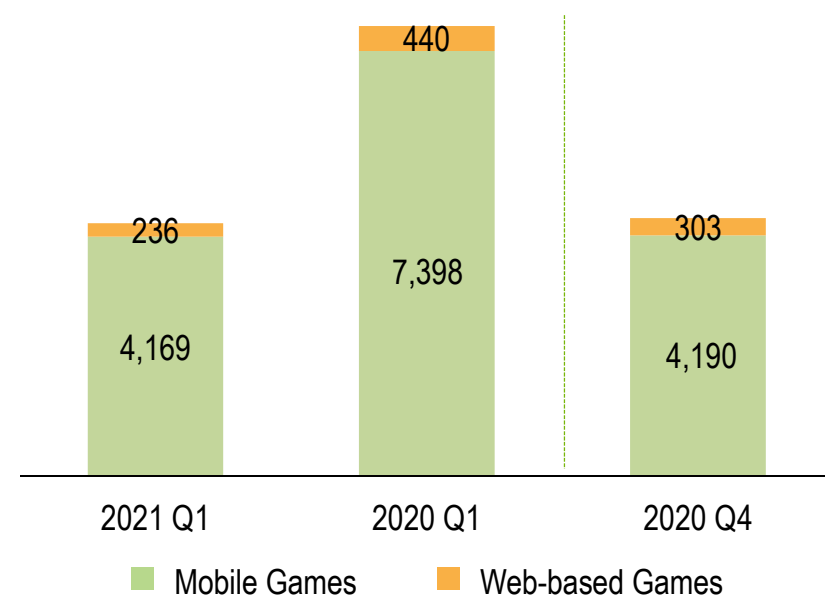
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Daily Active Users	YoY	QoQ
Total	-41.2%	-7.9%
Mobile Games	-41.9%	-7.4%
Web-based Games	-28.7%	-14.8%

Monthly Active Users

('000)



Monthly Active Users	YoY	QoQ
Total	-43.8%	-2.0%
Mobile Games	-43.6%	-0.5%
Web-based Games	-46.4%	-22.1%

Prospects



Development Plan for 2021

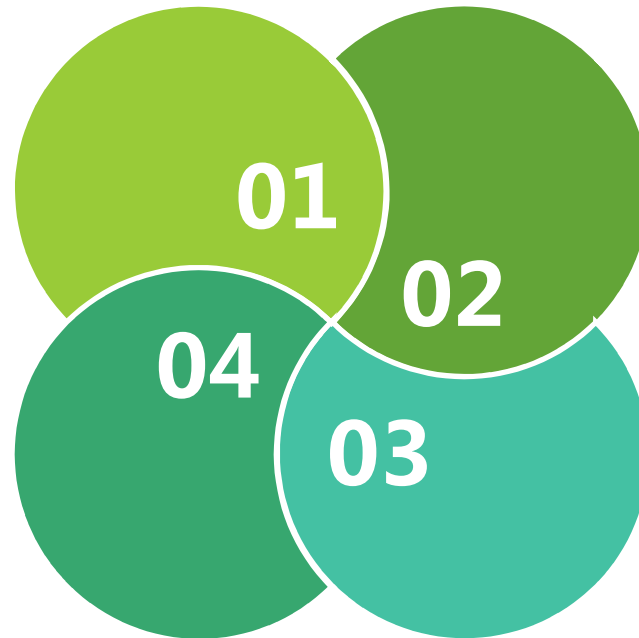
01 

Continue to conduct more intensive market surveys and launch innovative game rules

04 

Ramp up the quality of our games in an all-rounded manner, and spare no effort to build our brand for online and offline match series

Remain dedicated to product refinement and operation diversification



02 

Continue to explore various operation modes for card and board games at home and abroad
Improve the experience of our game players

03 

Further expand our overseas market as well as other board and card games business

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