

# boyaa Boyaa Interactive International Limited

(Stock Code: 0434.HK)

## 2023 Q1 Results

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



# 2023 Q1 RESULTS HIGHLIGHTS

1

**Revenue increased steadily, primarily attributable to (i) several online operational activities held; and (ii) continuously optimizing gaming products and gameplay.**

- Revenue amounted to approx. RMB 95.2mn, up approx. 4.0% YoY, up approx. 1.0% QoQ

2

**Steady increase in unaudited non-IFRS adjusted net profit in Q1 2023**

- In Q1 2023, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB29.5 million
- Unaudited non-IFRS adjusted net profit up approx. 119.9% YoY, up approx. 3.1% QoQ
- Excluding the impact of non-operating one-off factors such as a decrease in fair value of financial assets such as equity investment partnerships and the impairment of frozen sum, the unaudited non-IFRS adjusted net profit up approx. 36.1% YoY, up approx. 30.9% QoQ,

3

**In Q1 2023, our numbers of paying players and users increase quarter by quarter.**

- The number of paying players in 2023 Q1 amounted to approx. 0.24 million, up approx. 10.2% QoQ
- The number of daily active users amounted to approx. 1.3 million, up approx. 7.0% QoQ
- The number of monthly active users amounted to approx. 4.8 million, up approx. 17.8% QoQ

# 2023 Q1 RESULTS

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# 2023 Q1 RESULTS

RMB'000	2023 Q1	2022 Q1 (Restated)	Change
<b>Revenue</b>	<b>95,229</b>	91,524	+4.0%
<b>Gross Profit</b>	<b>63,307</b>	60,216	+5.1%
<b>Profit attributable to owners of the Company</b>	<b>28,657</b>	13,178	+117.5%
<b>Non-IFRS adjusted net profit</b>	<b>29,515</b>	13,419	+119.9%
<b>Adjusted profit attributable to owners of the Company*</b>	<b>42,231</b>	31,036	+36.1%
<b>Gross Profit Margin</b>	<b>66.5%</b>	65.8%	+0.7p.p.
<b>Net Profit Margin</b>	<b>30.1%</b>	14.4%	+15.7 p.p.
<b>Adjusted Net Profit Margin**</b>	<b>44.3%</b>	33.9%	+10.4 p.p.
<b>Earnings per share– Basic (RMB cents)</b>	<b>4.36</b>	2.01	
<b>Earnings per share– Diluted (RMB cents)</b>	<b>4.29</b>	2.00	

\*Profit which excludes share-based compensation expenses and the impact of non-operating one-off factors such as the changes in the fair value of equity investment partnerships and the impairment of frozen sum

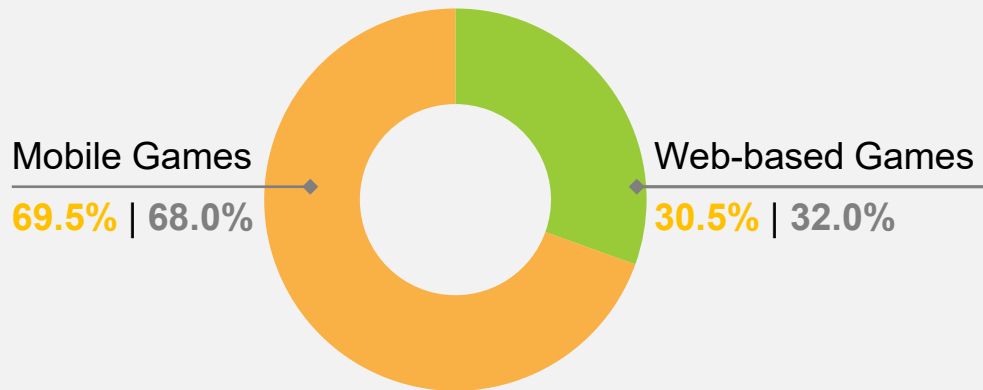
\*\*The ratio of adjusted profit attributable to owners of the Company to revenue

# 2023 Q1 REVENUE BREAKDOWN

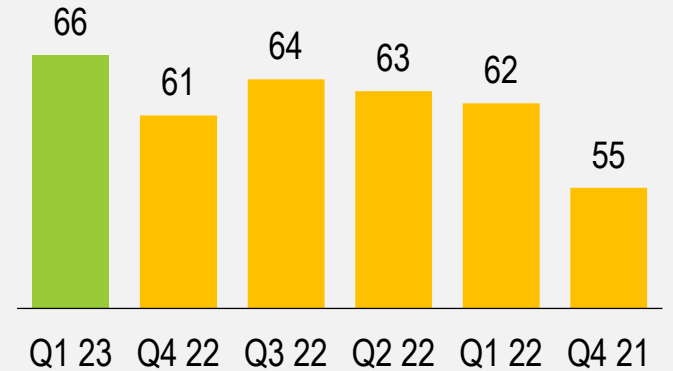
## Revenue by Game Types

Q1 2023 | Q1 2022

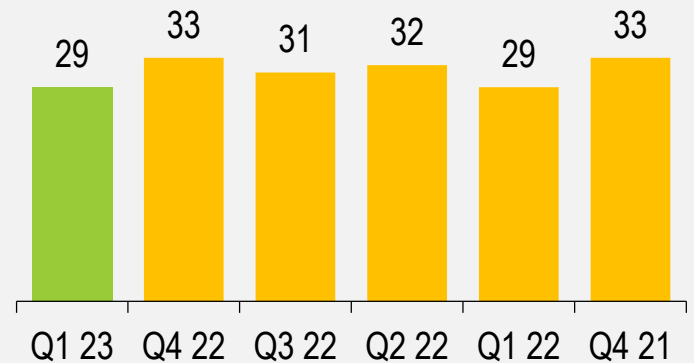
(RMB million)



### Mobile Games



### Web-based Games

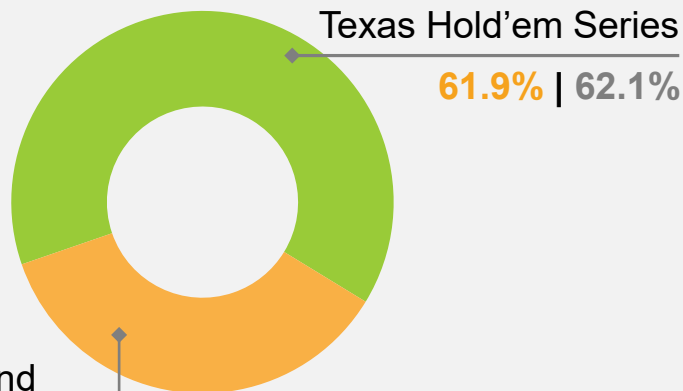


# 2023 Q1 REVENUE BREAKDOWN

## Revenue by Games

Q1 2023 | Q1 2022

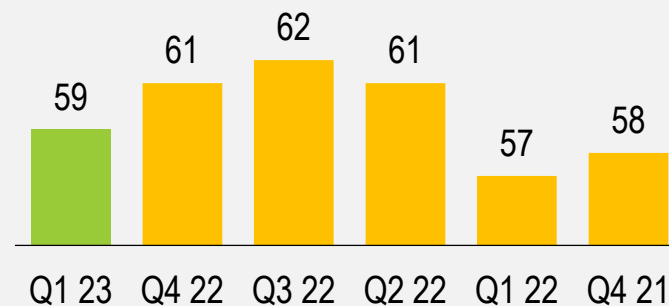
(RMB million)



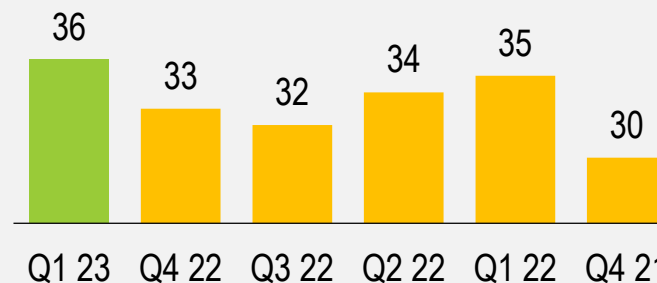
Other Card and Board Games

38.1% | 37.9%

### Texas Hold'em Series



### Other Card and Board Games

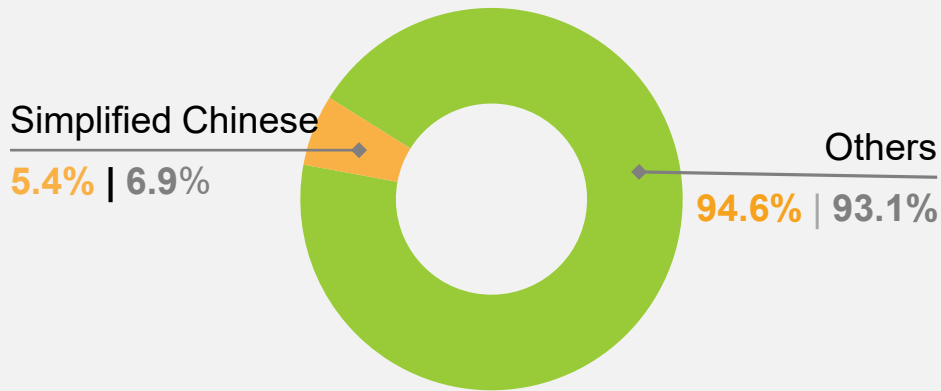


# 2023 Q1 REVENUE BREAKDOWN

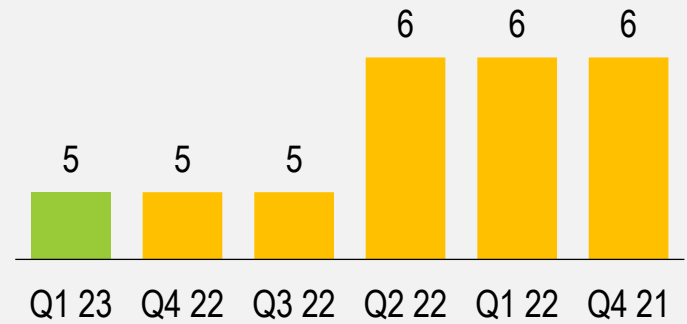
## Revenue by Language Versions of Games

Q1 2023 | Q1 2022

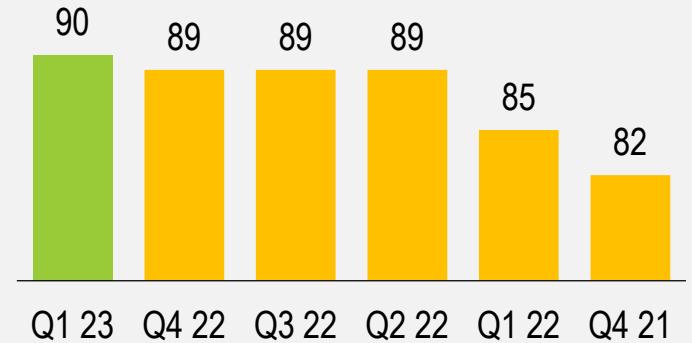
(RMB million)



### Simplified Chinese



### Others



# 2023 Q1 COSTS AND EXPENSES BREAKDOWN

## Cost of Revenue

(% of revenue, RMB million)



Q1 2023

Q1 2022

## Selling and Marketing Expenses

(% of revenue, RMB million)



Q1 2023

Q1 2022

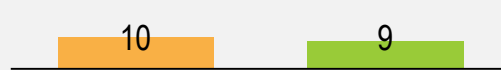
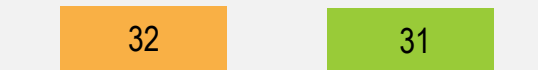
## Administrative Expenses

(% of revenue, RMB million)



Q1 2023

Q1 2022





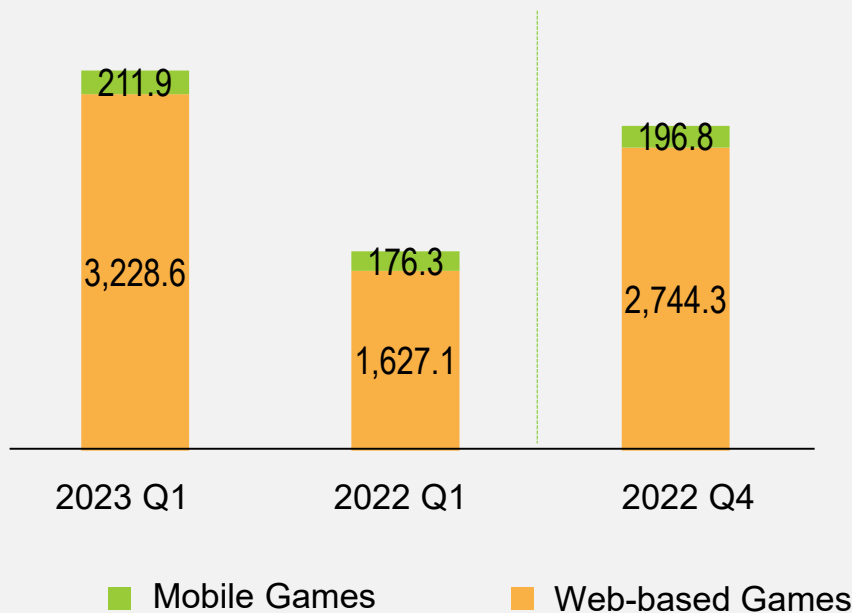
# FINANCIAL POSITION

RMB '000	As of 31 March 2023	As of 31 December 2022	Change
<b>Total Assets</b>	<b>1,799,076</b>	1,786,590	+0.7%
<b>Total Liabilities</b>	<b>327,277</b>	329,306	-0.6%
<b>Total Equity</b>	<b>1,471,799</b>	1,457,284	+1.0%
<b>Investment at Fair Value through Profit or Loss</b>	<b>170,918</b>	185,333	-7.8%
<b>Term Deposits</b>	<b>1,323,768</b>	1,157,398	+14.4%
<b>Cash and Cash Equivalents</b>	<b>140,209</b>	293,956	-52.3%
<b>Trade Receivables</b>	<b>29,449</b>	23,831	+23.6%
<b>Trade and Other Payables</b>	<b>71,743</b>	77,892	-7.9%

# AVERAGE REVENUE PER PAYING USERS (ARPPU) OF KEY GAMES

## ARPPU of Texas Hold'em Series

(RMB)



■ Mobile Games

■ Web-based Games

ARPPU of Texas Hold'em Series

YoY

QoQ

Mobile Games

+20.2 %

+7.7%

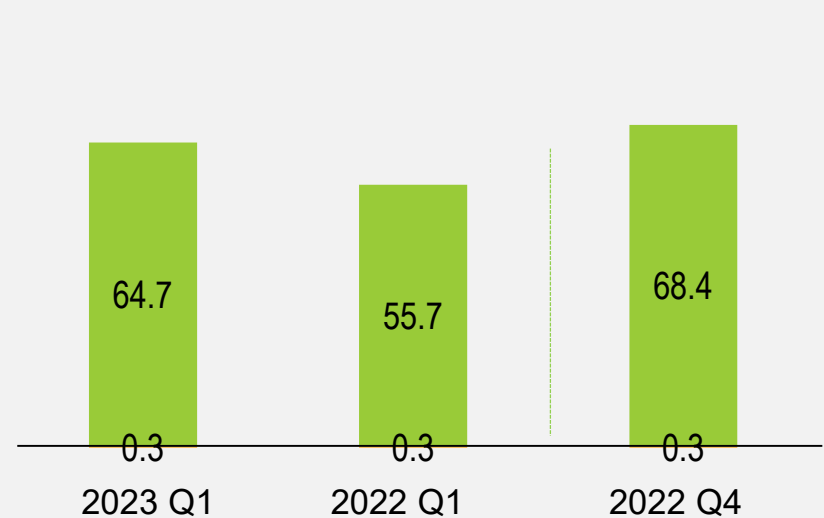
Web-based Games

+98.4 %

+17.6%

## ARPPU of Other Card and Board Games

(RMB)



■ Other Card and Board Games(mobile)

■ Other Card and Board Games(web-based)

Other Card ARPPU

YoY

QoQ

Mobile Games

+16.2%

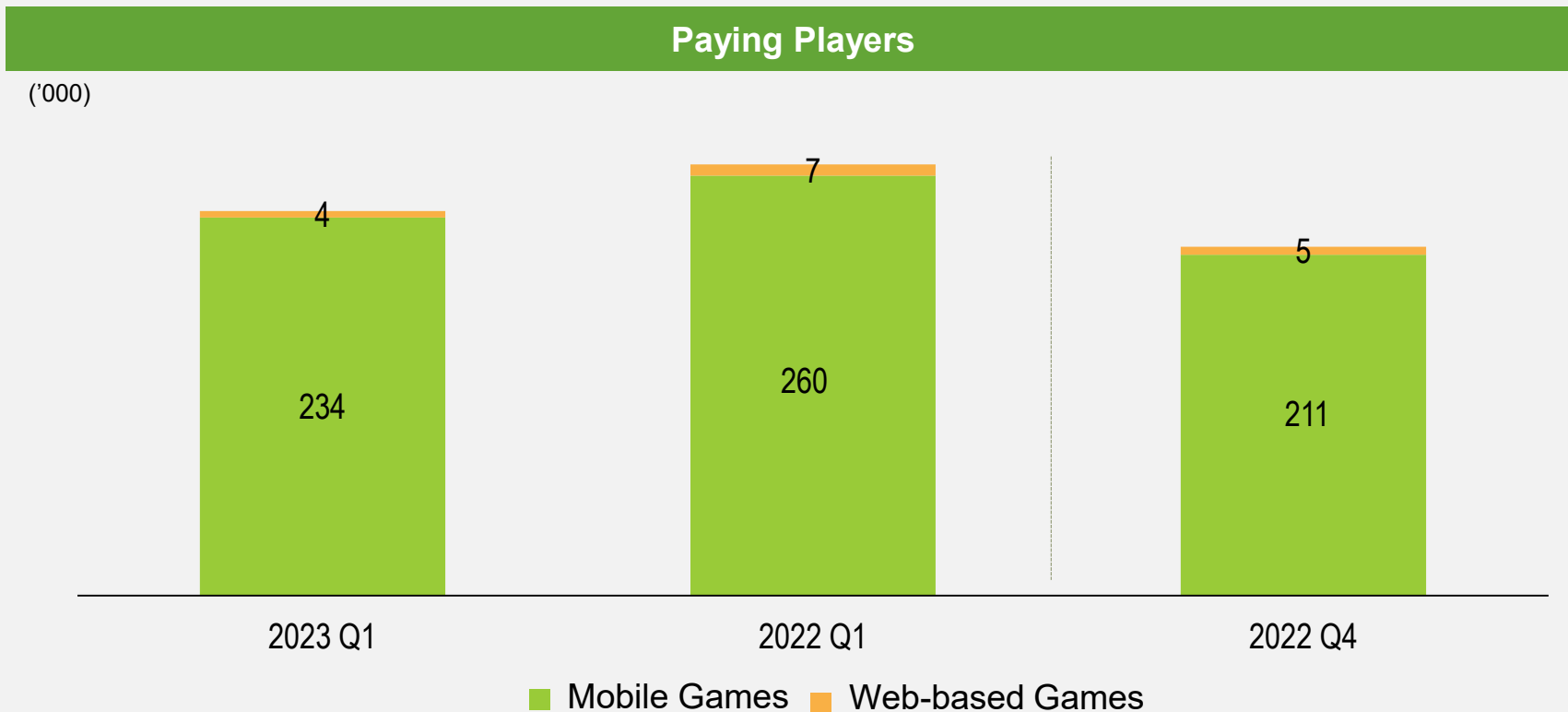
-5.4%

Web-based Games

-

-

# PAYING PLAYERS

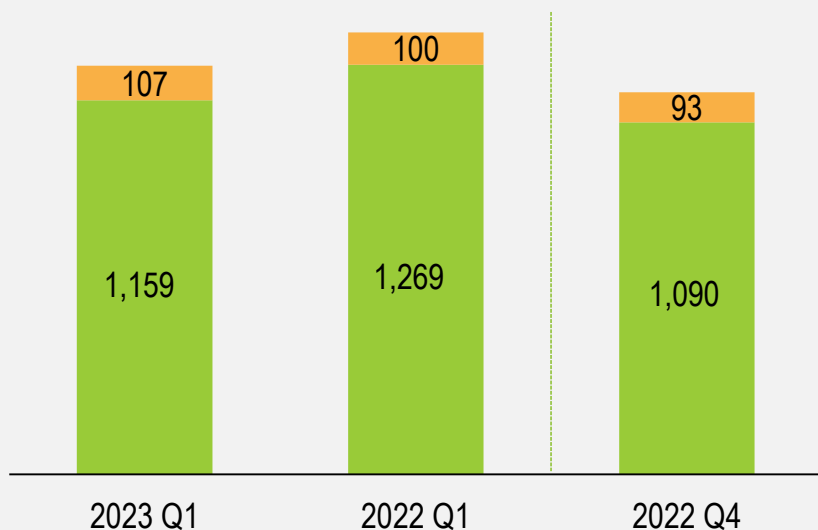


Paying Players	YoY	QoQ
<b>Total</b>	-10.9%	+10.2%
<b>Mobile Games</b>	-10.0%	+10.9%
<b>Web-based Games</b>	-42.9%	-20.0%

# DAILY ACTIVE USERS AND MONTHLY ACTIVE

## Daily Active Users

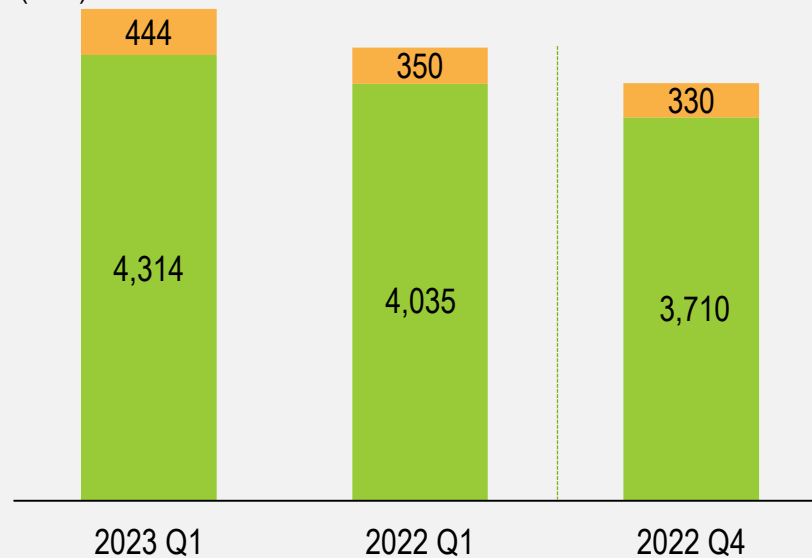
('000)



■ Mobile Games ■ Web-based Games

## Monthly Active Users

('000)



■ Mobile Games ■ Web-based Games

Daily Active Users	YoY	QoQ
<b>Total</b>	-7.5%	+7.0%
<b>Mobile Games</b>	-8.7%	+6.3%
<b>Web-based Games</b>	+7.0%	+15.1%

Monthly Active Users	YoY	QoQ
<b>Total</b>	+8.5%	+17.8%
<b>Mobile Games</b>	+6.9%	+16.3%
<b>Web-based Games</b>	+26.9%	+34.5%

# PROSPECTS

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# DEVELOPMENT PLAN FOR 2023

01



Continue to intensify in-depth market research, and enrich and innovate the gameplay

02



Continue to explore the domestic and overseas operation modes for card and board games  
Improve the experience of our game players



03



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

04



Improve the game quality in an all-round way and make every effort to build our brand for online and offline competition series  
Remain dedicated to product refinement and operation diversification

# Investor Enquiries

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