

# 2023 BOYAA INTERIM RESULTS

**Boyaa Interactive announced its interim results of 2023  
Solid Growth: Approximately 4.2% and 133.1% YoY Increases in  
Revenue and Net Profit Respectively**

<b>FINANCIAL HIGHLIGHTS</b>	<b>For the six months ended 30 June 2023 (RMB, in millions)</b>
<b>Revenue</b>	194.3
<b>Gross profit</b>	129.7
<b>Profit attributable to owners of the Company</b>	55.6
<b>Unaudited non-IFRS adjusted net profit</b>	57.0

(24 August 2023) Boyaa Interactive International Limited (“Boyaa Interactive” or the “Company”, together with its subsidiaries, the “Group”, stock code: 0434), a top-ranking developer and operator of online card and board games in China, has announced its unaudited consolidated results for the three and six months ended 30 June 2023 (the “Reporting Period”) (the “Interim Results”).

**The Group recorded revenue of approximately RMB194.3 million and a year-on-year increase of approximately 133.1% in net profit in the first half of 2023**

The Group recorded revenue of approximately RMB194.3 million in the first half of 2023, representing a year-on-year increase of approximately 4.2% compared to the first half of 2022. In the second quarter of 2023, it recorded revenue of approximately RMB99.1 million, representing a year-on-year increase of approximately 4.3% compared to the second quarter of 2022 and representing a quarter-on-quarter increase of approximately 4.0% compared to the first quarter of 2023.

The Group’s revenue has maintained a steady increase, primarily due to its holding of certain online operational activities and continuous optimization of its gaming products and gameplay during the Reporting Period.

For the first half of 2023, the Group’s gross profit amounted to

approximately RMB129.7 million, representing a year-on-year increase of approximately 5.6% from approximately RMB122.8 million recorded for the same period in 2022; and it recorded an unaudited non-IFRS adjusted net profit of approximately RMB57.0 million, representing a year-on-year increase of approximately 133.1% as compared to the same period in 2022.

The significant year-on-year increase in the Group's net profit in the first half of 2023 was mainly due to the increase in revenue recorded for the first half of 2023 as compared to the same period in 2022; the reduction in the decrease in the fair value of the financial assets such as equity investment partnerships for the first half of 2023 as compared to the same period in 2022; the impairment of frozen sum recorded for the first half of 2022, while there was no impairment of frozen sum recorded in 2023; and the increase in interest income for the first half of 2023 as compared to the same period in 2022.

**The ARPPU grew in both the mobile and web-based versions of primary games.**

In terms of the operating data performance, the Group recorded a decrease in the number of paying players and users in the second quarter of 2023 as compared to the first quarter of 2023.

To be specific, the number of paying players decreased by approximately 8.4% from approximately 0.24 million in the first quarter of 2023 to approximately 0.22 million in the second quarter of 2023. The number of DAUs decreased by approximately 2.1% from approximately 1.3 million in the first quarter of 2023 to approximately 1.2 million in the second quarter of 2023. The number of MAUs decreased by approximately 10.0% from approximately 4.8 million in the first quarter of 2023 to approximately 4.3 million in the second quarter of 2023.

However, the ARPPU grew in both the mobile versions of other card and board games and overseas Texas Hold'em mobile and web-based games.

**The Group has upheld the concept of “growing in love” on charity work, continuing its fulfillment of social responsibility**

In the first half of 2023, the Group has upheld the concept of “growing in love” on charity work, continuing its fulfillment of social responsibility to make contributions to society.

During the second quarter of 2023, the Group participated in the welfare activity “Caring for Mountainous Areas and Donating Books to Help Rural Students” organized by the Guangdong Provincial Education Foundation, by donating funds to establish libraries in rural schools. The Group also participated in the love donation activity for schools in mountainous areas of Yunnan Province organized by the China Audio-video and Digital Publishing Association, by donating school supplies in rural schools in the second quarter

of 2023.

**The Group will explore the domestic and overseas operational models for card and board games on an ongoing basis, as well as make every effort to build its brand for online and offline competition series**

Moving forward, the Group will continue to intensify in-depth market research, enrich and innovate the gameplay, and explore the domestic and overseas operational models for card and board games on an ongoing basis, while striving to improve the players' gaming experience, further refine its products and diversify its operation to improve the game quality in an all-round way and make every effort to build its brand for online and offline competition series. On top of consolidating the existing market, more efforts will be made to further expand the Group's overseas market as well as other card and board games business.

The Group will strictly comply with various laws and regulations of the People's Republic of China and develop high-quality intellectual and competitive games and competition products. It will continue the journey to forge a century-old brand for card and board games.