



Boyaa Interactive International Limited

(Stock Code: 0434.HK)

2023 Interim Results

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



2023 INTERIM RESULTS HIGHLIGHTS

1

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

- 2023 1H revenue amounted to approx. RMB 194.3million, up approx. 4.2% YoY
- 2023 Q2 revenue amounted to approx. RMB 99.1mn, up approx. 4.3% YoY, up approx. 4.0% QoQ.

2

In 2023 1H, unaudited non-IFRS adjusted net profit increased year on year

- In 2023 1H, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB57.0 million, up approx. 133.1% YoY
- In 2023 Q2, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB27.5 million, up approx. 149.2% YoY
- Excluding the impact of non-operating one-off factors such as the 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 in 2023 1H up approx. 35.5% YoY ; the unaudited non-IFRS adjusted net profit in 2023 Q2 up approx. 34.8% YoY.

3

In 2023 Q2, we 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. We 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.

2023 INTERIM RESULTS



2023 INTERIM RESULTS

RMB'000	2023 1H	2022 1H (Restated)	Change
Revenue	194,285	186,454	+4.2%
Gross Profit	129,674	122,843	+5.6%
Profit attributable to owners of the Company	55,580	23,308	+138.5%
Non-IFRS adjusted net profit	57,017	24,457	+133.1%
Adjusted profit attributable to owners of the Company*	80,042	59,077	+35.5%
Gross Profit Margin	66.7%	65.9%	+0.8p.p.
Net Profit Margin	28.6%	12.5%	+16.1p.p.
Adjusted Net Profit Margin**	41.2%	31.7%	+9.5p.p.
Earnings per share– Basic (RMB cents)	8.43	3.55	
Earnings per share– Diluted (RMB cents)	8.30	3.53	

*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

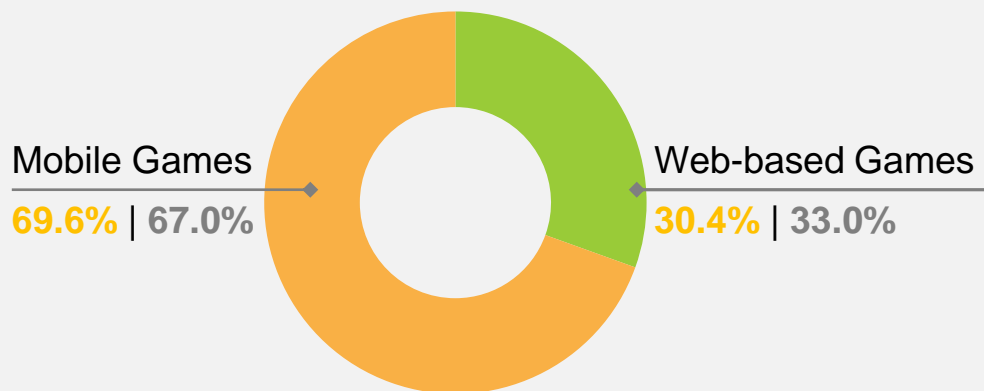
**The ratio of adjusted profit attributable to owners of the Company to revenue

2023 1H REVENUE BREAKDOWN

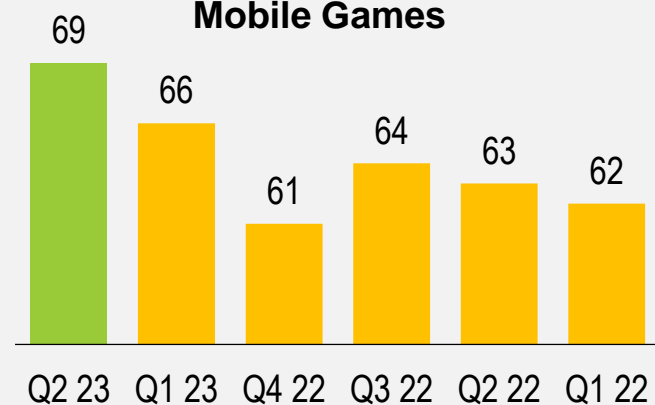
Revenue by Game Types

2023 1H | 2022 1H

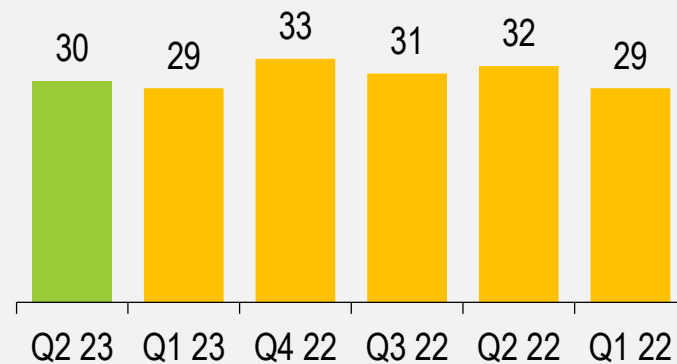
(RMB million)



Mobile Games



Web-based Games



2023 1H REVENUE BREAKDOWN

Revenue by Games

2023 1H | 2022 1H

(RMB million)



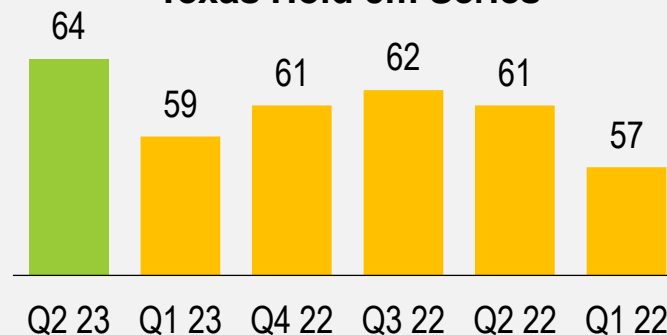
Texas Hold'em Series

63.2% | 62.9%

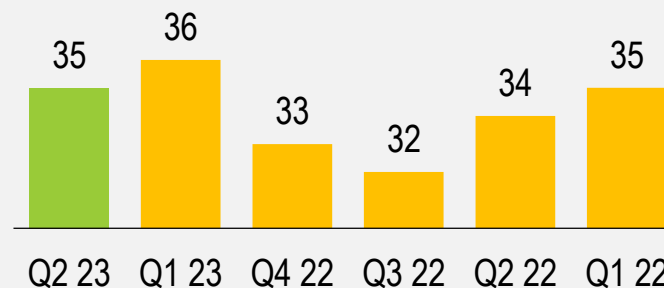
Other Card and Board Games

36.8% | 37.1%

Texas Hold'em Series



Other Card and Board Games

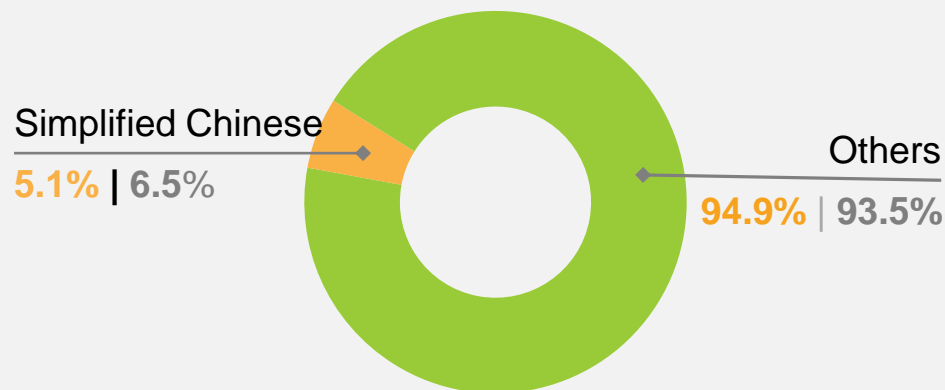


2023 1H REVENUE BREAKDOWN

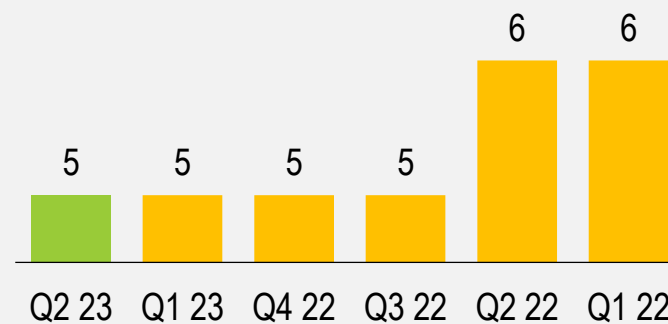
Revenue by Language Versions of Games

2023 1H | 2022 1H

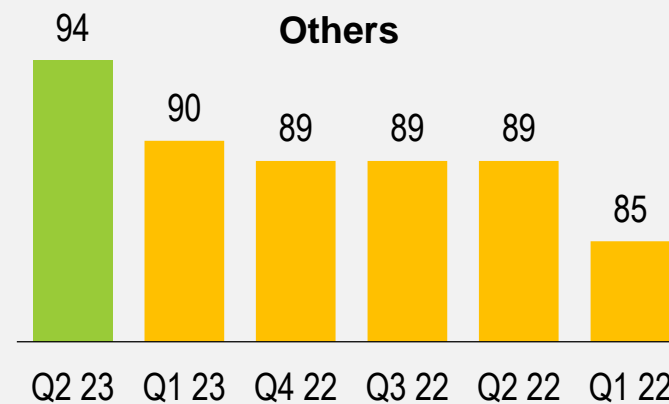
(RMB million)



Simplified Chinese



Others



2023 1H COSTS AND EXPENSES BREAKDOWN

Cost of Revenue

(% of revenue, RMB million)



65

2023 1H

64

2022 1H

Selling and Marketing Expenses

(% of revenue, RMB million)



24

2023 1H

17

2022 1H

Administrative Expenses

(% of revenue, RMB million)



47

2023 1H

47

2022 1H

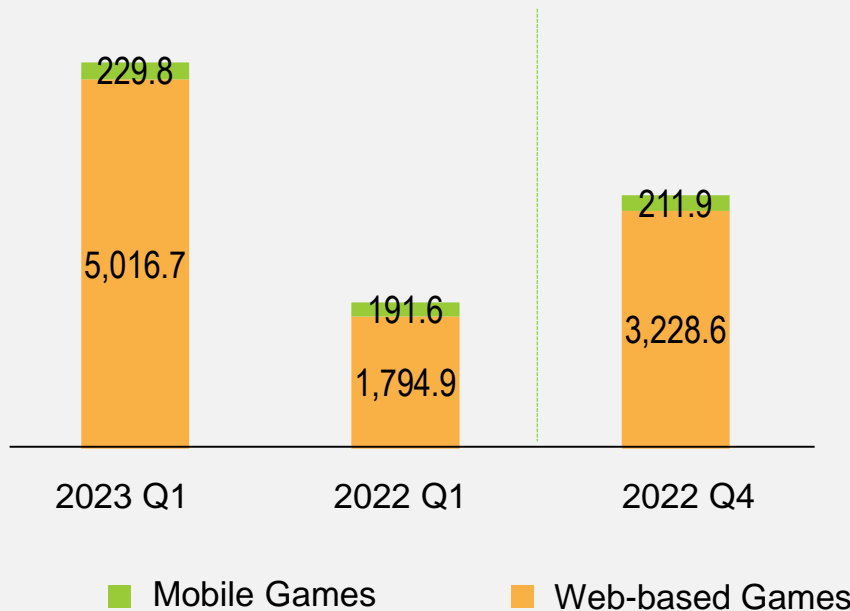
FINANCIAL POSITION

RMB '000	As of 30 June 2023	As of 31 December 2022	Change
Total Assets	1,887,212	1,786,590	+5.6%
Total Liabilities	339,074	329,306	+3.0%
Total Equity	1,548,138	1,457,284	+6.2%
Investment at Fair Value through Profit or Loss	162,847	185,333	-12.1%
Term Deposits	1,363,593	1,157,398	+17.8%
Cash and Cash Equivalents	194,392	293,956	-33.9%
Trade Receivables	31,199	23,831	+30.9%
Trade and Other Payables	73,721	77,892	-5.4%

AVERAGE REVENUE PER PAYING USERS (ARPPU) OF KEY GAMES

ARPPU of Texas Hold'em Series

(RMB)



ARPPU of Texas Hold'em Series

YoY

QoQ

Mobile Games

+19.9%

+8.4%

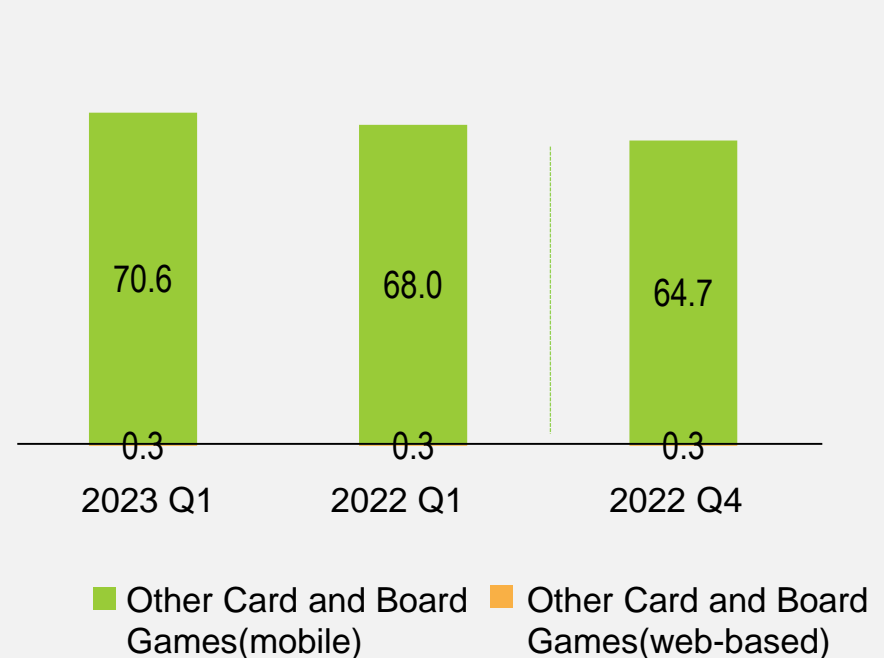
Web-based Games

+179.5%

+55.4%

ARPPU of Other Card and Board Games

(RMB)



Other Card ARPPU

YoY

QoQ

Mobile Games

+3.8%

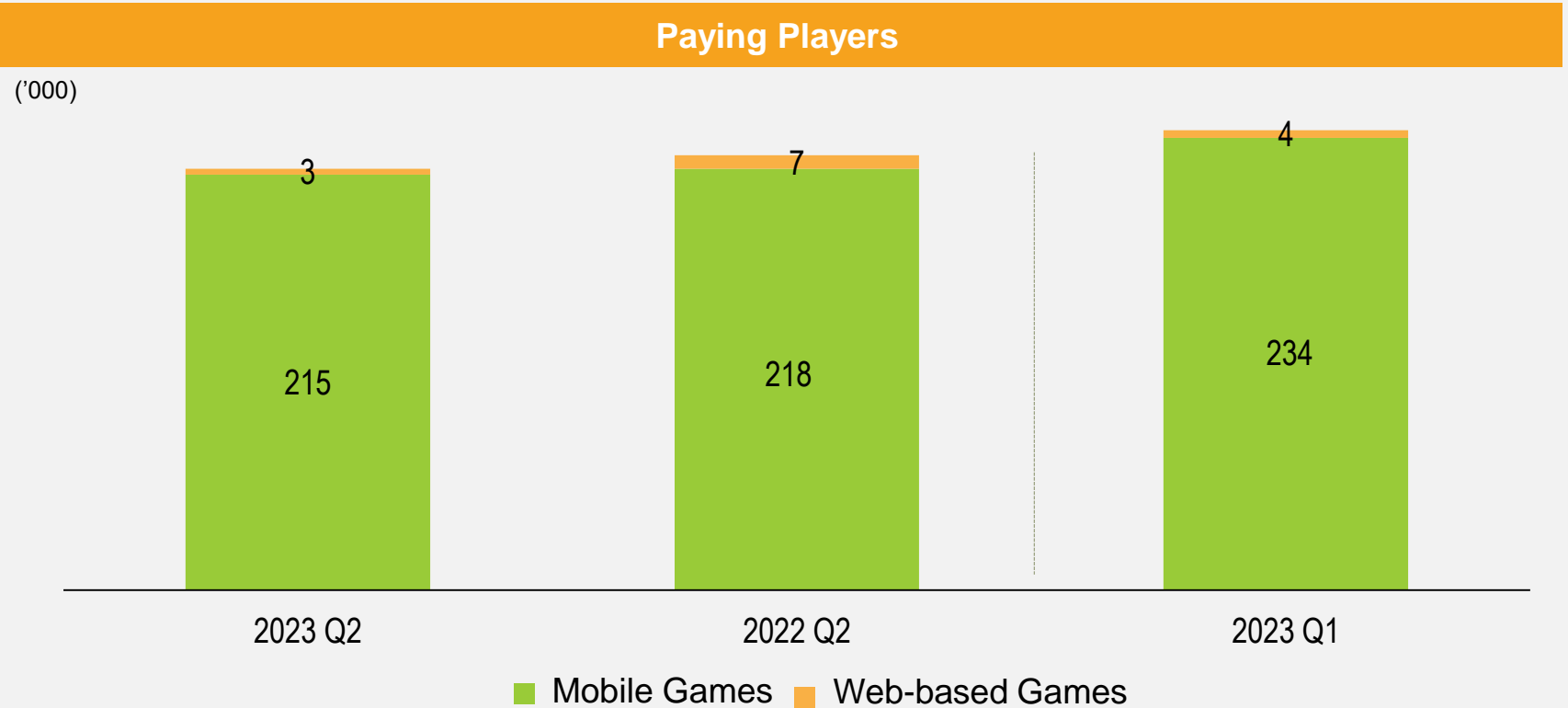
+9.1%

Web-based Games

-

-

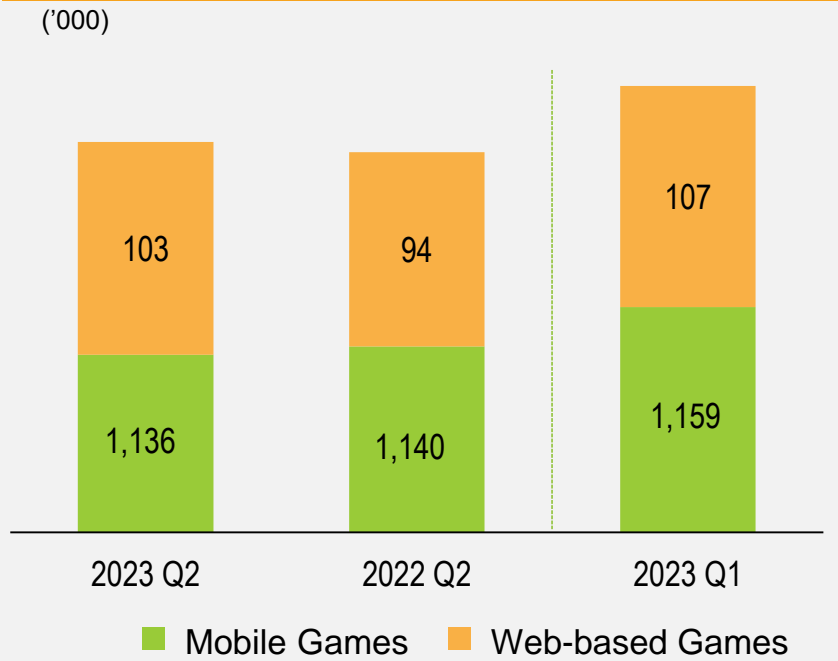
PAYING PLAYERS



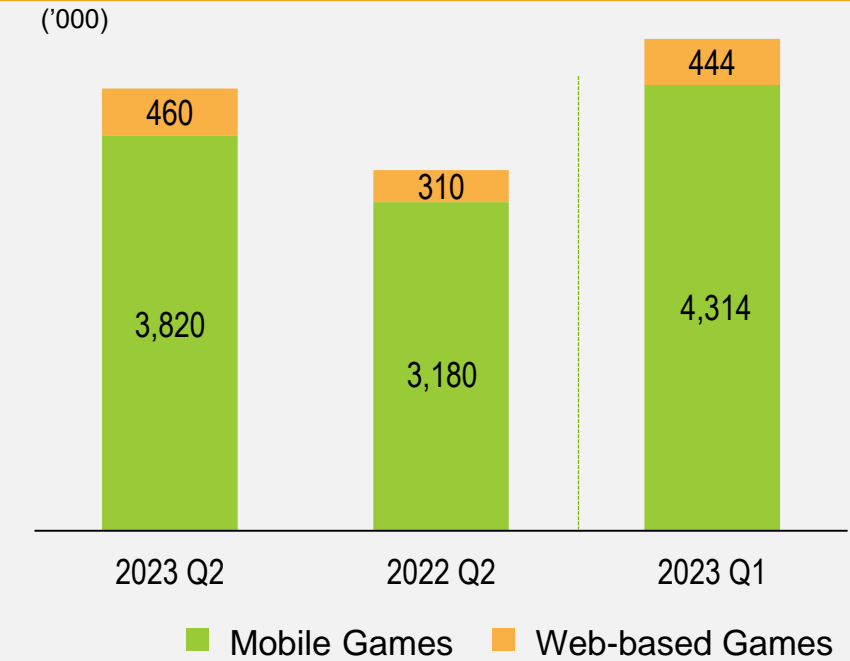
Paying Players	YoY	QoQ
Total	-3.1%	-8.4%
Mobile Games	-1.4%	-8.1%
Web-based Games	-57.1%	-25.0%

DAILY ACTIVE USERS AND MONTHLY ACTIVE USERS

Daily Active Users



Monthly Active Users



Daily Active Users	YoY	QoQ
Total	+0.4%	-2.1%
Mobile Games	-0.4%	-2.0%
Web-based Games	+9.6%	-3.7%

Monthly Active Users	YoY	QoQ
Total	+22.6%	-10.0%
Mobile Games	+20.1%	-11.5%
Web-based Games	+48.4%	+3.6%

PROSPECTS



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 gaming experience of our game players

03



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

04



Ramp up 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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