

boyaa Boyaa Interactive International Limited

(Stock Code: 0434.HK)

2023 Q3 Results

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



2023 Q3 RESULTS HIGHLIGHTS

1

For the nine months ended 30 September 2023, revenue maintained steady growth, primarily attributable to (i) several online operational activities held; and (ii) continuously optimizing gaming products and gameplay.

- For the nine months ended 30 September 2023, revenue amounted to approx. RMB294.3mm, up approx. 4.8% YoY
- 2023 Q3 revenue amounted to approx. RMB100.0mm, up approx. 5.9% YoY, up approx. 1.0% QoQ

2

For the nine months ended 30 September, unaudited non-IFRS adjusted net profit increased year on year

- For the nine months ended 30 September, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB87.1 million, up approx. 126.2% YoY
- In 2023 Q3, we recorded an unaudited non-IFRS adjusted net profit of approx. RMB30.1 million, up approx. 114.2% YoY, up approx. 9.3% 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. 42.2% and 56.3% for the nine months and three months ended 30 September, respectively

3

In 2023 Q3, our ARPPU increased quarter on quarter

- In 2023 Q3, the ARPPU grew in both mobile versions of other card and board games and the overseas Texas Hold'em mobile and web-based
- In 2023 Q3, we successfully held BPT branded competitions series –2023 BPT Competition in Asia

2023 Q3 RESULTS

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2023 Q3 RESULTS

RMB'000	2023 Q3	2022 Q3 (Restated)	Change
Revenue	100,035	94,480	+5.9%
Gross Profit	68,742	62,071	+10.7%
Profit attributable to owners of the Company	29,549	13,133	+125.0%
Non-IFRS adjusted net profit	30,058	14,032	+114.2%
Adjusted profit attributable to owners of the Company*	44,155	28,254	+56.3%
Gross Profit Margin	68.7%	65.7%	+3.0 p.p.
Net Profit Margin	30.0%	14.9%	+15.1 p.p.
Adjusted Net Profit Margin**	44.1%	29.9%	+14.2 p.p.
Earnings per share– Basic (RMB cents)	4.47	2.00	
Earnings per share– Diluted (RMB cents)	4.40	1.98	

*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

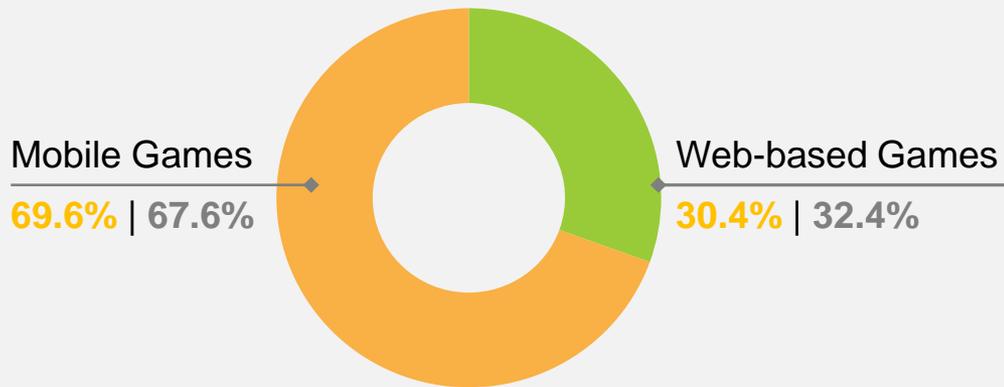
**The ratio of adjusted profit attributable to owners of the Company to revenue

2023 Q3 REVENUE BREAKDOWN

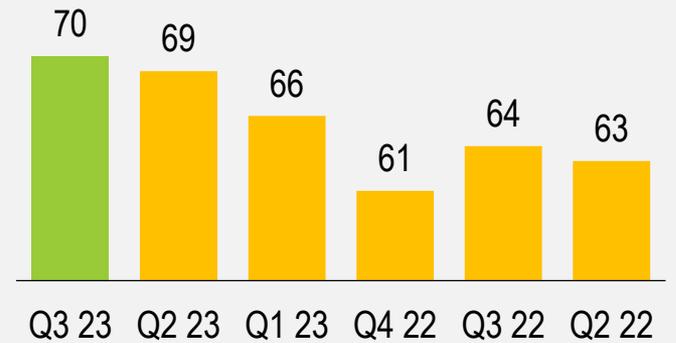
Revenue by Game Types

Q3 2023 | Q3 2022

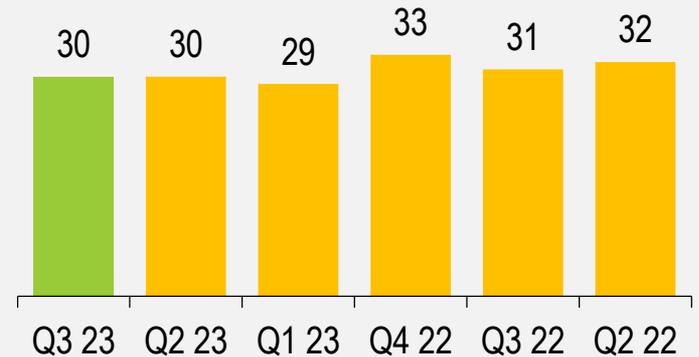
(RMB million)



Mobile Games



Web-based Games

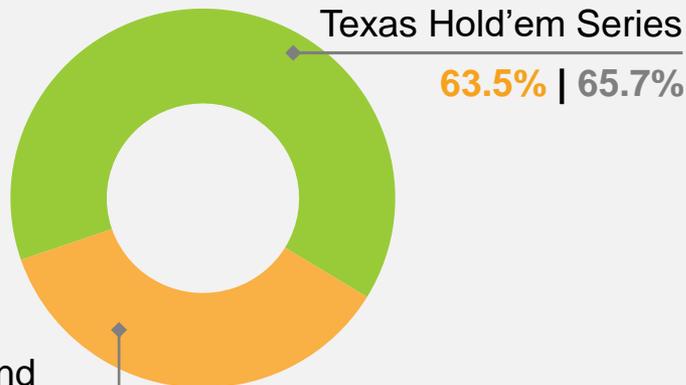


2023 Q3 REVENUE BREAKDOWN

Revenue by Games

Q3 2023 | Q3 2022

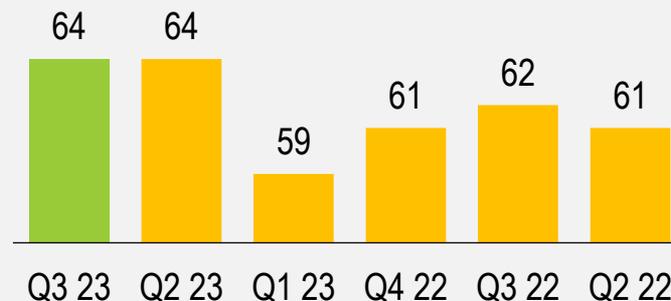
(RMB million)



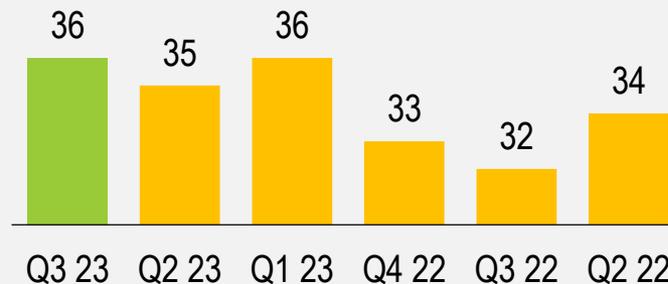
Other Card and Board Games

36.5% | 34.3%

Texas Hold'em Series



Other Card and Board Games

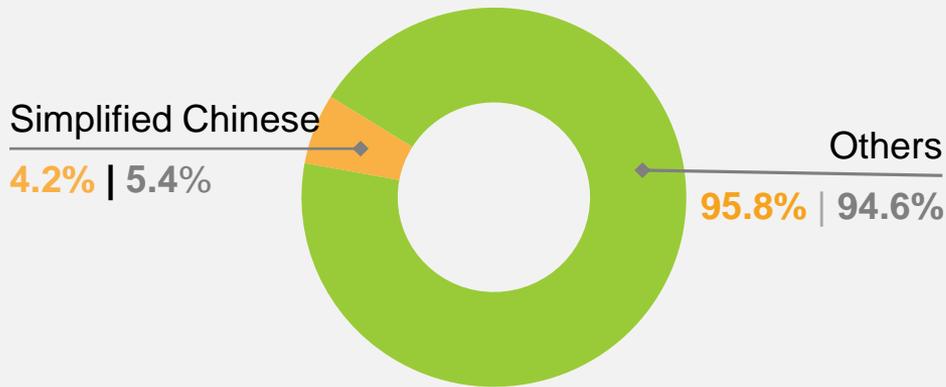


2023 Q3 REVENUE BREAKDOWN

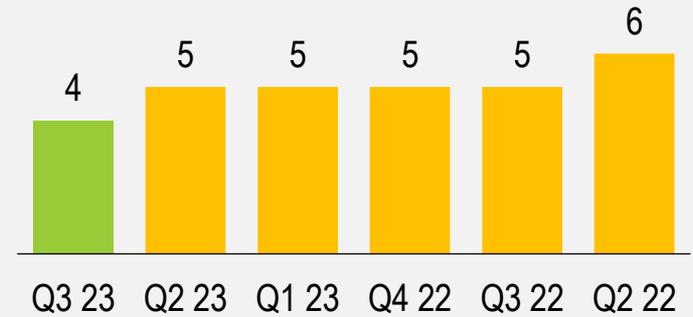
Revenue by Language Versions of Games

Q3 2023 | Q3 2022

(RMB million)



Simplified Chinese



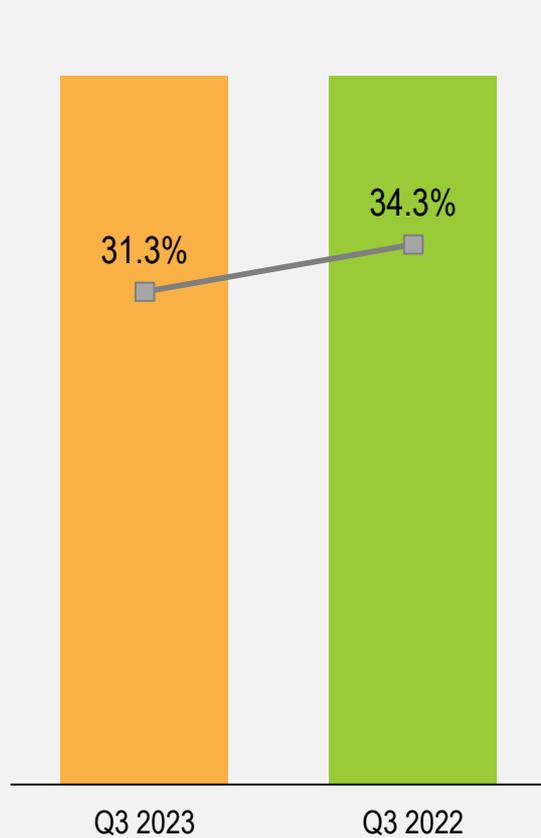
Others



2023 Q3 COSTS AND EXPENSES BREAKDOWN

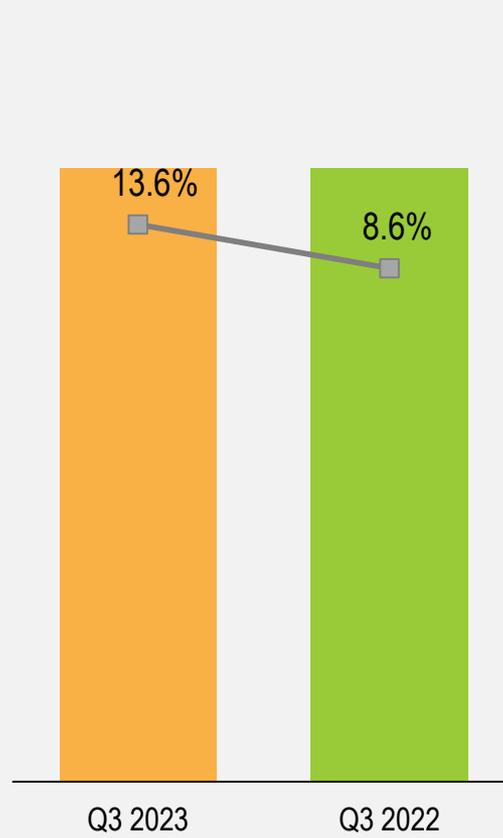
Cost of Revenue

(% of revenue, RMB million)



Selling and Marketing Expenses

(% of revenue, RMB million)



Administrative Expenses

(% of revenue, RMB million)



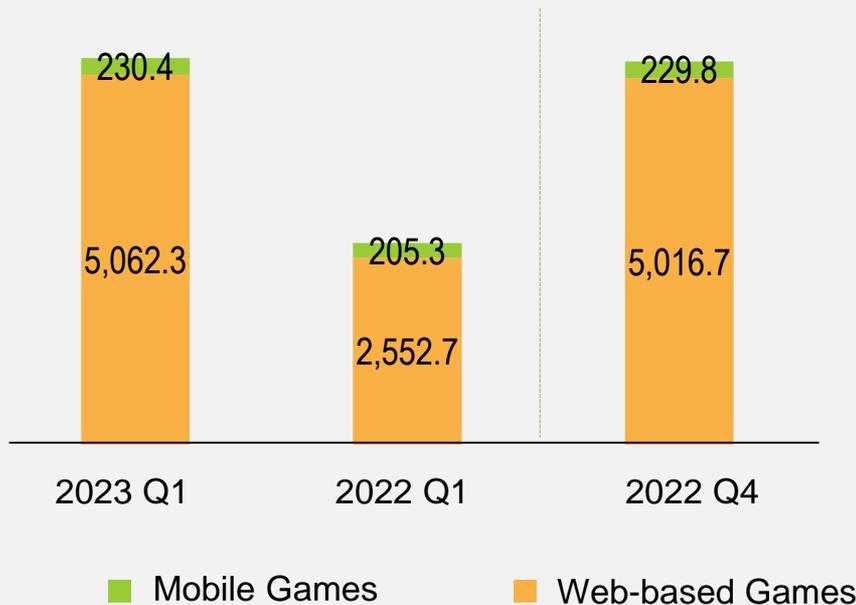
FINANCIAL POSITION

RMB '000	As of 30 September 2023	As of 31 December 2022	Change
Total Assets	1,908,568	1,786,590	+6.8%
Total Liabilities	332,805	329,306	+1.1%
Total Equity	1,575,763	1,457,284	+8.1%
Investment at Fair Value through Profit or Loss	225,388	185,333	+21.6%
Term Deposits	1,197,726	1,157,398	+3.5%
Cash and Cash Equivalents	253,420	293,956	-13.8%
Trade Receivables	27,895	23,831	+17.1%
Trade and Other Payables	69,940	77,892	-10.2%

AVERAGE REVENUE PER PAYING USERS (ARPPU) OF KEY GAMES

ARPPU of Overseas Texas Hold'em Series

(RMB)



ARPPU of Overseas Texas Hold'em Series

YoY

QoQ

Mobile Games

+12.2%

+0.3%

Web-based Games

+98.3%

+0.9%

ARPPU of Other Card and Board Games

(RMB)



Other Card ARPPU

YoY

QoQ

Mobile Games

+15.3%

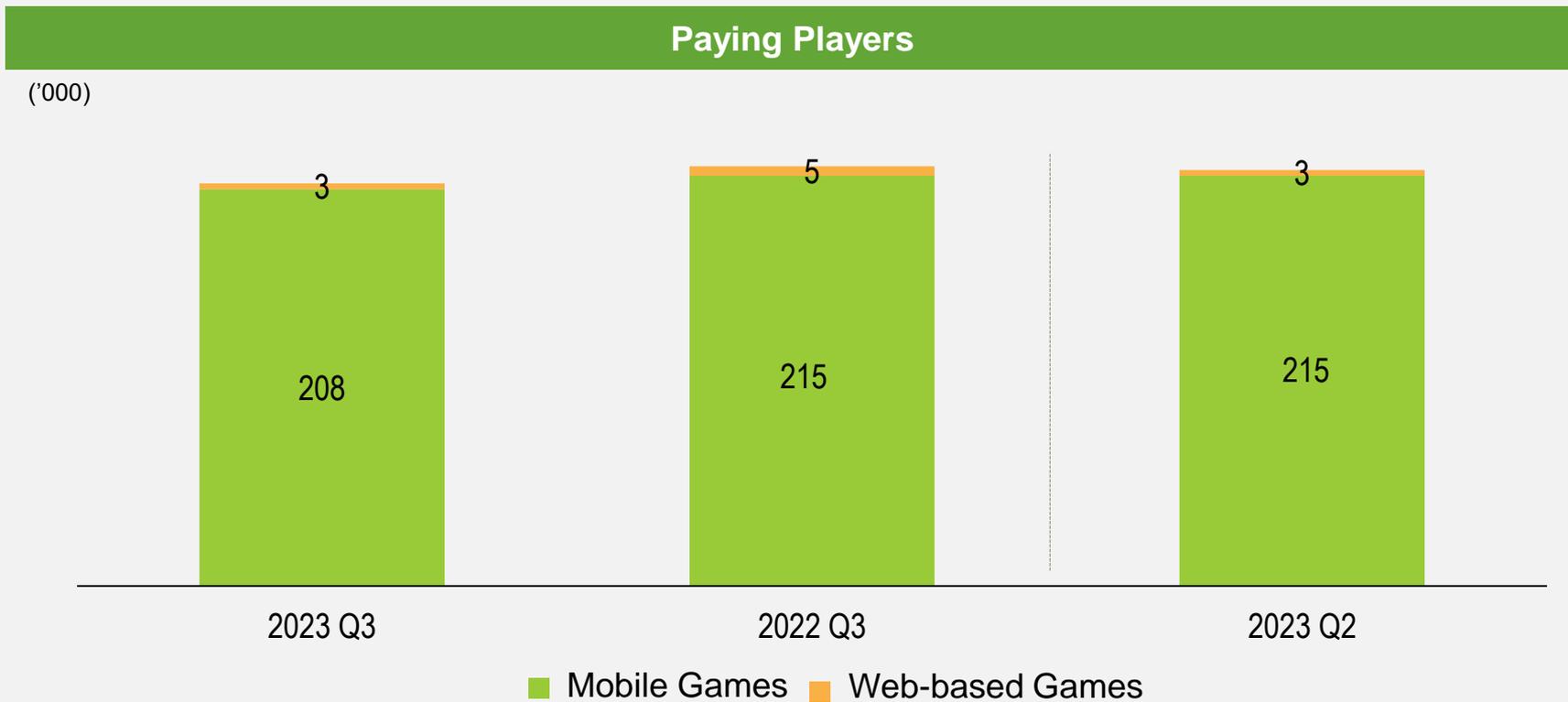
+7.6%

Web-based Games

-

-

PAYING PLAYERS

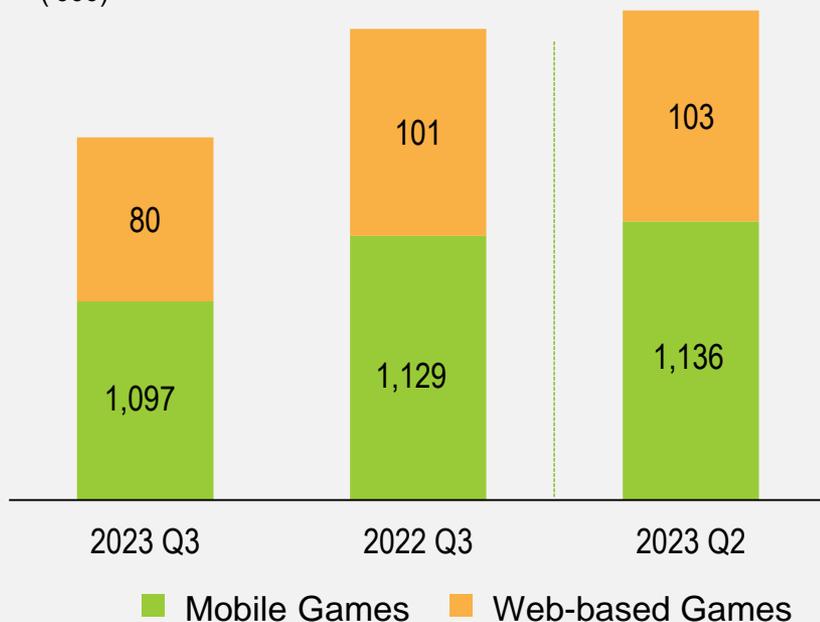


Paying Players	YoY	QoQ
Total	-4.1%	-3.2%
Mobile Games	-3.3%	-3.3%
Web-based Games	-40.0%	-

DAILY ACTIVE USERS AND MONTHLY ACTIVE

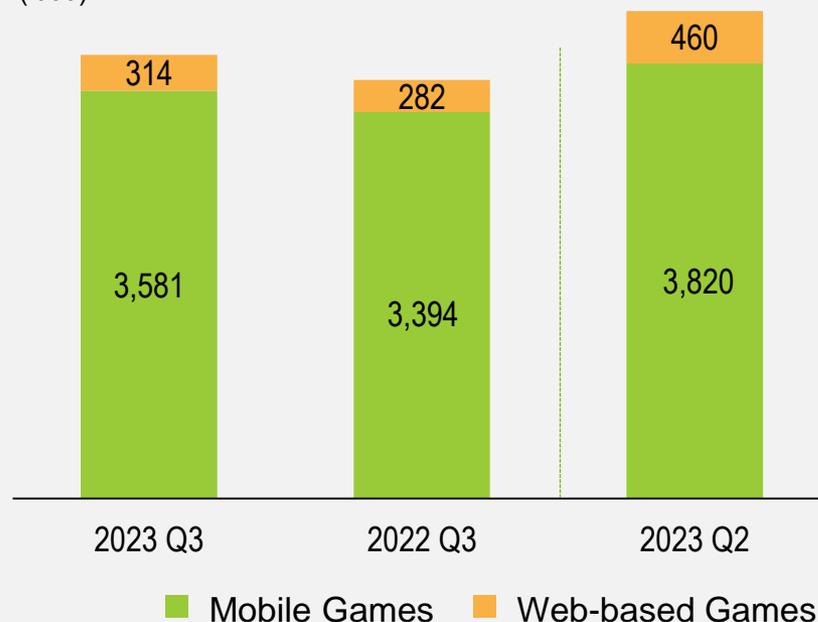
Daily Active Users

('000)



Monthly Active Users

('000)



Daily Active Users	YoY	QoQ
Total	-4.3%	-5.0%
Mobile Games	-2.8%	-3.4%
Web-based Games	-20.8%	-22.3%

Monthly Active Users	YoY	QoQ
Total	+6.0%	-9.0%
Mobile Games	+5.5%	-6.3%
Web-based Games	+11.3%	-31.7%

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

05 

Create industry-leading Web3 games through a combination of existing online games and Web3 technology and make more profound business layout in the field of Web3

Investor Enquiries

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