



Boyaa Interactive International Limited

**Boyaa Interactive Announces 2017 Interim Results
Revenue up by 17.3% Year-on-Year
Global Influence of Poker Tournaments Further Expanded**

Financial Highlights	For the six months ended 30 June 2017 (RMB'000)	Year-on-Year Change %
Revenue	411,705	17.3
Gross Profit	252,438	12.9
Profit Attributable to owners of the Company	141,369	9.0
Non-IFRS adjusted net profit	147,322	3.5

[31 August 2017 - Hong Kong] Boyaa Interactive International Limited (“Boyaa Interactive” or the “Company”, together with its subsidiaries, the “Group”, stock code: 0434), a leading online card and board game developer and operator in China, today announce its unaudited consolidated results for the three and six months ended 30 June 2017 (the “Reporting Period”) (the “Interim Results”).

For the six months ended 30 June 2017, Boyaa Interactive’s revenue amounted to approximately RMB411.7 million, representing year-on-year increase of approximately 17.3% from approximately RMB350.9 million recorded for the same period of 2016. Gross profit amounted to approximately RMB252.4 million, representing year-on-year increase of approximately 12.9% from approximately RMB223.6 million recorded for the same period in 2016. Profit attributable to owners of the Company amounted to approximately RMB141.4 million, representing year-on year increase of approximately 9.0%, from the profit attributable to owners of the Company of approximately RMB129.7 million recorded for the same period in 2016. Unaudited non-IFRS adjusted net profit amounted to approximately RMB147.3 million.

Stable 2Q Earnings and Net Profit Growth

During the second quarter of 2017, Boyaa Interactive recorded revenue of approximately RMB189.3 million, representing an increase of approximately 4.8% as compared with the corresponding period last year. The year-on-year increase was primarily due to the optimisation of other chess games and the continuous enrichment of games which contributed to the growth of revenue of mobile games. The improvement of diversified payment channels and the reduction of dependence on mobile operators also contributed

to the growth of revenue of mobile games. For the three months ended 30 June 2017, revenue generated from our mobile games and web-based games accounted for approximately 71.7% and 28.3% of our total revenue, respectively, as compared with approximately 63.4% and 36.6%, respectively, for the three months ended 30 June 2016. During the second quarter of 2017, the Group recorded non-IFRS adjusted net profit of approximately RMB76.6 million, representing an increase of approximately 1.1% as compared with the same period last year and an increase of approximately 8.3% compared with the first quarter of 2017.

Product Refinement and Diversification of Operation to Achieve Strong Growth

In terms of game products, Boyaa Interactive consistently focused on the research, development and innovation of online card and board games. As of 30 June 2017, the Group's online games product portfolio totaled 73, most of which are online card and board games. Boyaa Interactive will continue to enhance its operations by refining and diversifying products, and comprehensively enhance the quality of games.

During the second quarter of 2017, the ARPPUs of the key mobile-based games Texas Hold'em series recorded an increase by approximately 35.3% from approximately RMB173.8 for the first quarter of 2017 to approximately RMB235.2 for the second quarter of 2017.

Breakthroughs for a Top Texas Hold 'em Tournament; Rising Global Influence

In the second half of 2017, the online trials and finals of Boyaa Poker Tour (BPT) started in succession. On 1 August, the 2017 Boyaa Poker Tour (BPT) organized by Boyaa Interactive was officially kicked off. The online trials of five regions, namely Mainland China, Hong Kong/Macau/Taiwan, Southeast Asia, Europe and Middle East will start successively. This year's BPT will make breakthroughs in prizes, competition formats and regional competitions. The prizes will be upgraded to a cash bonus of HKD6 million, and the number of participants have reached a new high – the Group is ready to organize a global tournament for all Texas Hold 'em lovers! In recent years, the global success in the mode of online trials combined with offline competition has further expanded Boyaa Interactive's international influence, which increased the recognition from players around the world of the Boyaa brand.

In the second quarter of 2017, Boyaa Interactive firstly launched the BPT Global Satellite Competition in Vietnam. The BPT Global Satellite Competition, a sub-racing series of the Boyaa Poker Tour ("BPT"), is a high-end competition designed for our global Texas Poker players. Based in the cities that organize small tournaments of Texas Hold'em, Boyaa Interactive promotes its BPT hosting concepts and brand culture to surrounding countries and regions to initiate the expectation of global Texas Hold'em players. Through the combination of online and offline competitions, global users have more access to offline events. The competition has conveyed the values of promoting intelligence and making friends through "Texas Poker" and enhanced the Company's brand value and the loyalty of players.

On 26 August (Ireland time), BPT 2017 Dublin successfully ended after 8 hours of intense competition. With the successful completion of BPT Dublin and global small tournaments,

BPT 2017 Final is forthcoming. This year, the annual Texas Hold'em tournament will continue the poker legend, bringing fantastic experience for all Texas Hold'em lovers around the world.

Mr. Zhang Wei, Chairman of the Board, Executive Director and CEO of Boyaa Interactive, commented: “we will continue to expand the card and board games matrix, improve the technical infrastructure and game functions, with a view to continuously improve players’ satisfaction, and strive for forging a century-old brand name of Boyaa for card and board games”.

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About Boyaa Interactive International Limited (Boyaa Interactive)

Boyaa Interactive was founded in 2004. On November 12, 2013, Boyaa Interactive was successfully listed on Hong Kong Stock Exchange. Currently, Boyaa Interactive has developed into a leading developer and operator of card and board games in China with more than 700 million total registered players from over 100 countries and regions. Boyaa Interactive has developed and operated more than 70 online games. And the company has successfully organized Boyaa Poker Tour (“BPT”) in 2015 and 2016. The upgraded BPT 2017 Global Trials are in full swing. In 2014, Boyaa Interactive was listed at the top of China’s Top 100 SMEs with strong potential by Forbes Magazine followed by the "the Listed Company with the Greatest Potential" at the "Chinese Companies Financial Awards” in the year of 2016. Also in the same year, Boyaa became an official strategic partner of the General Administration of Sport of China.

For further information about Boyaa Interactive, please visit **www.boyaa.com.hk**