

**Joyy**

# Company Presentation

March 2022



NASDAQ : YY

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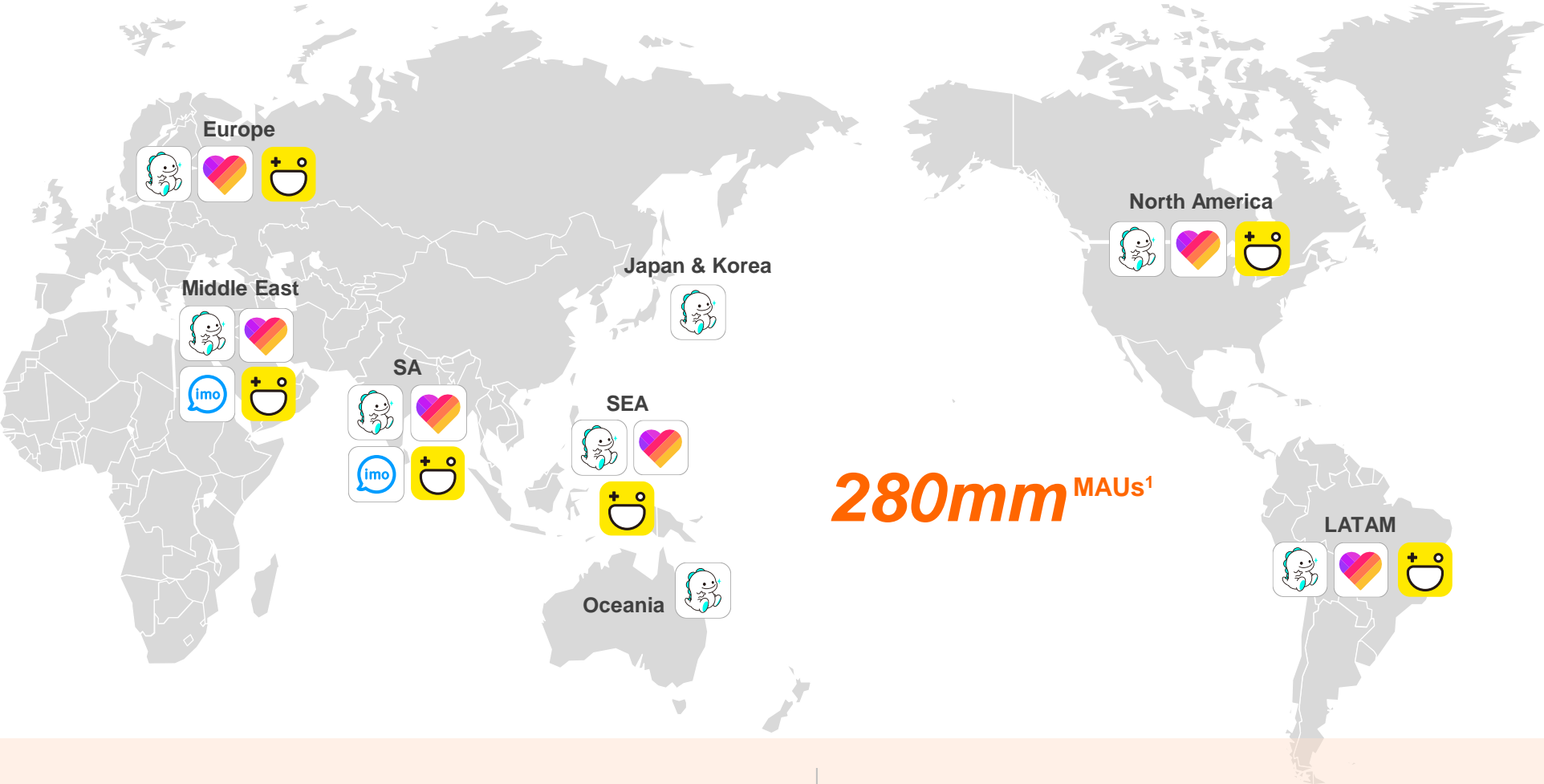
This presentation also contains non-GAAP financial measures, the presentation of which is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with accounting principles generally accepted in the United States of America (U.S. GAAP). In addition, the Company’s calculation of these non-GAAP financial measures may be different from the calculation used by other companies, and therefore comparability may be limited. The reconciliation of those measures to the most comparable GAAP measures is contained within this document or available at the Company website <https://ir.joyy.com/>.

# Company Overview



"Connect People and Enrich Their Lives Through Video "

# Globalization is Localization



**4,000+** Operational staff in over 30 localized operation centers

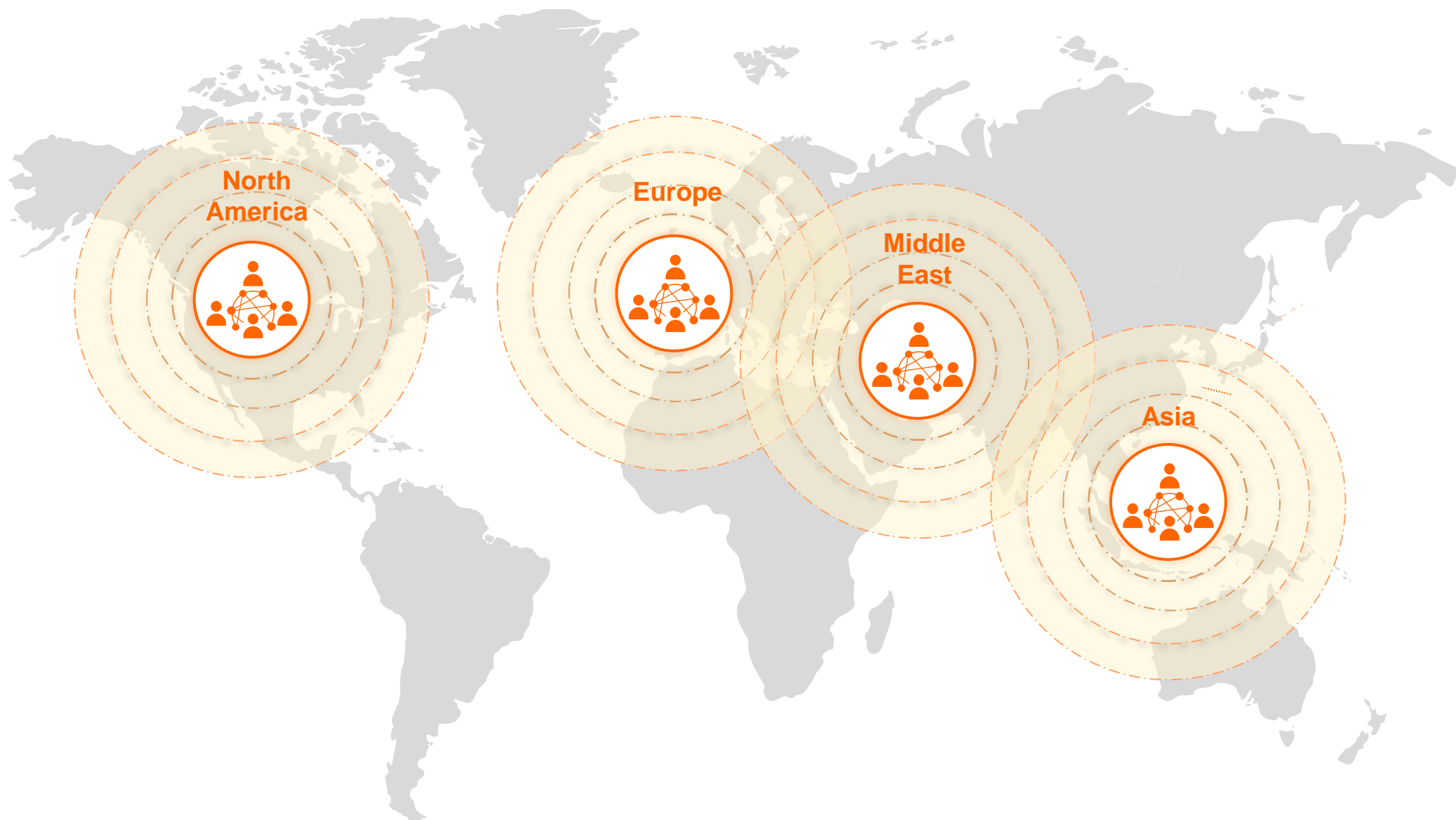
**150+** Available in 150+ countries and 22 languages<sup>2</sup>

Source: Company filings, company internal data

Notes:

1. Refers to the sum of the Company's mobile active users in 4Q21 from company filings.
2. Refers to the number of countries Bigo Live currently operates in and the number of languages currently supported.







**32.2mm MAU in 4Q21**

## An Inclusive and Diverse Community



**Leading market position**

Global livestreaming platform

**83%**

Users aged between 18-35<sup>2</sup>

**Diverse**

Mix of cultural backgrounds



**Extensive global presence**

North America, Europe, Middle East, Asia, LATAM, and beyond

**~16%**

Users hosted a livestreaming session<sup>3</sup>

**~50%**

Users accessed their BAR features<sup>4</sup>

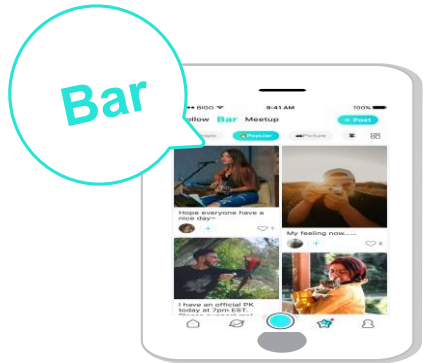


**Strong monetization capability**

**Top 10 App** by worldwide consumer spend in 2021<sup>1</sup>



**BIGO LIVE**



Source: Company filings, company internal data, App Annie

Notes:

- 1. App Annie report, Top Apps & Games of 2021, State of Mobile 2022, dated September 8, 2021.
- 2. Company internal data, 2Q21. Calculated as the number of monthly active users aged between 18-35 divided by the number of monthly active users who provided age info as of the end of the quarter.
- 3. Company internal data, 2Q21. Calculated as the number of monthly active users who hosted a livestreaming session divided by the number of monthly active users in the quarter.
- 4. Company internal data, 2Q21. Calculated as the number of daily active users who accessed BAR features divided by the number of daily active users in the quarter.

## Most Popular Categories on Bigo Live



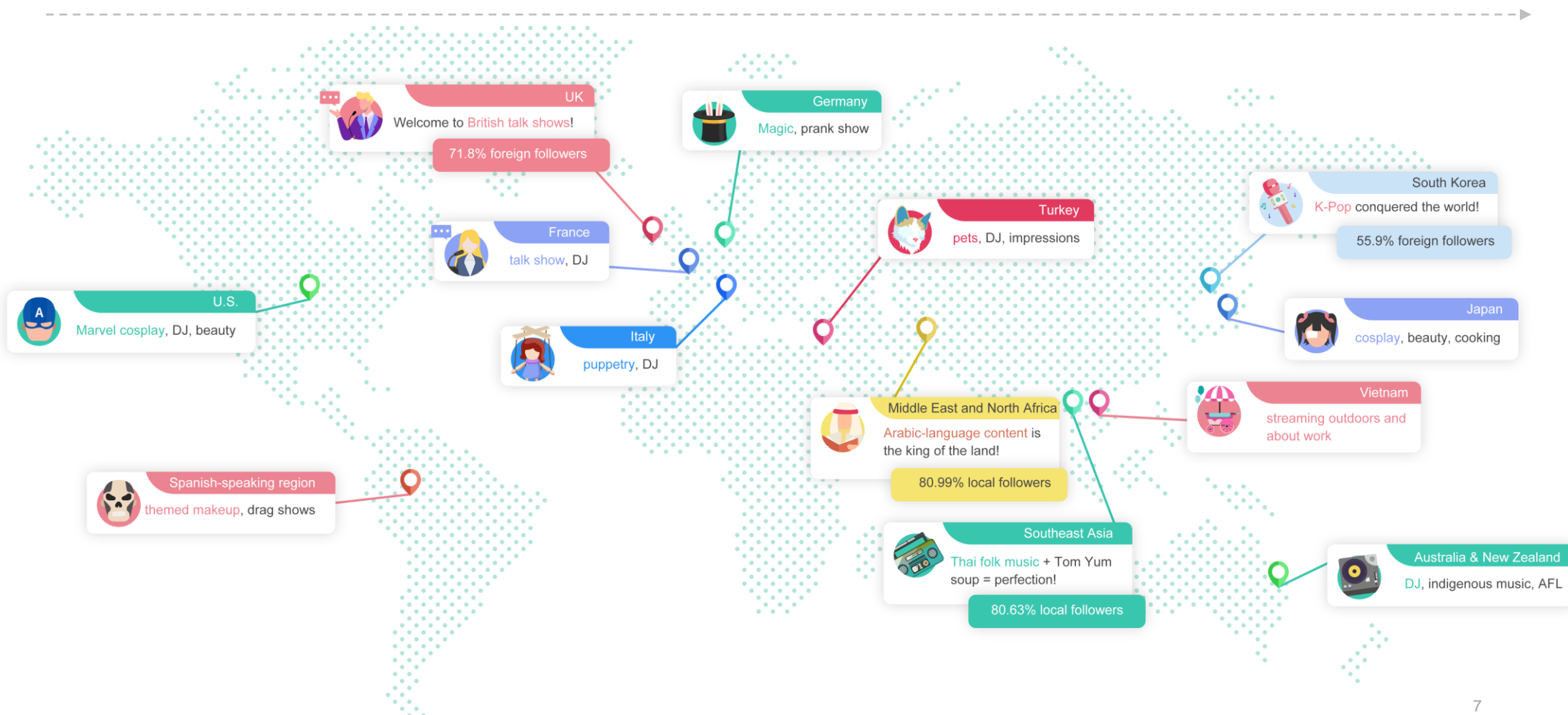
#Chatting



#Music



#Gaming





# Likee: Leading Global Short-Form Video Platform



**67.0mm MAU in 4Q21**



**Leading market position**

Global short-form video platform



**Global presence**

Middle East, Europe, SA, SEA, and beyond

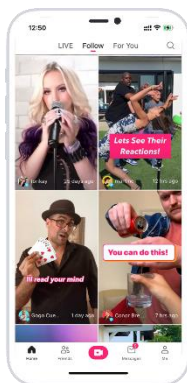


**Monetization ramping up**

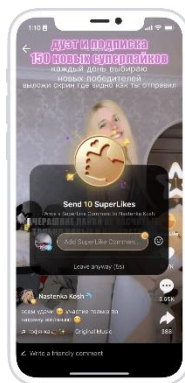
Livestreaming revenue up by **97.8% YoY** in FY2021



**User-friendly  
video creation**



**Premium  
original content**



**Interactive  
Superlike features**



**A Vibrant Content Community**



of our active users are **content creators**<sup>1</sup>



**Monetization**

**Today**



**Livestreaming**

**Future**



**Advertising + E-commerce**

Notes:

1. Company internal data, 2Q21. Content creators refers to active users who uploaded short-form videos or hosted livestreaming sessions in the quarter.

Source:

Company filings, company internal data

# Likee: Interactive Community Empowered by Advanced Algorithm & Rich User-Generated Content

Jooy

Typical Day



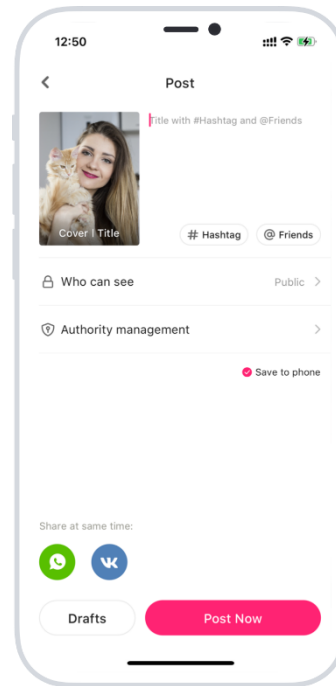
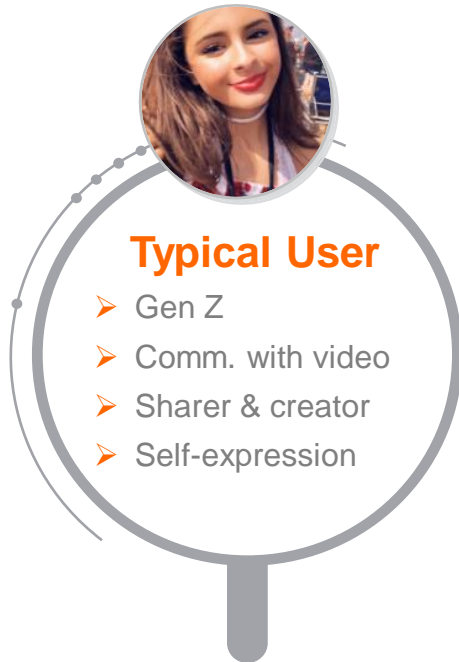
9:00 AM



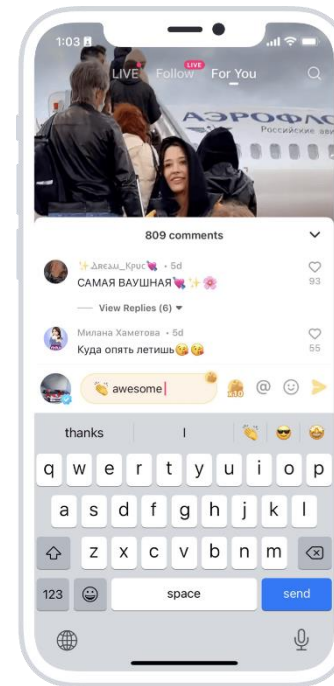
12:00 PM



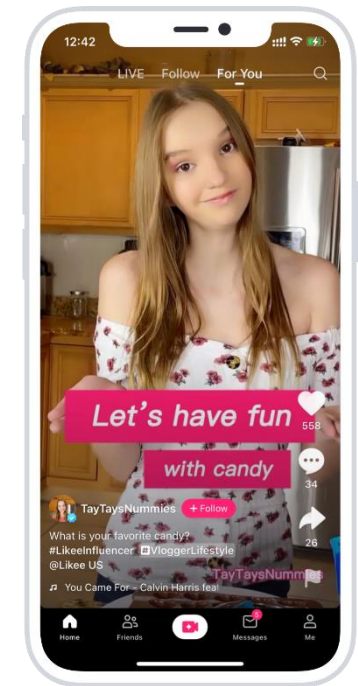
8:00 PM



- Upload video and share daily life with online community



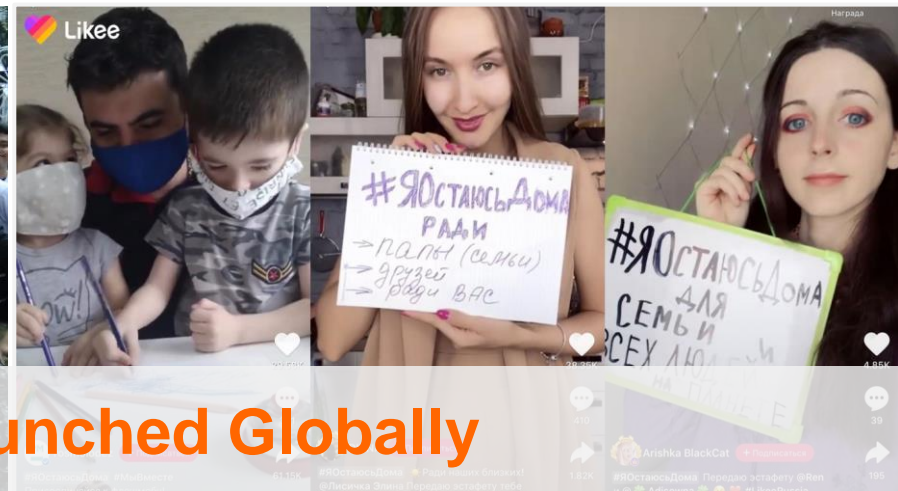
- Interactions with friends in community



- AI-backed technology with personalized recommendations



**Campaigns Launched Globally**





# Hago: Multiplayer Social Interaction and Entertainment Platform



 **9.5mm MAU in 4Q21**



**Leading market position in SEA**

Multiplayer social interaction and entertainment platform



**Global presence**

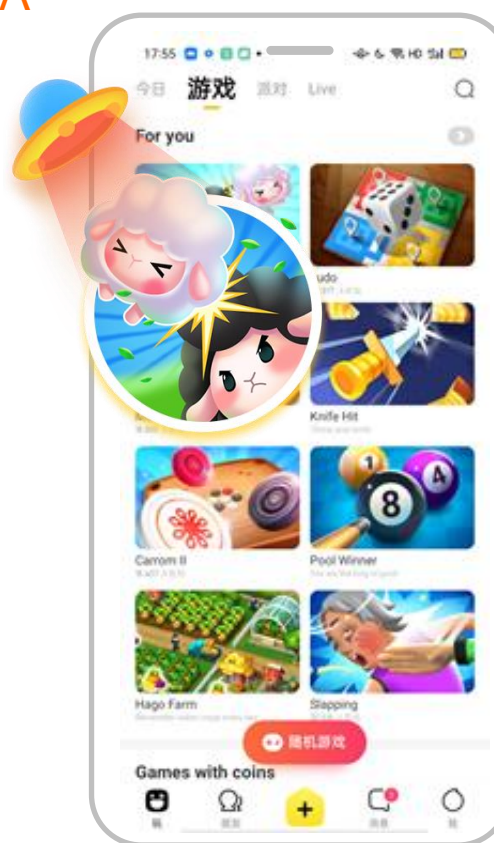
SEA, SA, LATAM, and beyond



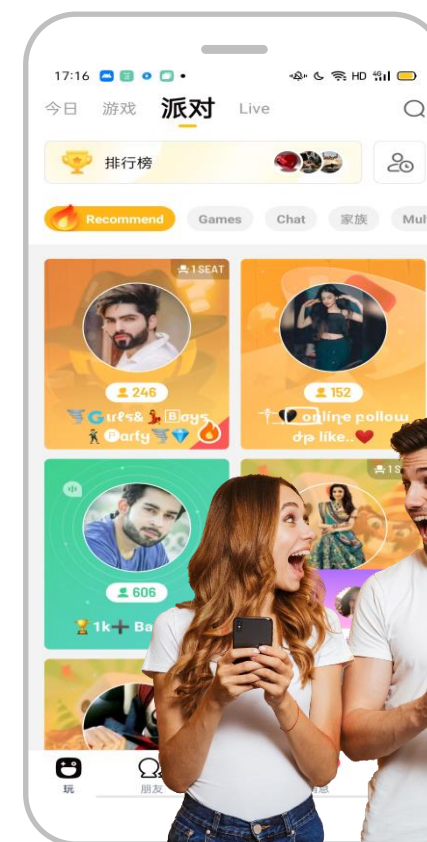
**Monetization ramping up**

Livestreaming revenue up by **54.6% YoY** in FY2021

**300+ casual games**



**Social features**



## Content creation & understanding

Applying AI-related computer vision and voice technologies to enhance content creation and understanding.

## Content recommendations

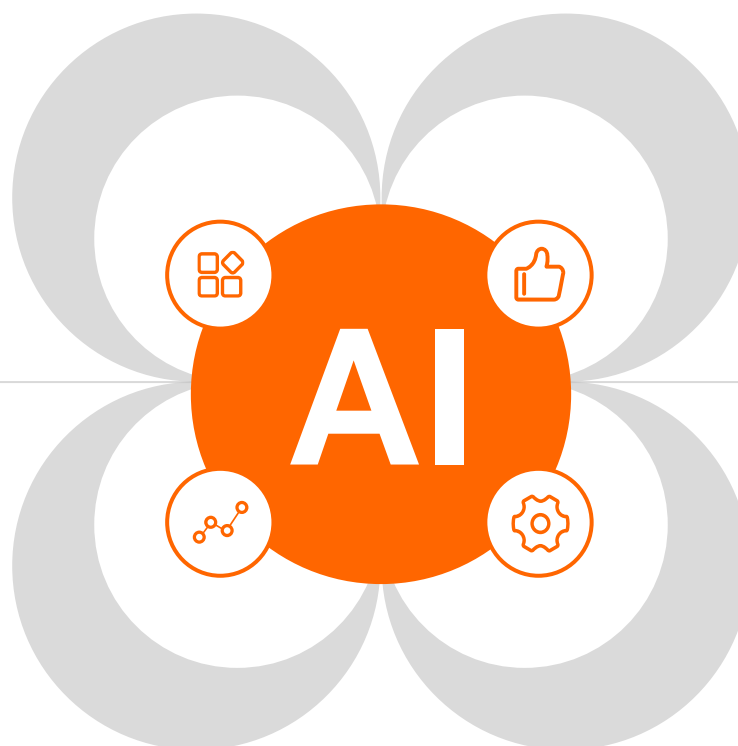
Strengthening machine learning and algorithm capabilities in managing and distributing personalized content.

## Automated product testing

Establishing an AI-driven process to review hundreds of different app versions and through AI-based A/B testing to optimize distribution.

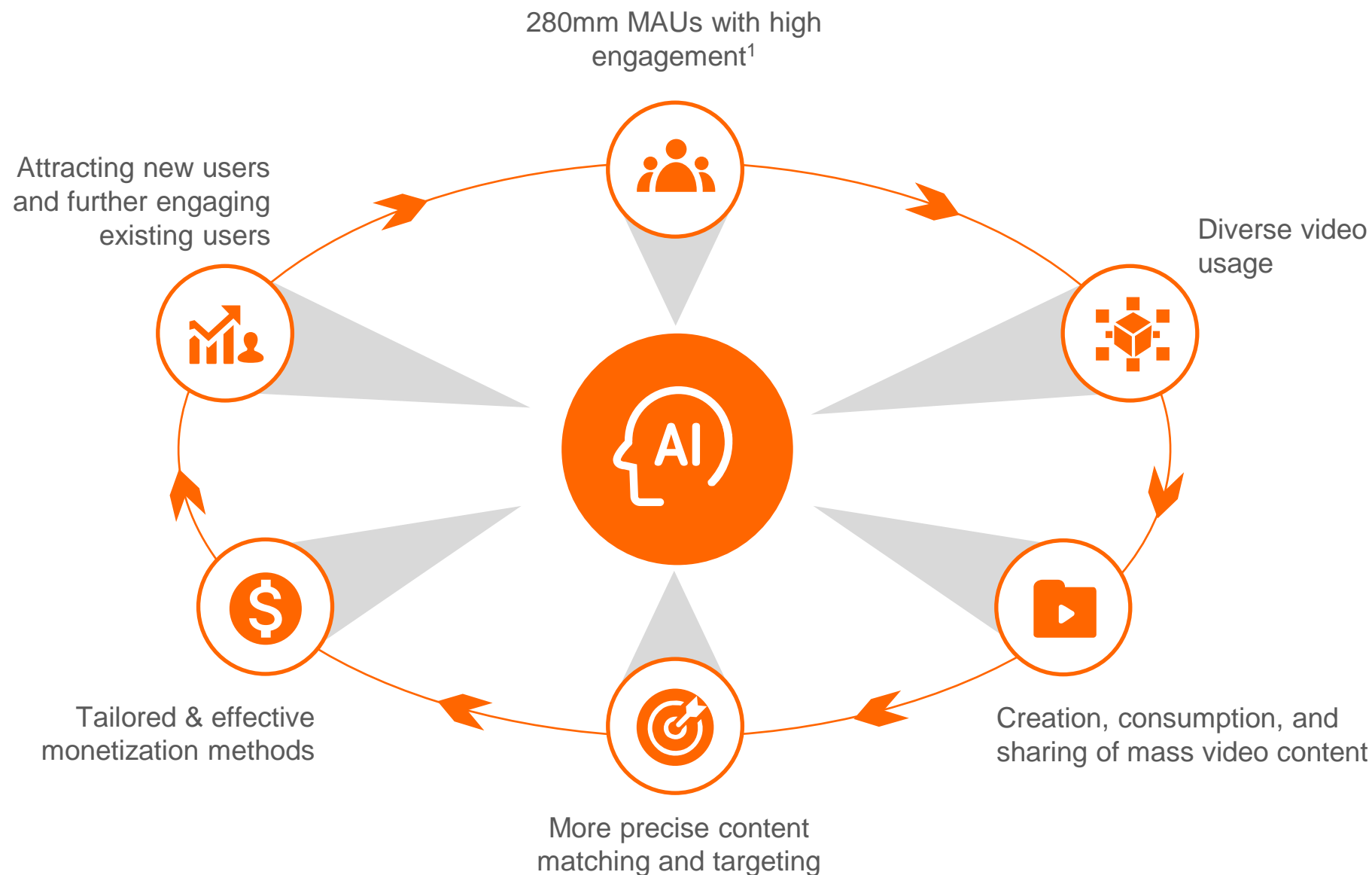
## AI-driven tech team management

Adopting a tech-centric approach where the tech team determines the workflow of each business unit and the labor force allocation.





# Self-Reinforced Ecosystem with High Entry Barriers



Source: Company filings

Notes: 1. Refers to the sum of the Company's mobile active users in 4Q21 from company filings.

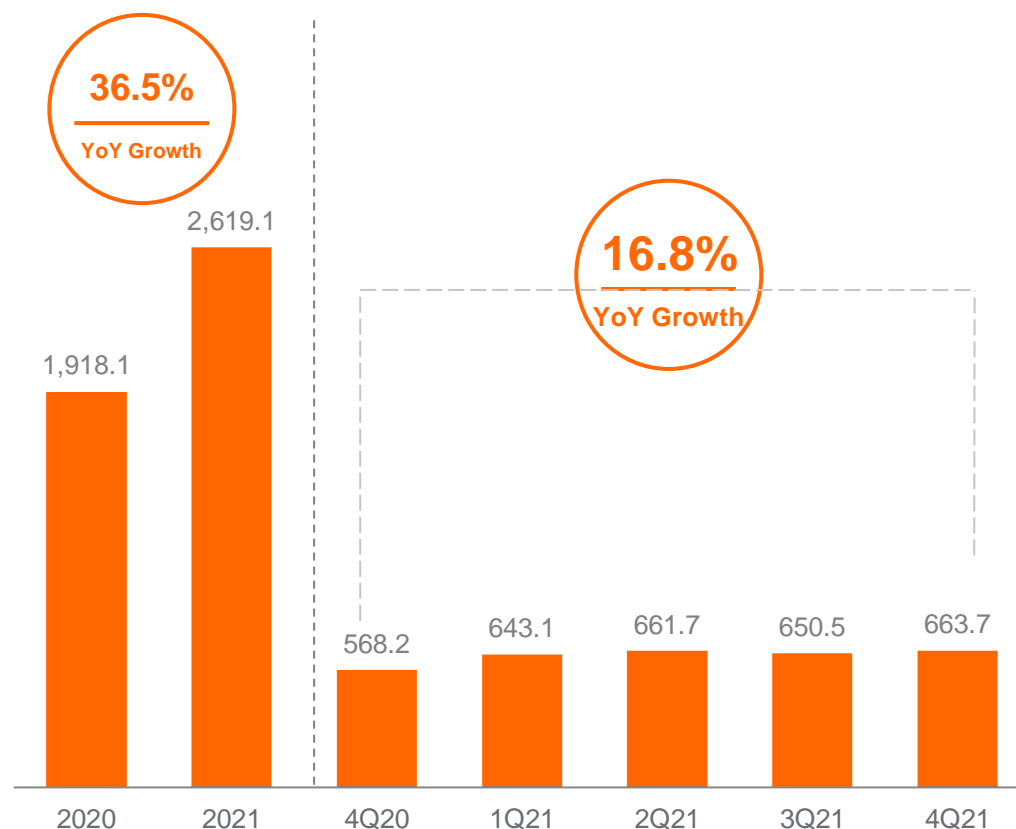
# Financial Highlights

# Strong Revenue Growth of 36.5% in FY2021



## JOYY Group Revenue<sup>1</sup>

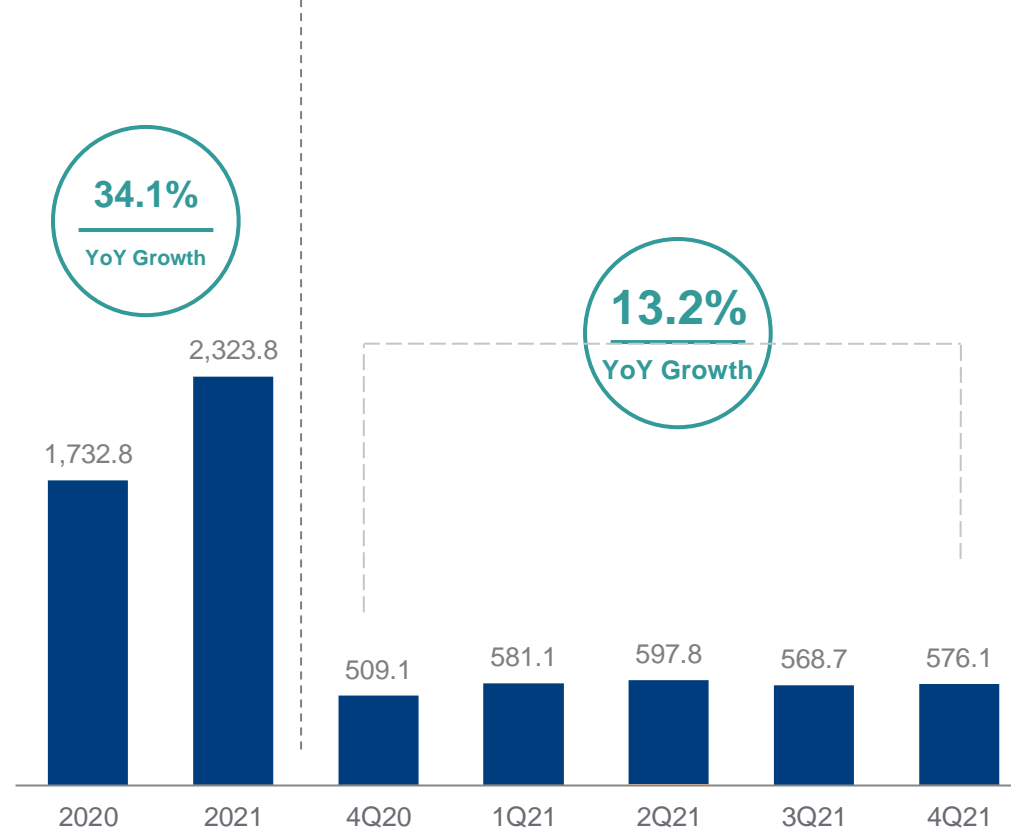
USD mm



■ Total net revenues

## BIGO Segment Revenue

USD mm



■ Total net revenues

Note:

1. On November 16, 2020, the Company entered into definitive agreements with Baidu, Inc. (Nasdaq: BIDU) ("Baidu"). Pursuant to the agreements, Baidu would acquire JOYY's domestic video-based entertainment live streaming business ("YY Live"), which includes YY mobile app, YY.com website and PC YY, among others, for an aggregate purchase price of approximately US\$3.6 billion in cash, subject to certain adjustments. Subsequently, the sale was substantially completed on February 8, 2021, with certain customary matters remaining to be completed in the future. As a result, the historical financial results of YY Live are reflected in the Company's consolidated financial statements as discontinued operations and the Company ceased consolidation of YY Live business since February 8, 2021. The financial information and non-GAAP financial information disclosed in this press release is presented on a continuing operations basis, unless otherwise specifically stated.

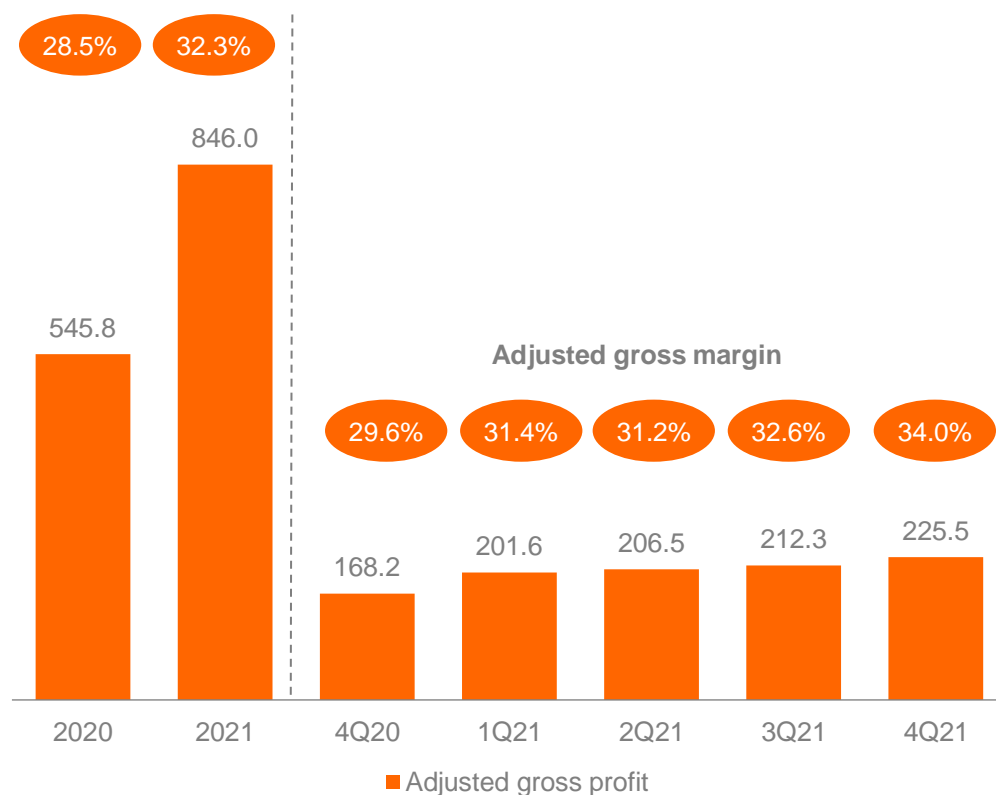
# Healthy Gross Margin Trend



## JOYY Group Adjusted Gross Profit<sup>1</sup>

USD mm

### Adjusted gross margin



Note:

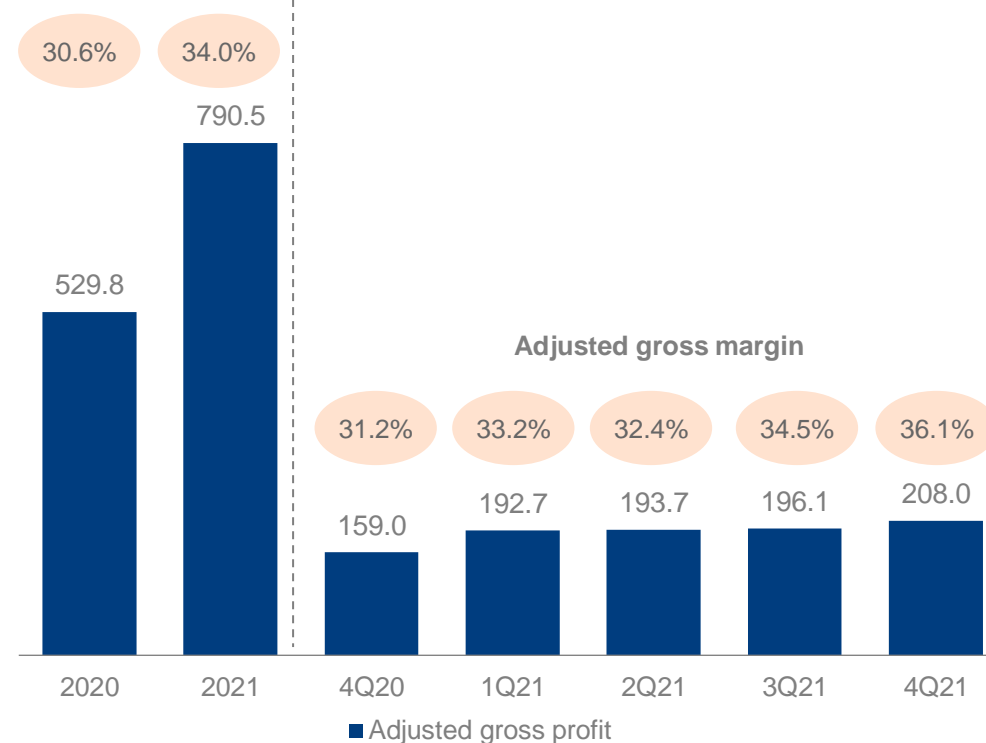
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Adjusted gross profit/margin exclude SBC expenses.

## BIGO Segment Adjusted Gross Profit<sup>1</sup>

USD mm

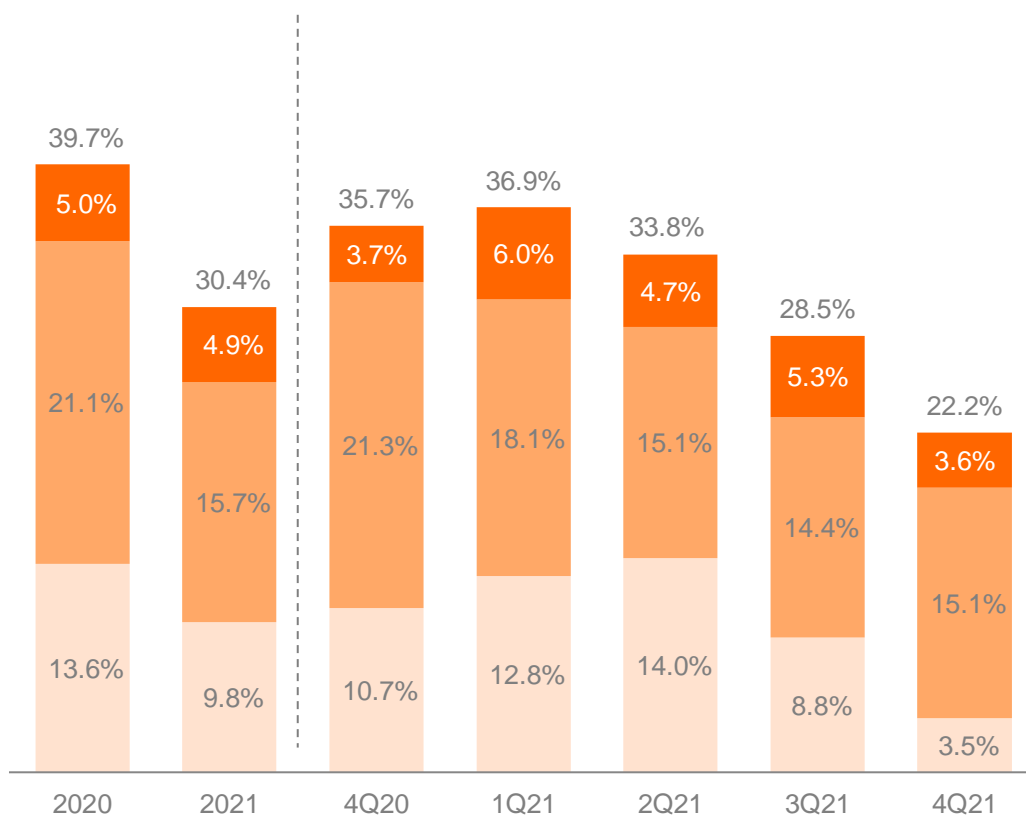
### Adjusted gross margin



# Non-GAAP Operating Expenses



## JOYY Group Non-GAAP Operating Expenses Margin<sup>1</sup>



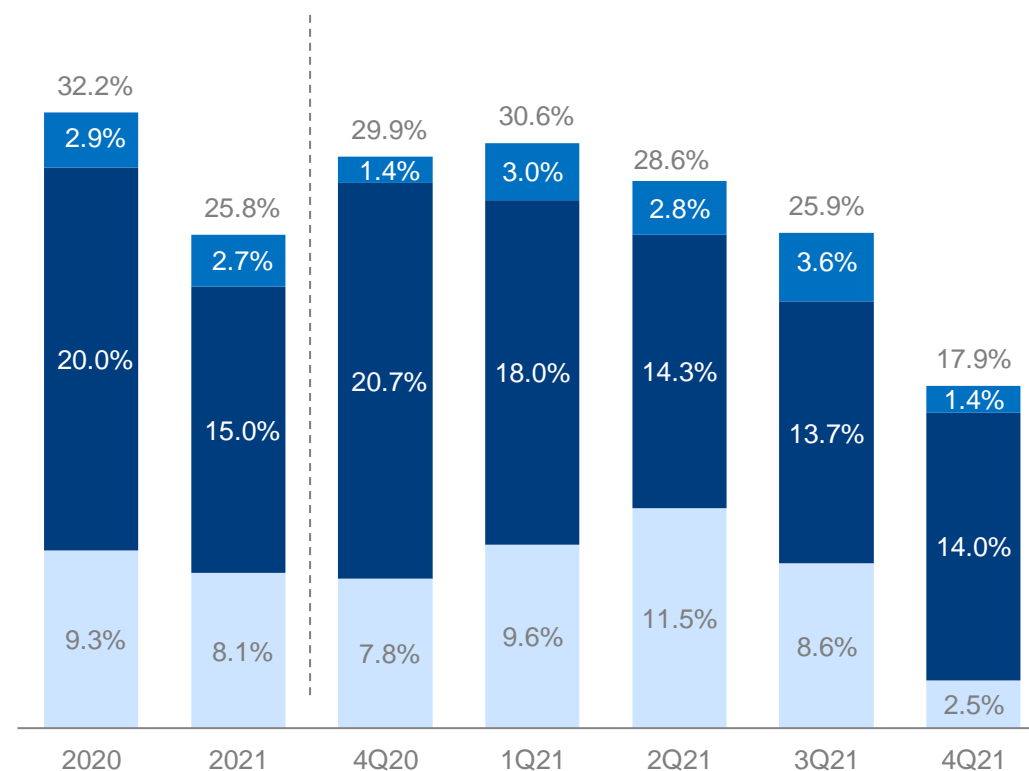
- General and administrative expenses
- Sales and marketing expenses
- Research and development expenses

Note

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Adjusted operating expenses exclude SBC expenses and amortization of intangible assets from business acquisitions.

## BIGO Segment Non-GAAP Operating Expenses Margin<sup>1</sup>



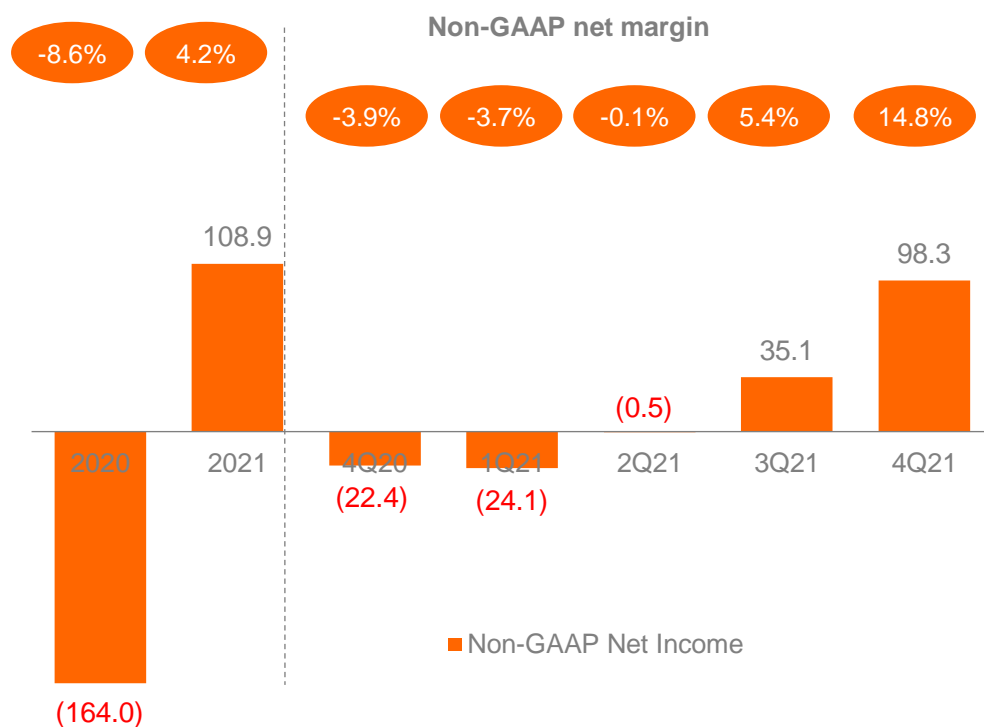
- General and administrative expenses
- Sales and marketing expenses
- Research and development expenses



# Achieved Non-GAAP Profitability in FY2021

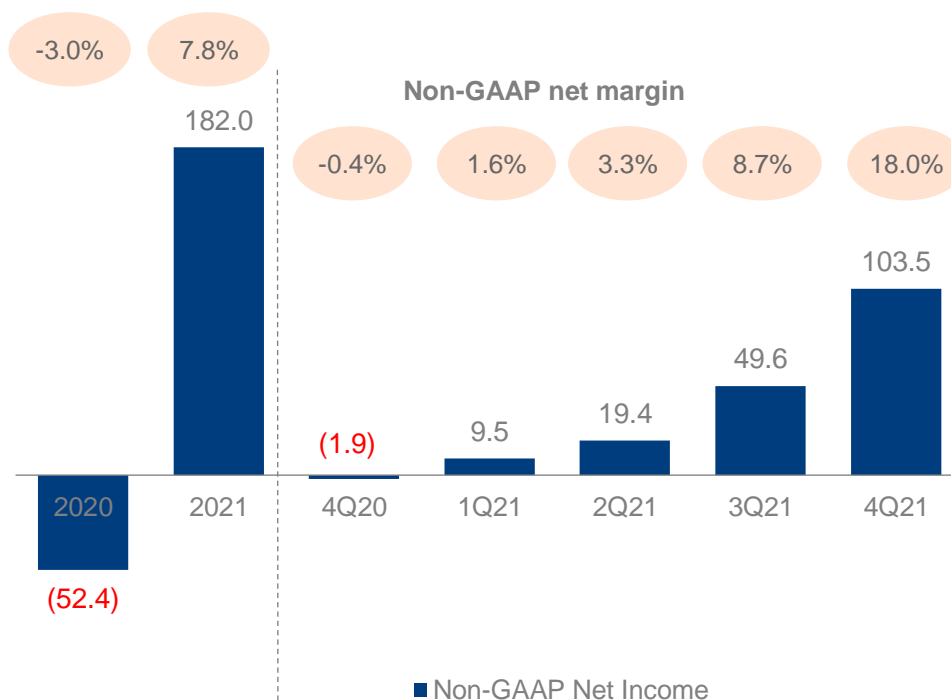
## JOYY Group Non-GAAP Net Income<sup>1</sup>

USD mm



## BIGO Segment Non-GAAP Net Income<sup>1</sup>

USD mm



Notes:

1. On November 16, 2020, the Company entered into definitive agreements with Baidu, Inc. (Nasdaq: BIDU) ("Baidu"). Pursuant to the agreements, Baidu would acquire JOYY's domestic video-based entertainment live streaming business ("YY Live"), which includes YY mobile app, YY.com website and PC YY, among others, for an aggregate purchase price of approximately US\$3.6 billion in cash, subject to certain adjustments. Subsequently, the sale was substantially completed on February 8, 2021, with certain customary matters remaining to be completed in the future. As a result, the historical financial results of YY Live are reflected in the Company's consolidated financial statements as discontinued operations and the Company ceased consolidation of YY Live business since February 8, 2021. The financial information and non-GAAP financial information disclosed in this press release is presented on a continuing operations basis, unless otherwise specifically stated.

Non-GAAP net income is a non-GAAP financial measure, which is defined as operating income excluding share-based compensation expenses, amortization of intangible assets from business acquisitions, impairment of goodwill and investments and gain on disposal of subsidiaries and business.

# Strong Balance Sheet and Operating Cashflow

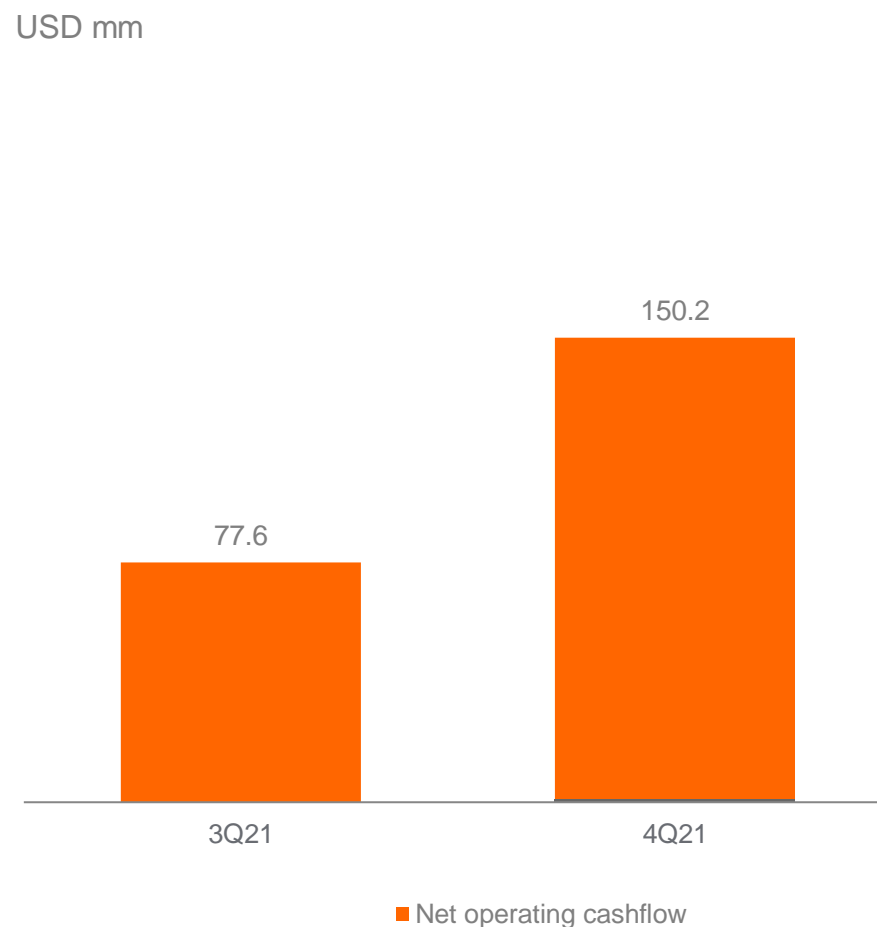


## Key Balance Sheet Items

As of December 31, 2021

USD mm	
Cash and cash equivalents	1,837.2
Restricted cash and cash equivalents	297.0
Short-term deposits	1,604.2
Restricted short-term deposits	0.3
Short-term investments	946.5
<b>Total Cash</b>	<b>4,685.2</b>
Total current assets	5,070.3
<b>Total Assets</b>	<b>9,120.0</b>
Total current liabilities	2,511.9
<b>Total Liabilities</b>	<b>3,491.7</b>
<b>Total Liabilities, Mezzanine Equity and Shareholders' Equity</b>	<b>9,120.0</b>

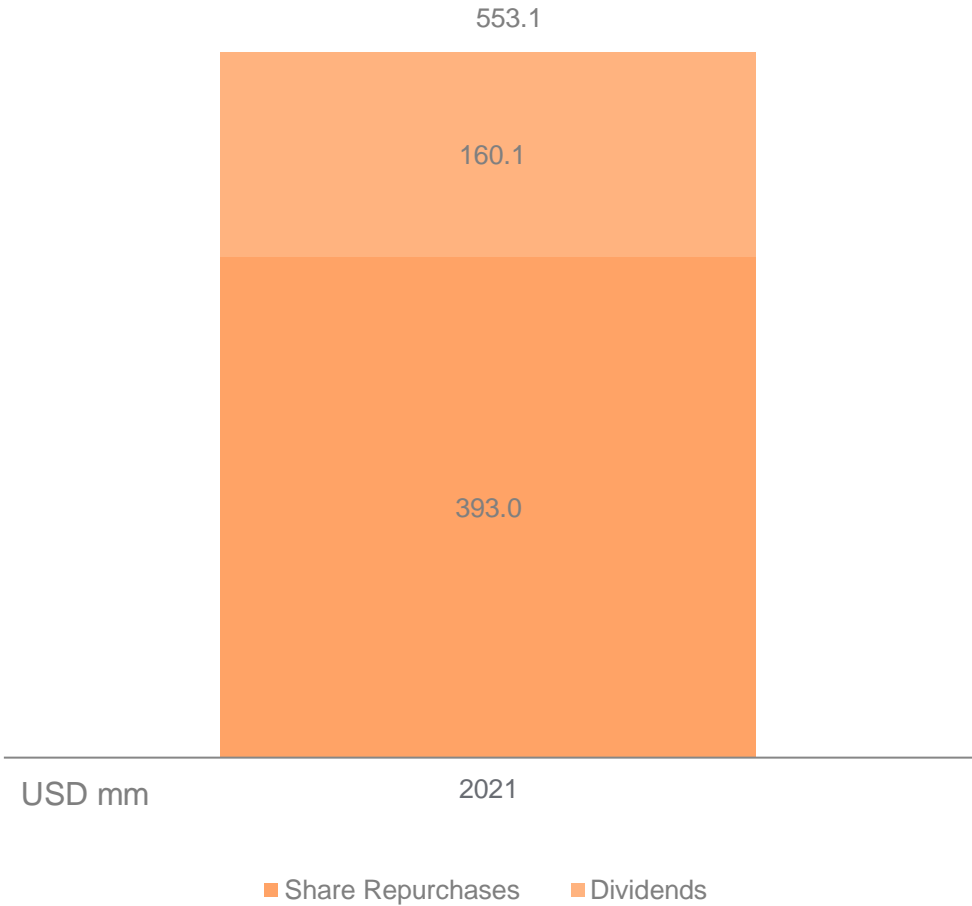
## Strong Operating Cashflow



Notes:

1. On November 16, 2020, the Company entered into definitive agreements with Baidu, Inc. (Nasdaq: BIDU) ("Baidu"). Pursuant to the agreements, Baidu would acquire JOYY's domestic video-based entertainment live streaming business ("YY Live"), which includes YY mobile app, YY.com website and PC YY, among others, for an aggregate purchase price of approximately US\$3.6 billion in cash, subject to certain adjustments. Subsequently, the sale was substantially completed on February 8, 2021, with certain customary matters remaining to be completed in the future. As a result, the historical financial results of YY Live are reflected in the Company's consolidated financial statements as discontinued operations and the Company ceased consolidation of YY Live business since February 8, 2021. The financial information and non-GAAP financial information disclosed in this press release is presented on a continuing operations basis, unless otherwise specifically stated.

Continued Capital Returns through Share Repurchases and Dividends



# Thank you!

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