

**Joyy**

# Company Presentation

December 2022



NASDAQ: YY

This presentation has been prepared by JOYY Inc. (the “Company”) solely for information purpose. By viewing or accessing the information contained in this material, you hereby acknowledge and agree that no representations, warranties or undertakings, express or implied, are made by the Company or any of its directors, shareholders, employees, agents, affiliates, advisors or representatives as to, and no reliance should be placed upon, the accuracy, fairness, completeness or correctness of the information or opinions presented or contained in this presentation. None of the Company or any of its directors, shareholders, employees, agents, affiliates, advisors or representatives accept any responsibility whatsoever (in negligence or otherwise) for any loss howsoever arising from any information presented or contained in this presentation or otherwise arising in connection with the presentation. The information presented or contained in this presentation is subject to change without notice and its accuracy is not guaranteed.

This presentation does not constitute an offer to sell or issue or an invitation or recommendation to purchase or subscribe for any securities of the Company for sale in the United States or anywhere else. No securities of the Company may be sold in the United States without registration with the United States Securities and Exchange Commission (the “SEC”) or an exemption from such registration pursuant to the Securities Act of 1933, as amended (the “Securities Act”) and the rules and regulations thereunder. No part of this presentation shall form the basis of or be relied upon in connection with any contract or investment decision in relation to any securities or otherwise. This presentation does not contain all relevant information relating to the Company or its securities, particularly with respect to the risks and special considerations involved with an investment in the securities of the Company. Nothing contained in this presentation shall be relied upon as a promise or representation as to the past or future performance of the Company. Past performance does not guarantee or predict future performance. You acknowledge that any assessment of the Company that may be made by you will be independent of this presentation and that you will be solely responsible for your own assessment of the market and the market position of the Company and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the business of the Company.

Certain statements in this presentation, and other statements that the Company may make, are forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended. These statements reflect the Company’s intent, beliefs or current expectations about the future. These statements can be recognized by the use of words such as “expects,” “plans,” “will,” “estimates,” “projects,” “intends,” “anticipates,” “believes,” “confident” or words of similar meaning. These forward-looking statements are not guarantees of future performance and are based on a number of assumptions about the Company’s operations and other factors, many of which are beyond the Company’s control, and accordingly, actual results may differ materially from these forward-looking statements. The Company or any of its affiliates, advisors or representatives has no obligation and does not undertake to revise forward-looking statements to reflect future events or circumstances.

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



NASDAQ: YY | [ir.joyy.com](http://ir.joyy.com)

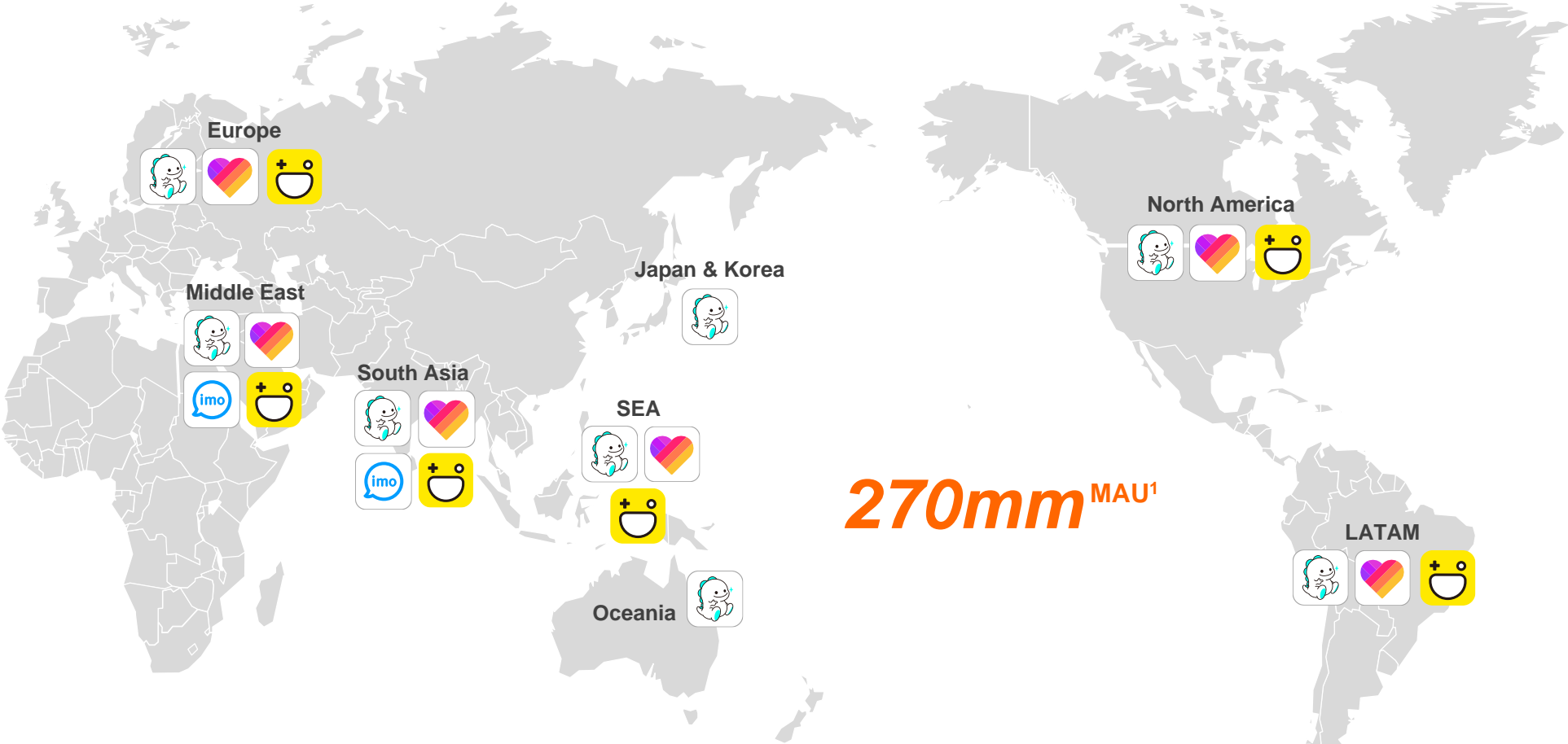
Singapore | Guangzhou



"Connect People and Enrich Their Lives Through Video"



# Globalization is Localization



**4,000+**

Operational staff in over 30 localized operation centers

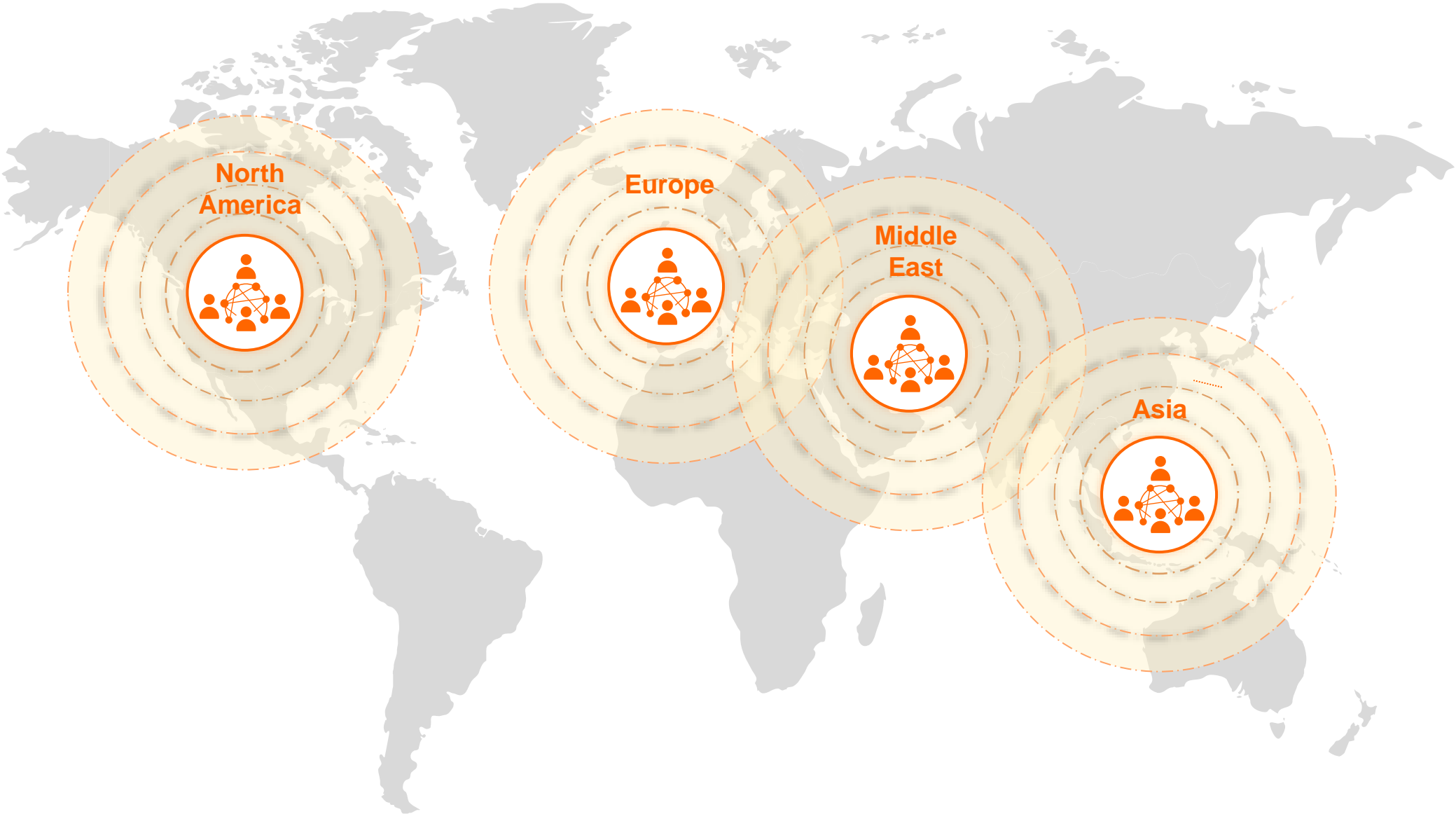
**150+**

Available in 150+ countries and 23 languages<sup>2</sup>

Source: Company filings, Company internal data

Notes:  
1. Refers to the sum of the Company's mobile active users in 3Q22 from company filings.  
2. Refers to the number of countries Bigo Live currently operates in and the number of languages currently supported.







**35.4mm MAU in 3Q22**



**Leading market position**

Global social livestreaming platform



**Extensive global presence**

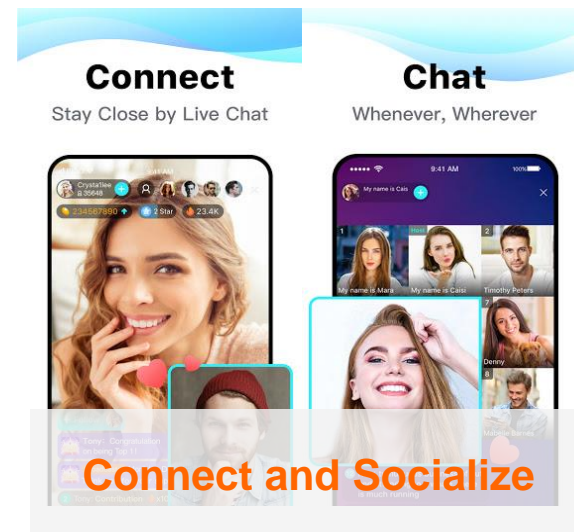
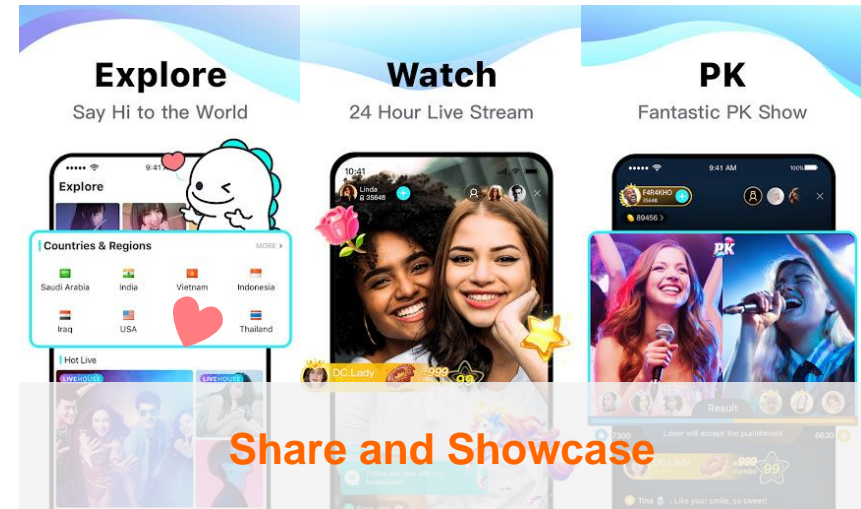
North America, Europe, Middle East, Asia, Latin America, and beyond



**Strong monetization capability**

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

## Go Live to Showcase and Connect



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, 2Q22. Calculated as the number of monthly active users aged between 18-35 divided by the number of monthly active users who provided age information as of the end of the quarter.

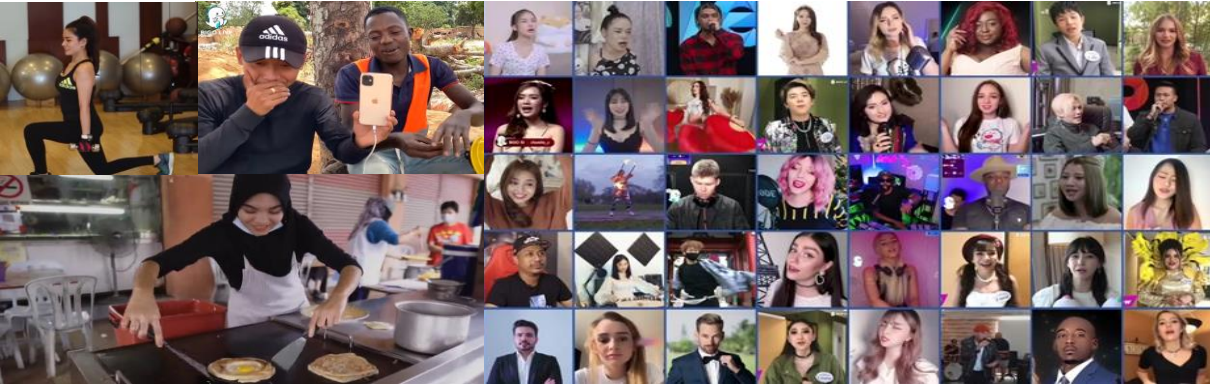
## Inclusivity nurtures Bigo Live's vibrant community

YoY 14.2%+  
 **35.4m**  
Global Users<sup>1</sup>

**150+**  
Countries/regions

**Diverse**  
Mix of cultural backgrounds

**81%**  
Users aged between 18-35<sup>2</sup>



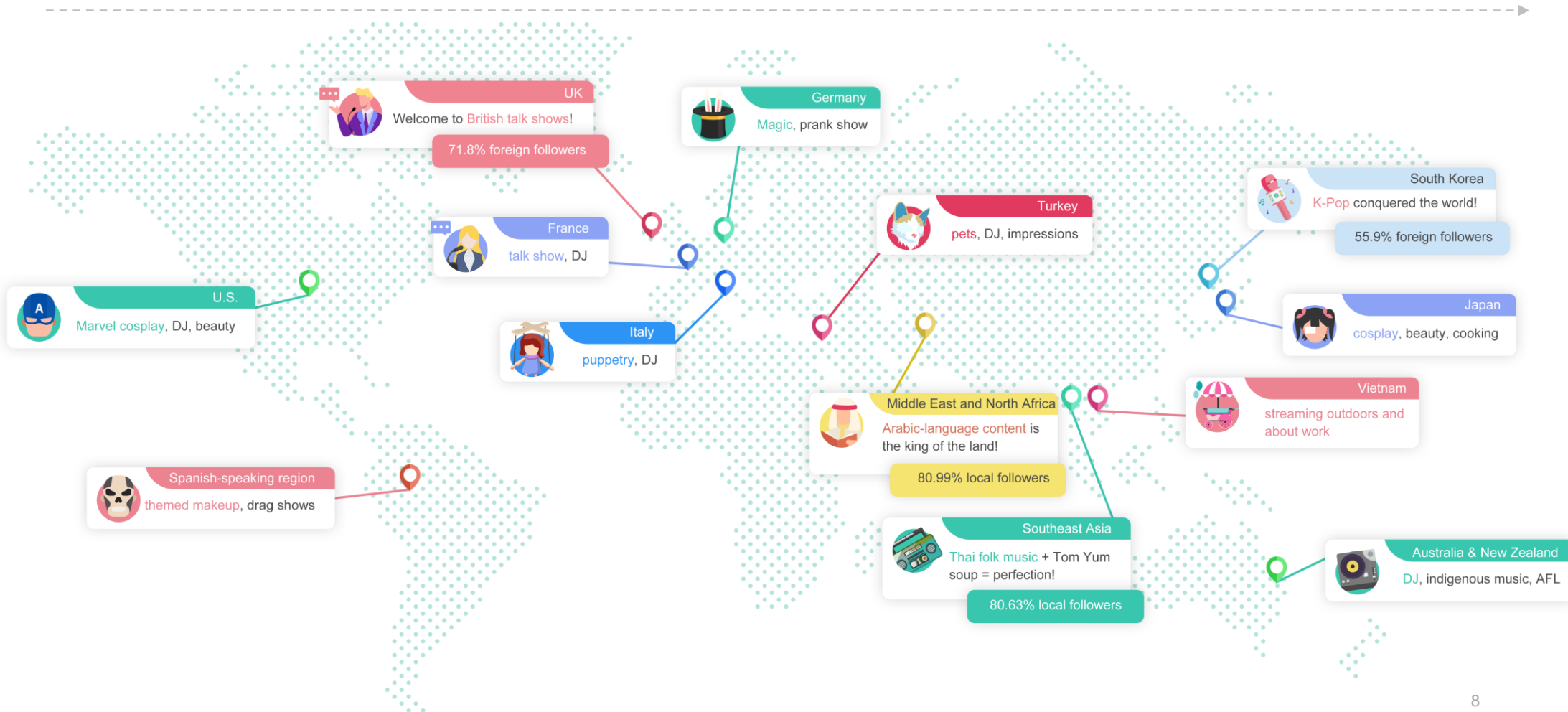
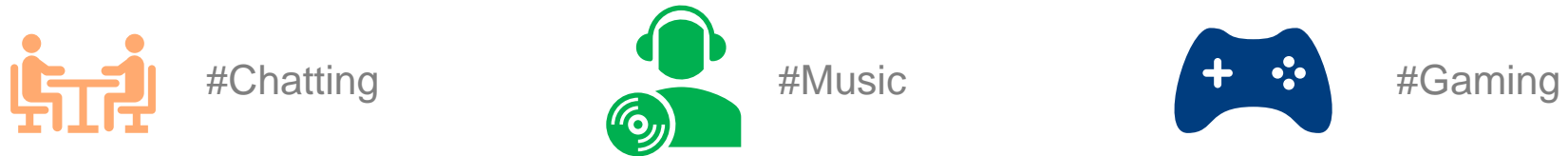
Source: Company filings, Company internal data

Notes:  
1. Refers to Bigo Live's monthly active users in 3Q22 from company filings  
2. Company internal data, 2Q22. Calculated as the number of monthly active users aged between 18-35 divided by the number of monthly active users who provided age information as of the end of the quarter.



# Bigo Live: Deepening Penetration in Multiple Markets via Diverse UGC Content

## Most Popular Categories on Bigo Live



## New Interactive Features



**Virtual Live**

Virtual Live feature enables users to create customized 3D digital avatars and enjoy livestreaming using their virtual identities.



**Community**

Community feature empowers users to establish and join different interest groups and quickly connect with like-minded people.



**50.6mm MAU in 3Q22**



**Leading market position**

Global short-form video platform



**Global presence**

Middle East, Europe, SA, SEA, and beyond

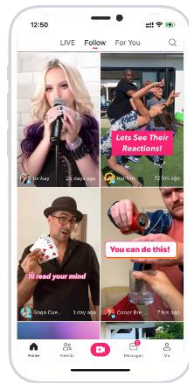


**Monetization ramping up**

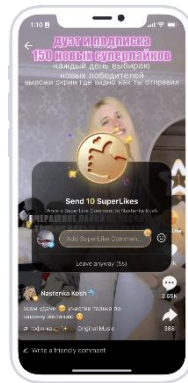
Livestreaming revenue up by **97.8%** YoY in FY2021



**User-friendly video creation**



**Premium original content**



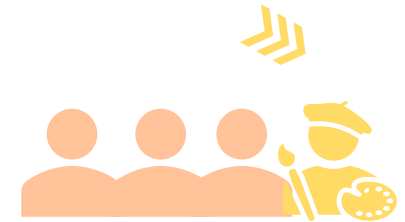
**Interactive Superlike features**



**A Vibrant Content Community**



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



**Monetization**

**Today**



**Livestreaming**

**Future**



**Advertising + E-commerce**

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



Typical Day



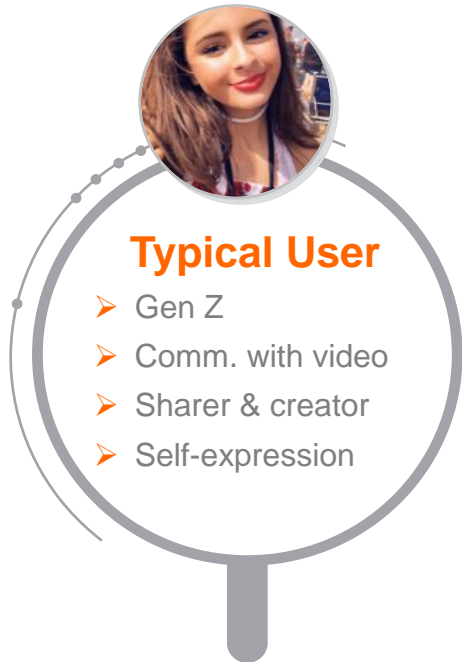
9:00 AM



12:00 PM

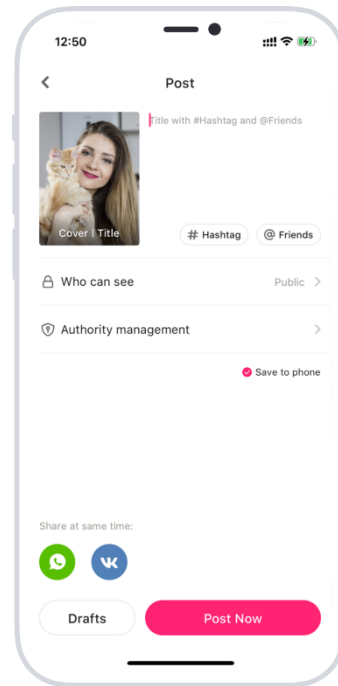


8:00 PM

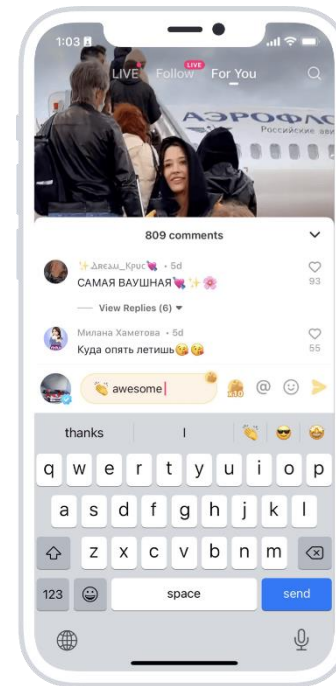


**Typical User**

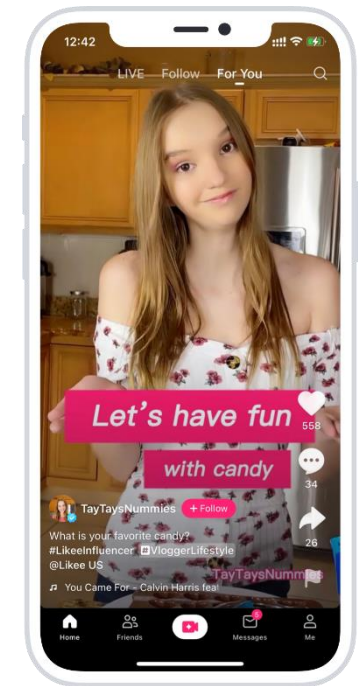
- Gen Z
- Comm. with video
- Sharer & creator
- Self-expression



➤ Upload video and share daily life with online community

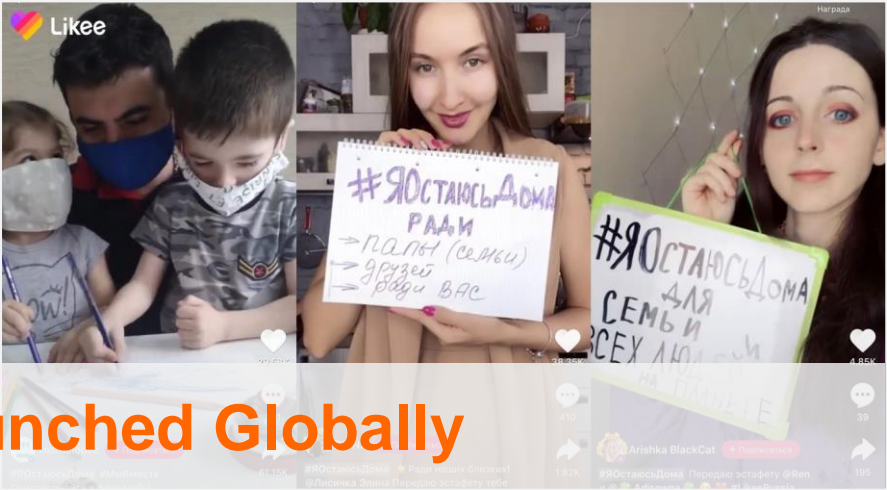


➤ Interactions with friends in community



➤ AI-backed technology with personalized recommendations





Campaigns Launched Globally



Likee Star Idol in Indonesia



Likee Talent Show in South Asia





**7.6mm MAU in 3Q22**



**Leading market position in SEA**  
Multiplayer social networking platform



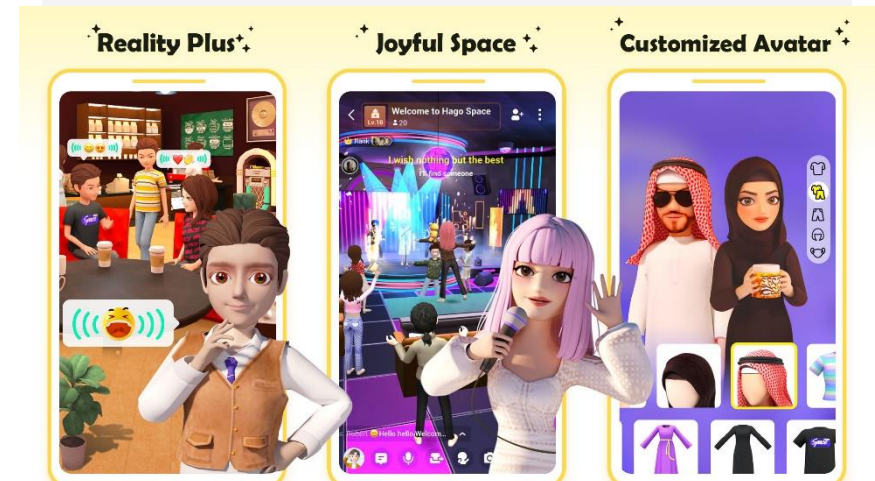
**Global presence**  
SEA, SA, LATAM, and beyond



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



**Enjoy casual games and socialize**



**Discover a virtual world in 3D Space**

## Content creation & understanding

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

## Content recommendations

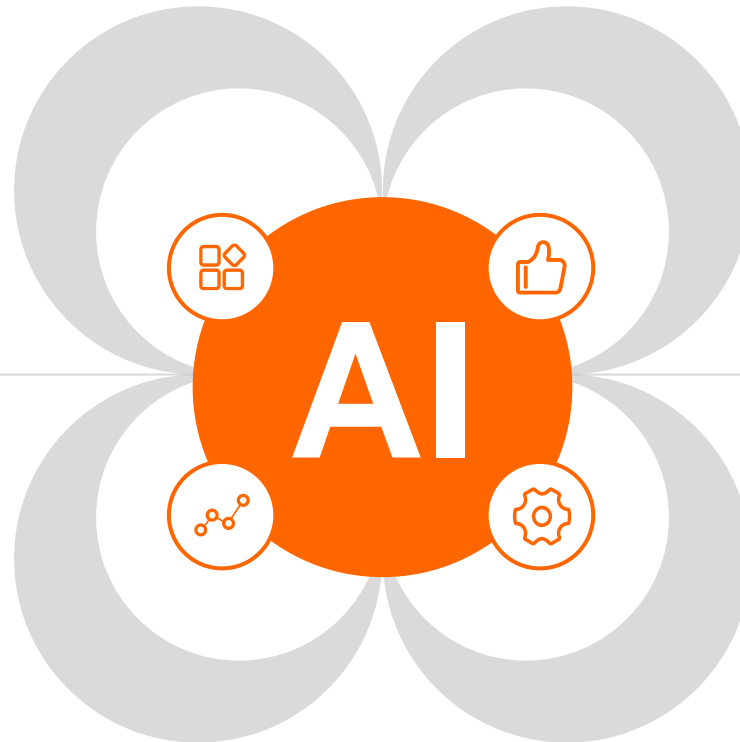
Strengthening machine learning and algorithm capabilities in managing and distributing personalized content.

## Automated product testing

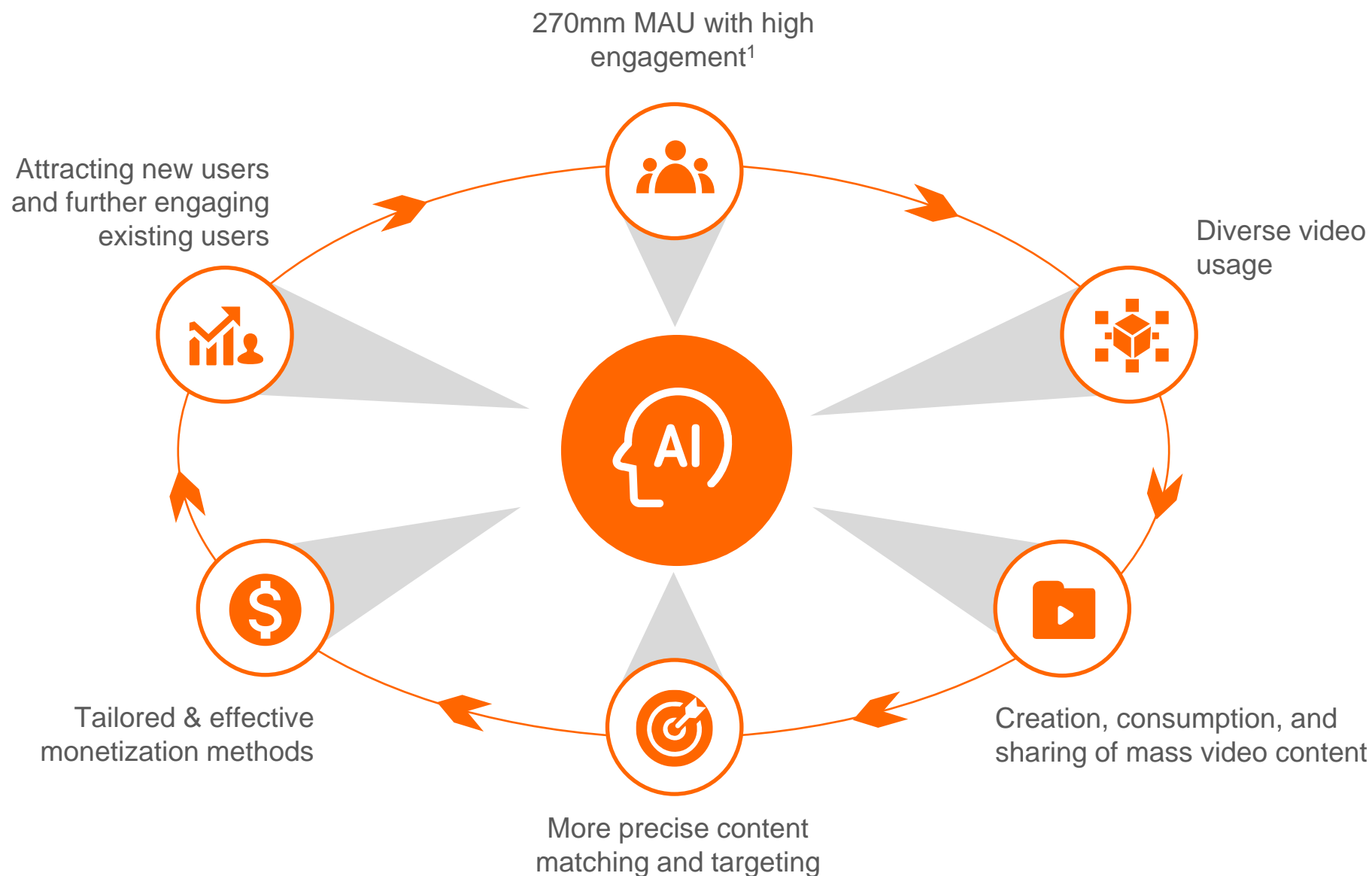
Establishing an AI-driven process to review hundreds of different app versions and leveraging AI-based A/B testing to optimize distribution.

## 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-Reinforcing Ecosystem with High Entry Barriers



Source: Company filings

Notes: 1. Refers to the sum of the Company's mobile active users in 3Q22 from Company filings.

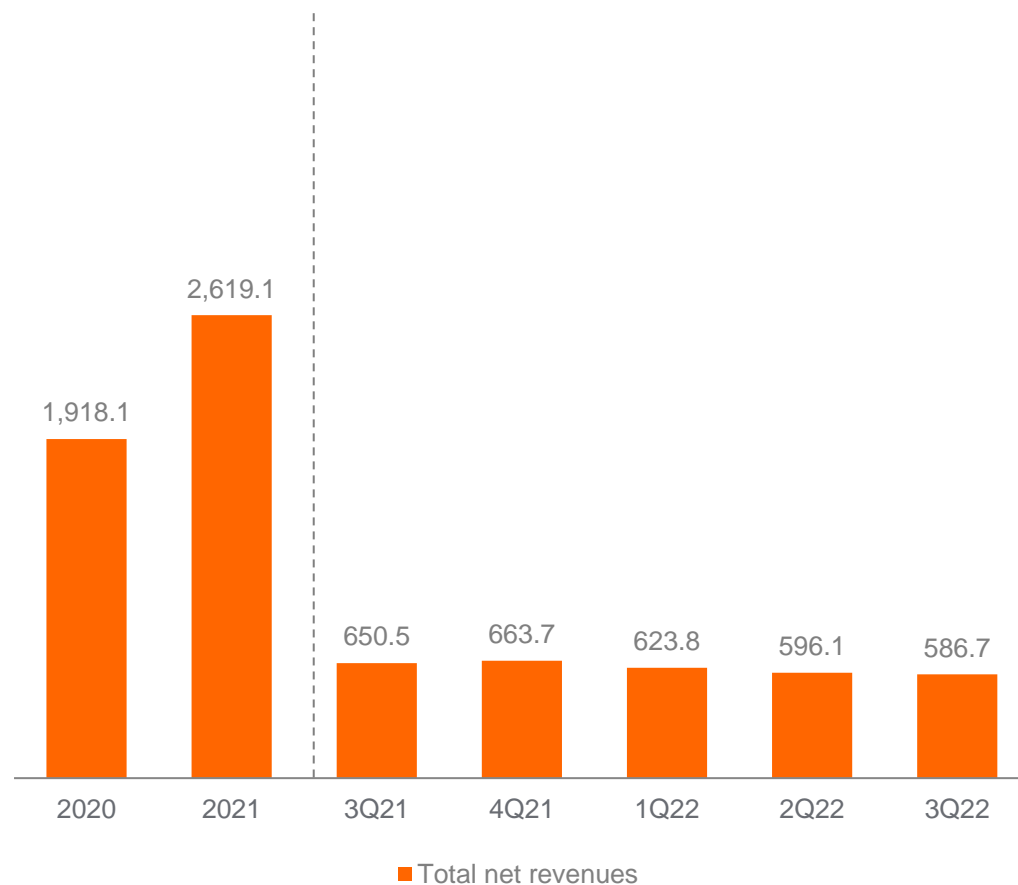
# Financial Highlights

# Group and BIGO Segment Revenue



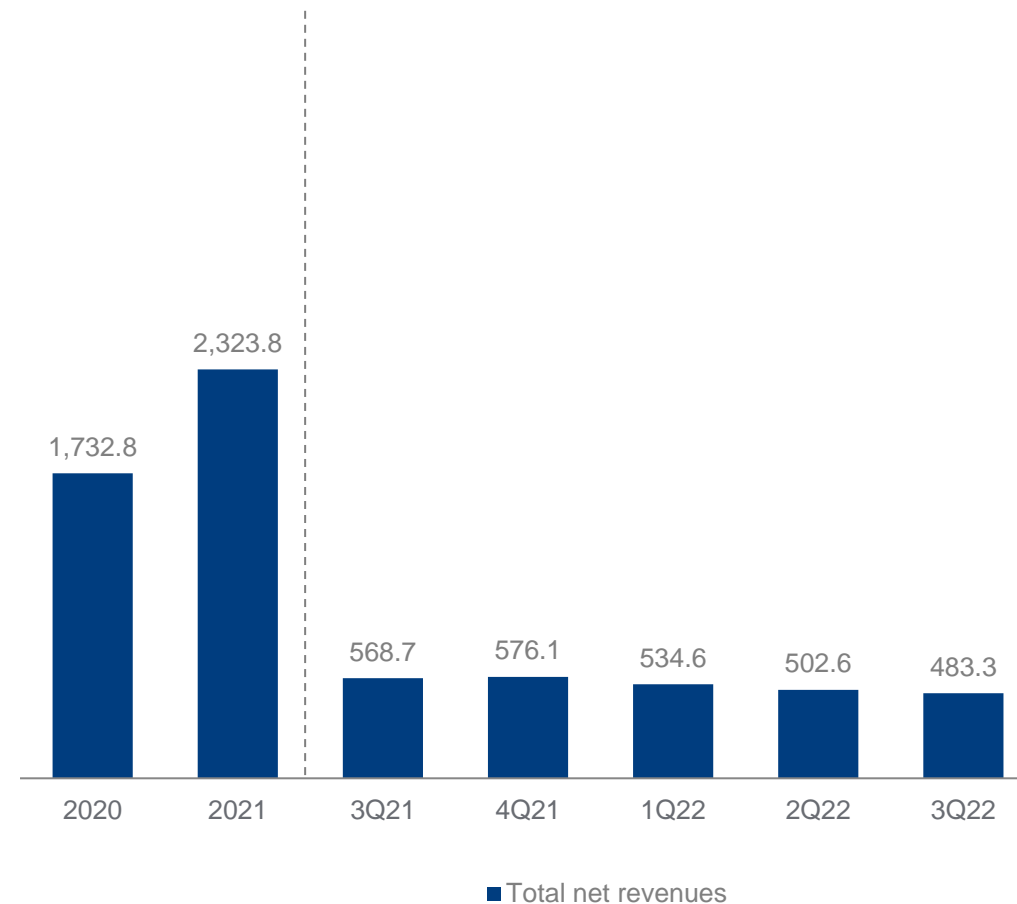
## JOYY Group Revenue<sup>1</sup>

USD mm



## BIGO Segment Revenue

USD mm



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.



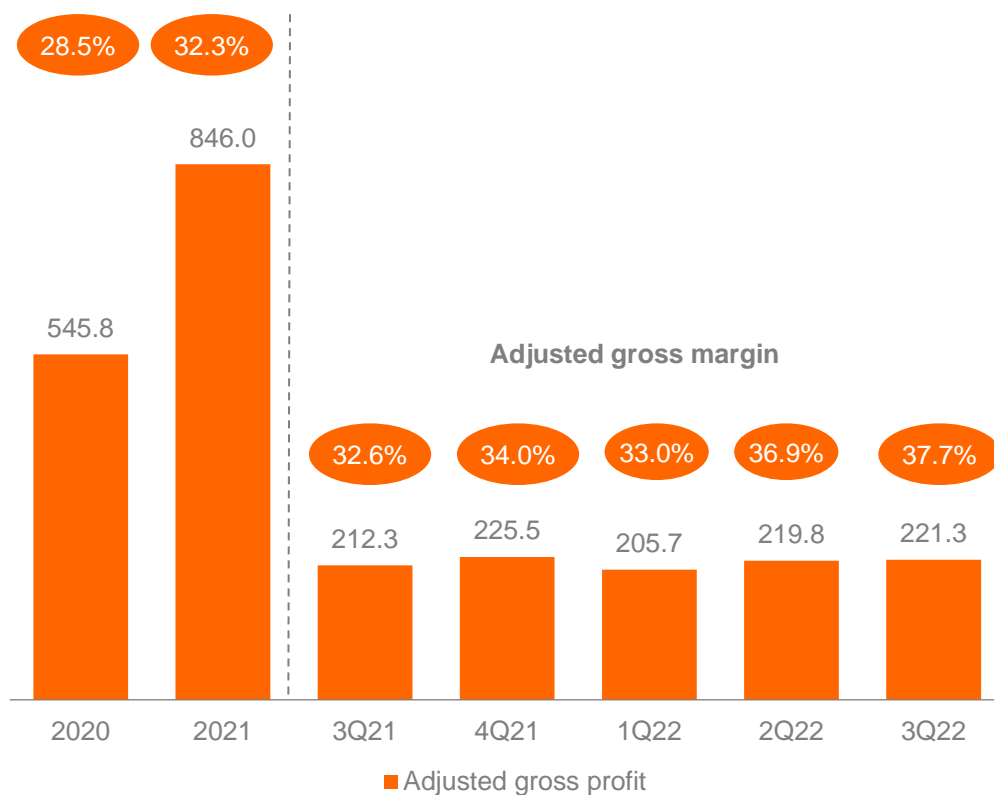
# Healthy Gross Margin Trend



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

USD mm

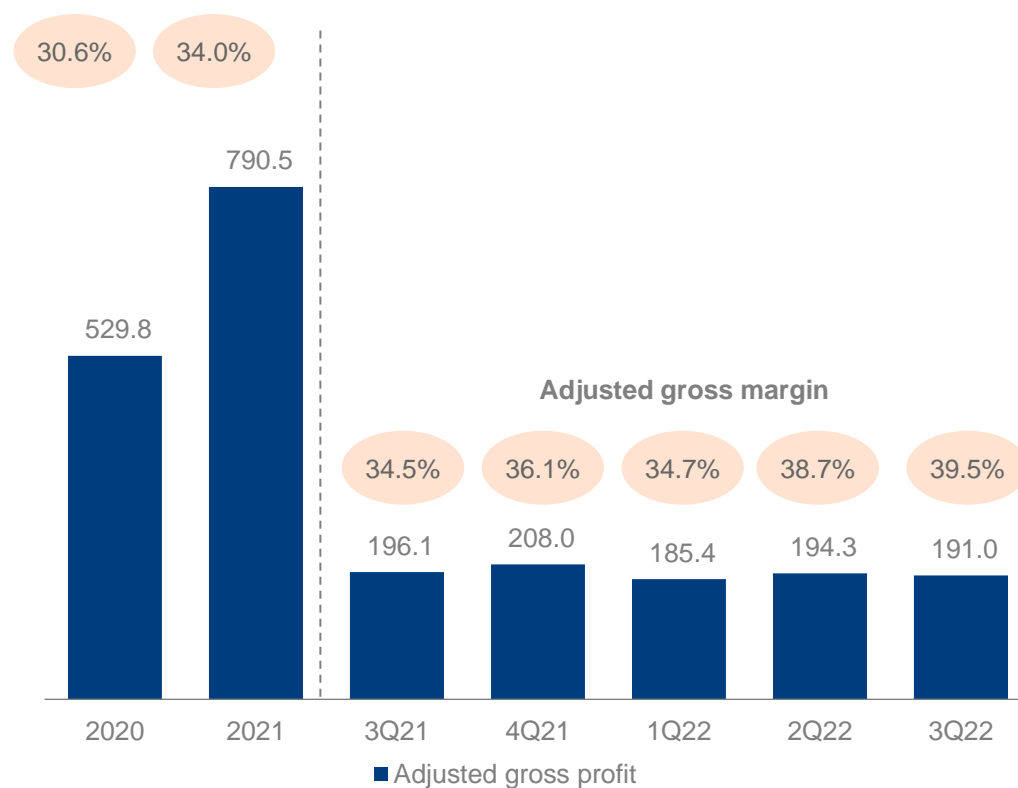
### Adjusted gross margin



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

USD mm

### Adjusted gross margin



Note:

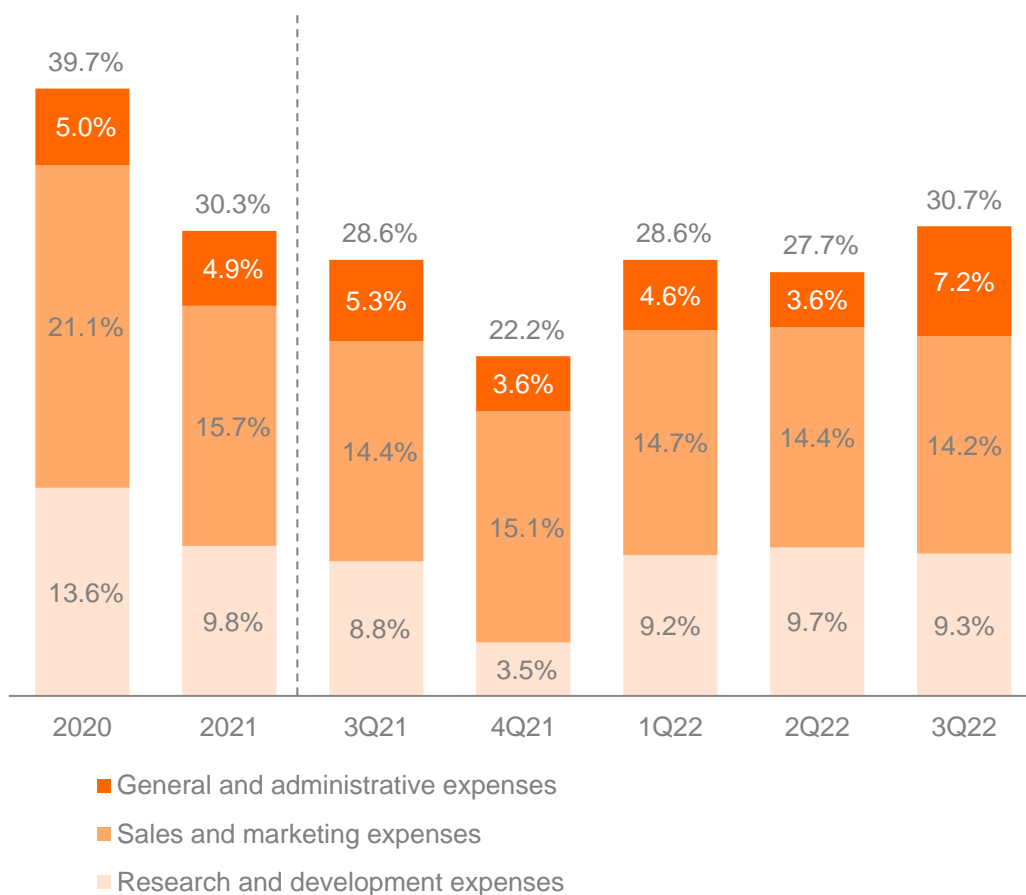
1. On November 16, 2020, the Company entered into definitive agreements with Baidu, Inc. (Nasdaq: BIDU) ("Baidu"). Pursuant to the agreements, Baidu would acquire JOYY's domestic video-based entertainment live streaming business ("YY Live"), which includes YY mobile app, YY.com website and PC YY, among 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.

Adjusted gross profit/margin exclude SBC expenses.

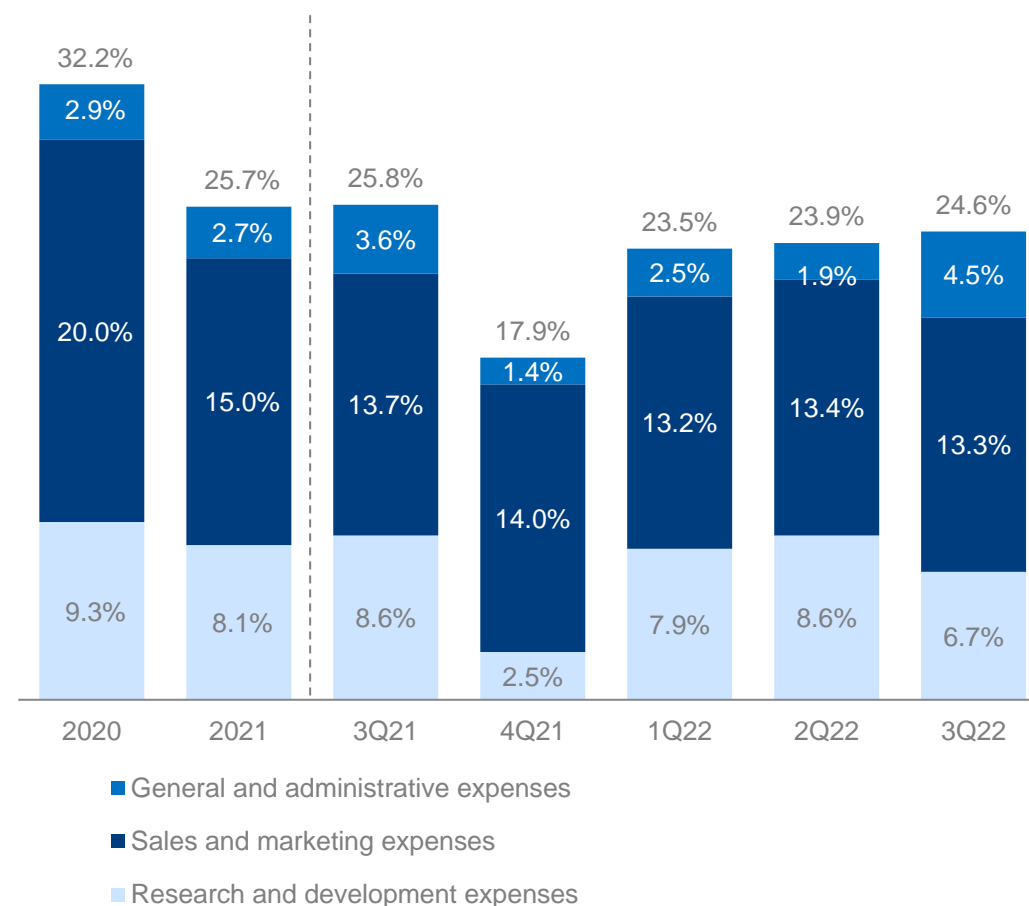
# Non-GAAP Operating Expenses



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



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



Note

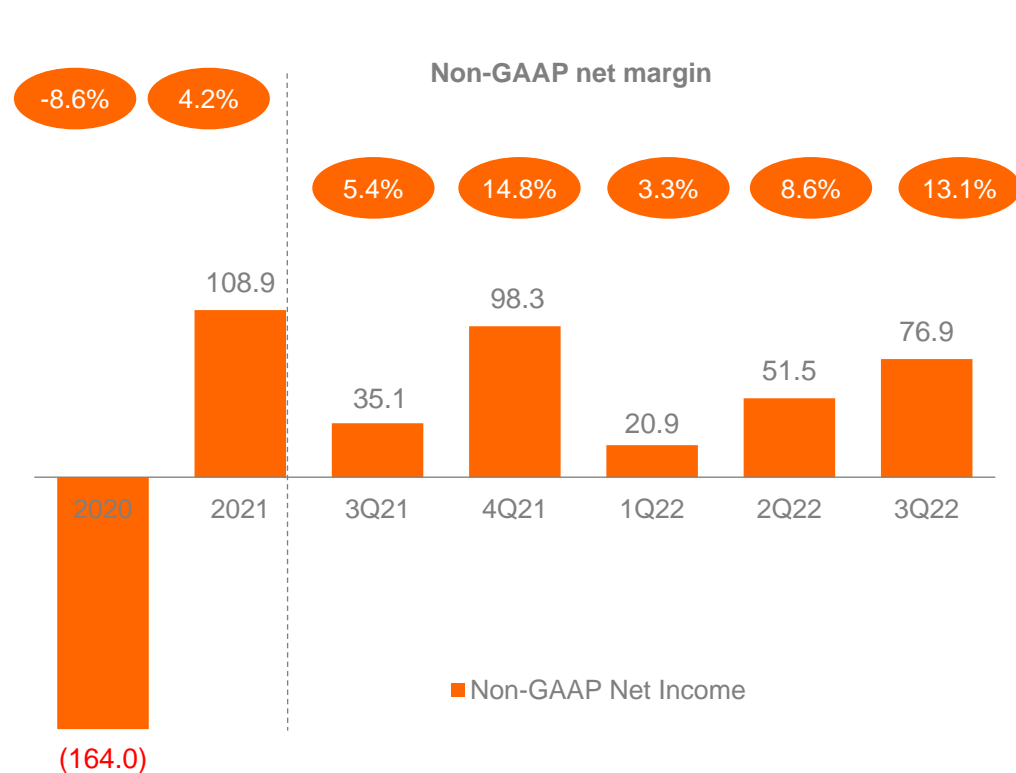
1. On November 16, 2020, the Company entered into definitive agreements with Baidu, Inc. (Nasdaq: BIDU) ("Baidu"). Pursuant to the agreements, Baidu would acquire JOYY's domestic video-based entertainment live streaming business ("YY Live"), which includes YY mobile app, YY.com website and PC YY, among 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.

Adjusted operating expenses exclude SBC expenses, impairment of goodwill and investments, and amortization of intangible assets from business acquisitions.

# Steady Improvement in Non-GAAP Profitability

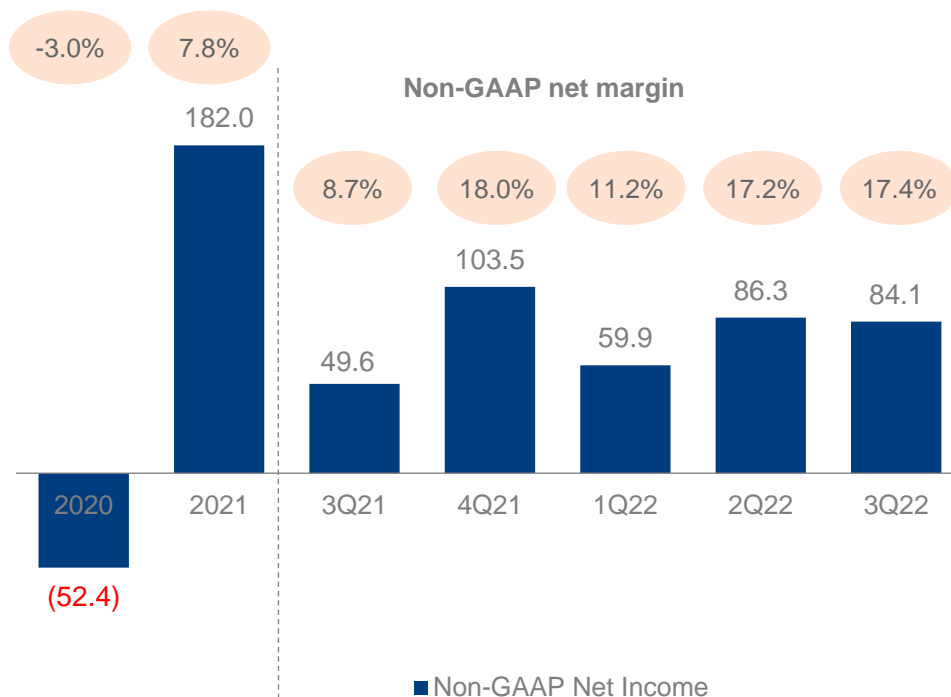
## JOYY Group Non-GAAP Net Income<sup>1</sup>

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 net income (loss) from continuing operations attributable to controlling interest of JOYY excluding share-based compensation expenses, impairment of goodwill and investments, amortization of intangible assets from business acquisitions, (loss) gain on disposal and deemed disposal of subsidiaries and business, gain on disposal of investments, gain (loss) on fair value change of investments, reconciling items on the share of equity method investments, gain (loss) on extinguishment of debt and derivative, interest expenses related to the convertible bonds' amortization to face value and income tax effects of above non-GAAP reconciling items and adjustments.

# Strong Balance Sheet and Operating Cashflow



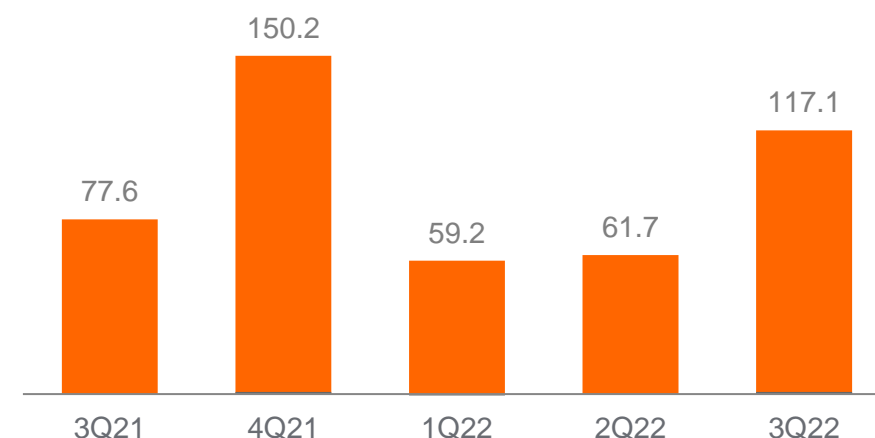
## Key Balance Sheet Items<sup>1</sup>

As of Sept. 30, 2022

USD mm	
Cash and cash equivalents	1,226.6
Restricted cash and cash equivalents	302.0
Short-term deposits	2,219.3
Restricted short-term deposits	47.5
Short-term investments	481.3
<b>Total Cash</b>	<b>4,276.7</b>
Total current assets	4,599.3
<b>Total Assets</b>	<b>9,393.2</b>
Total current liabilities	3,017.4
<b>Total Liabilities</b>	<b>3,509.4</b>
<b>Total Liabilities, Mezzanine Equity and Shareholders' Equity</b>	<b>9,393.2</b>

## Strong Operating Cashflow<sup>1</sup>

USD mm



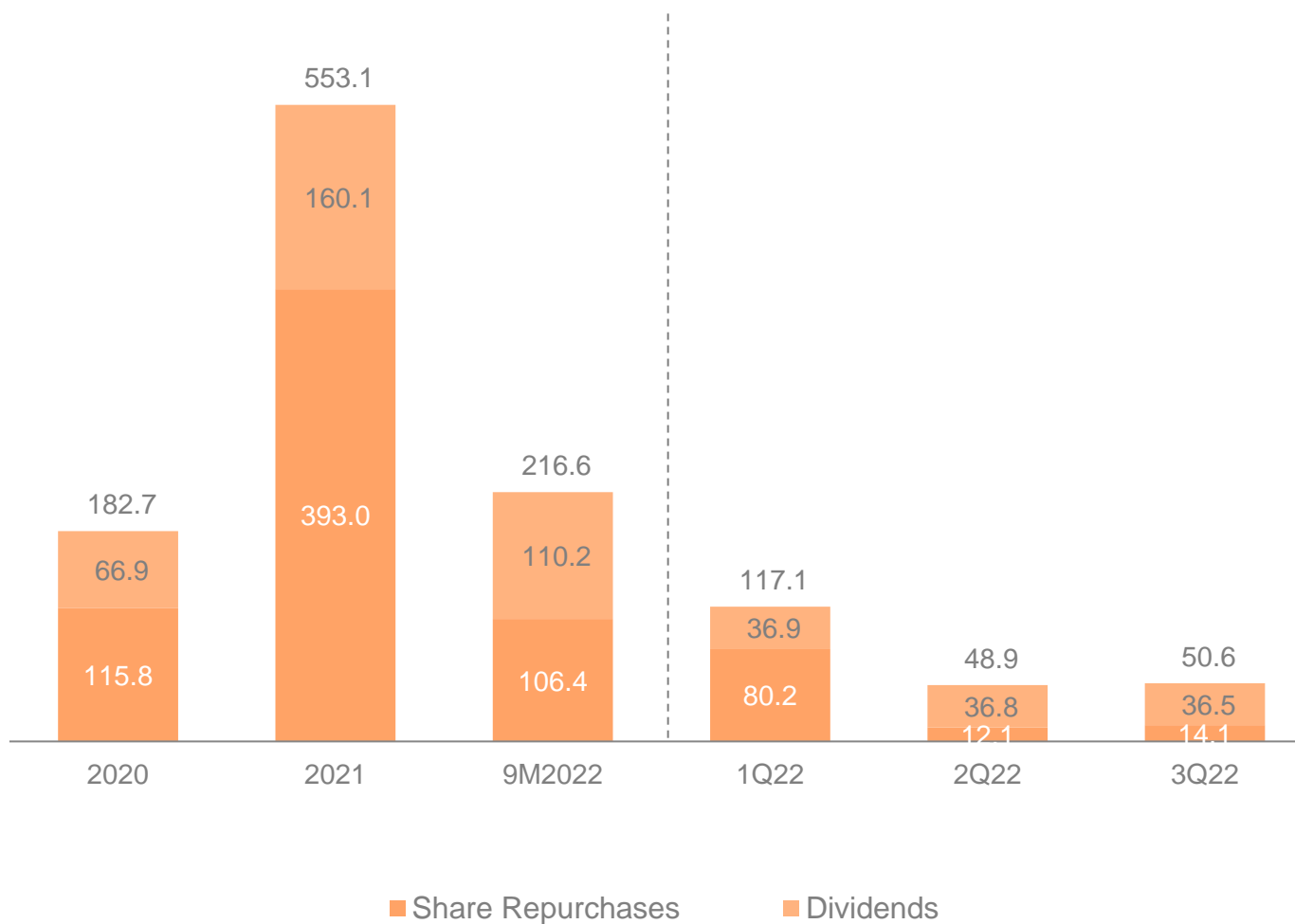
■ Net operating cashflow

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.

## Share Repurchases and Dividends

USD mm





# Thank you!

## IR Contacts

JOYY Inc.

Email: [joyy-ir@joyy.com](mailto:joyy-ir@joyy.com)

ICR, Inc.

Email: [JOYY@icrinc.com](mailto:JOYY@icrinc.com)

The logo for Joyy, featuring the word "Joyy" in a bold, orange, sans-serif font. The letter "y" is stylized with a long, horizontal tail that extends to the right.

NASDAQ: YY | [ir.joyy.com](http://ir.joyy.com)

Singapore | Guangzhou