

[For immediate release]



PLAYMATES TOYS ANNOUNCED 2012 ANNUAL RESULTS

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Highlights

	For the year ended 31 December		
	2012 HK\$'000	2011 HK\$'000	% change
Turnover	371,615	44,947	+727%
Gross profit	224,044	12,852	+1,643%
Operating profit / (loss)	52,217	(86,334)	+160%
Profit / (Loss) attributable to shareholders	43,395	(90,521)	+148%
	HK cents	HK cents	
Basic earnings / (loss) per share	3.87	(8.67)	

- Playmates Toys achieved a turnaround in 2012
- *Teenage Mutant Ninja Turtles* ("TMNT") were among the top selling brands at retail in the U.S. by the end of the year with clean sell-through
- Early results from International markets reported similar successes
- Improvement in gross profit ratio was attributable to significant increase in sales volume of products with higher margin and more efficient utilization of investments in product design, development and tooling
- Management is optimistic that further improvement in Group operating results in 2013 can be achieved

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(March 28, 2013 – Hong Kong) – **Playmates Toys Limited** (“Playmates Toys” or “the Group”, HKEx Stock Code: 869) announced today its results for the year ended 31 December 2012. Group turnover for the year ended 31 December 2012 was HK\$372 million (2011: HK\$45 million); reflected an increase of 727% compared to the prior year. The Group reported an operating profit of HK\$52 million (2011: operating loss HK\$86 million) and net profit attributable to shareholders of HK\$43 million (2011: net loss HK\$91 million). Basic earnings per share was HK cents 3.87 (2011: basic loss per share HK cents 8.67). The Board does not recommend the payment of a dividend for 2012 but will consider dividend distribution in 2013 depending on the performance of the Group.

Gross profit ratio on toy sales was 60.3% (2011: 28.6%). The improvement in gross profit ratio was attributable to a significant increase in sales volume of products with higher margin and more efficient utilization of investments in product design, development and tooling.

Group chairman Mr. Thomas Chan commented: “In spite of a challenging operating environment, I am pleased to report that we achieved a turnaround in 2012. After three years of meticulous planning and preparation, **Teenage Mutant Ninja Turtles** re-launched on schedule and Nickelodeon’s animated TV series quickly became a top rated show in the US. Despite a short selling window, our Turtles toys were among the top selling brands at retail by the end of the year with clean sell-through.

“Early results from International markets that already have Turtles toys at retail reported similar successes, building the momentum for further growth as worldwide roll out accelerates in 2013.”

The girls’ brands **Waterbabies** and **Hearts For Hearts Girls** performed in line with expectations and will be expanded in 2013 with line extensions and broadened distribution.

Mr. Chan continued, “Based on the sustained positive market response to our program in the beginning months of this year, I am optimistic that we can achieve further improvement in Group operating results in 2013.”

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