

[For immediate release]



## PLAYMATES TOYS ANNOUNCED 2015 INTERIM RESULTS

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### Highlights

	2015	2014
For the six months ended 30 June	HK\$'000	HK\$'000
Revenue	687,679	835,235
Gross profit	434,279	517,501
Operating profit	215,080	266,882
Profit before income tax	210,545	263,914
Income tax expense	(54,206)	(88,410)
Profit attributable to equity holders of the Company	156,339	175,504
Earnings per share	HK cents	HK cents
- Basic	13.18	14.93
- Diluted	13.04	14.59
Interim dividend per share	5.00	5.00

- Playmates' *Teenage Mutant Ninja Turtles* ("TMNT") toys continued to perform well driven by sustained popularity of the TV show and new product segments
- Playmates' 1H2015 turnover dropped as sales declined outside US market and compared against last year's sales related to *TMNT* movie
- Playmates is global master toy partner for *Ben 10*, to be re-launched by Cartoon Network, and *Mysticons*, developed by Nelvana Studio; toy lines will launch in 2017

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(August 21, 2015 – Hong Kong) – **Playmates Toys Limited** (“Playmates Toys” or “the Company”, HKEx Stock Code: 869) announced today its interim results for the six months ended 30 June 2015. Group worldwide turnover during the first half of 2015 were HK\$688 million (same period in 2014: HK\$835 million). Group operating profit for the period was HK\$215 million (same period in 2014: HK\$267 million). Net profit attributable to shareholders during the first half of 2015 was HK\$156 million (same period in 2014: HK\$176 million).

The Company maintained an interim dividend payout of HK\$0.05 per share (2014 interim dividend: HK\$0.05).

According to the Company, **TMNT** TV show continues to be popular among the core boys’ audience in the US. Driven by the sustained popularity of the TV show and the introduction of significant new product segments, **TMNT** toys continued to perform well at retail in the US and rank among the top selling boy’s action toy brands in the US and key international markets during the first half of 2015.

Group Chairman Mr. Thomas Chan commented: “The decrease in turnover during the first half of 2015 was driven mainly by a decline in sales outside the US market, as well as the comparison against the prior year period when there were shipments of products related to the **TMNT** movie.

“In the second half of 2015, we expect competitive pressure will further intensify and ongoing currency headwinds will continue to impact international markets. Nevertheless, we remain positive in our longer term outlook, driven by the resilience of the **TMNT** franchise, the release of the second **TMNT** movie in 2016, as well as the launch of major new brands beginning in 2017.”

Mr. Chan further explained: “The Company will serve as the global master toy partner for Cartoon Network’s re-launch of *Ben 10*, a powerful franchise with proven ratings and merchandise success around the world. Our *Ben 10* toy line will be launched in fall 2017. The Company will also be the global master toy partner for *Mysticons*, a brand new animated Girls Action TV series developed by Nelvana Studio, in partnership with Nickelodeon and The Topps Company. *Mysticons* will debut globally in 2017.”

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**For enquiries, please contact:**

**iPR Ogilvy Ltd.**

Karen Tse / Molisa Lau / Maggie Chui

Tel: (852) 2136 6950 / 2136 6953 / 2136 8059

Fax: (852) 3170 6606

Email: [karen.tse@iprogilvy.com](mailto:karen.tse@iprogilvy.com), [molisa.lau@iprogilvy.com](mailto:molisa.lau@iprogilvy.com), [maggie.chui@iprogilvy.com](mailto:maggie.chui@iprogilvy.com)