

[For immediate release]



## PLAYMATES TOYS ANNOUNCED 2016 INTERIM RESULTS

\* \* \*

### Highlights

	2016 <i>HK\$'000</i>	2015 <i>HK\$'000</i>
<b>For the six months ended 30 June</b>		
Revenue	<b>594,651</b>	687,679
Gross profit	<b>369,391</b>	434,279
Operating profit	<b>138,705</b>	215,080
Profit before income tax	<b>135,076</b>	210,545
Income tax expense	<b>(39,879)</b>	(54,206)
Profit attributable to equity holders of the Company	<b>95,197</b>	156,339
Earnings per share	<i>HK cents</i>	<i>HK cents</i>
- Basic	<b>7.86</b>	13.18
- Diluted	<b>7.79</b>	13.04
Interim dividend per share	<b>5.00</b>	5.00

- Playmates Toys' 1H2016 turnover decreased driven by very strong competition in the boys action categories.
- Playmates Toys remains positive in longer term outlook, due to the resilience of the TMNT franchise, and the launch of major new brands beginning in 2017.

- Cont'd -

(August 26, 2016 – 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 2016. Group worldwide turnover during the first half of 2016 were HK\$595 million (same period in 2015: HK\$688 million). Group operating profit for the period were HK\$139 million (same period in 2015: HK\$215 million). Net profit attributable to shareholders during the first half of 2016 was HK\$95 million (same period in 2015: HK\$156 million).

The Company declared an interim dividend payout of HK\$0.05 per share (2015 interim dividend: HK\$0.05).

Group Chairman Mr. Thomas Chan commented: “The decrease in turnover was driven mainly by very strong competition in the boys action categories.

“In the second half of 2016, we expect increased economic uncertainties in international markets and strong competitive pressure to persist. In addition, shipments of products related to the *Teenage Mutant Ninja Turtles* movie sequel skewed the seasonality pattern in favour of the first half of the year. Nevertheless, we remain positive in our longer term outlook, due to the resilience of the TMNT franchise, and the launch of major new brands beginning in 2017.”

– End –

**For enquiries, please contact:**

**iPR Ogilvy Ltd.**

Molisa Lau / Maggie Chui

Tel: (852) 2136 6953 / 2136 8059

Fax: (852) 3170 6606

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