

[For immediate release]



## PLAYMATES TOYS ANNOUNCED 2018 INTERIM RESULTS

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### Highlights

	2018	2017
For the six months ended 30 June	HK\$'000	HK\$'000
Revenue	136,694	322,285
Gross profit	64,490	180,633
Operating (loss)/profit	(41,536)	34,702
(Loss)/Profit before income tax	(33,767)	43,813
Income tax credit/(expense)	3,224	(7,222)
(Loss)/Profit attributable to owners of the Company	(30,543)	36,591
(Loss)/Earnings per share	HK cents	HK cents
- Basic	(2.58)	3.03
- Diluted	(2.58)	3.01
Interim dividend per share	-	3.00

- Playmates Toys' decrease in turnover was a result of the planned limiting supply of **Teenage Mutant Ninja Turtles** ("TMNT") products.
- Playmates Toys expects a stronger second half of 2018, driven by the launch of all-new animated series, **Rise of the Teenage Mutant Ninja Turtles** in the fourth quarter, and the continuation of **Ben 10** toy shipments throughout the year.
- Will launch two internally-developed product lines, **Kuroba** and **Tiny Toes**, in Fall 2018.

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(August 10, 2018 – 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 2018. Group worldwide turnover during the first half of 2018 was HK\$137 million (same period in 2017: HK\$322 million). The company did not declare an interim dividend (2017 interim dividend: HK cents 3 per share).

Group Chairman Mr. Sidney To commented: “The decrease in turnover was a result of the planned limiting of the supply of **TMNT** products in order to prepare for a fresh beginning of the next iteration starting in the fourth quarter of 2018.

“To prepare for this major relaunch, pre-release marketing activities are already under way, and the relaunch will be supported by significant promotions during the fourth quarter. We remain confident in **TMNT**’s prospects as an evergreen entertainment franchise, and anticipate the new TV series to drive a resurgence in popularity of the Turtles.

“Cartoon Network’s **Ben 10** animated TV series continues to be popular in the US and in many international markets. We are actively developing the 2019 product line extensions.”

Playmates Toys will launch **Kuroba**, an internally-developed toy line in Fall 2018 and will launch **Tiny Toes**, a collectible line of interactive baby dolls during the fourth quarter of 2018.

Mr. To concluded, “Amidst a challenging operating environment, we remain committed to the proven strategy of focusing our resources and efforts to manage our established brands for long term profitability, while actively pursuing selective new opportunities that are good fit for our core competence.”

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