



Playmates Toys Limited
2013 Interim Results Briefing
27 August 2013

TEENAGE MUTANT NINJA
TURTLES



**BRAND NEW
SEASON**
COMING THIS FALL!

Forward-Looking Statements

This presentation and subsequent discussion may contain forward-looking statements with respect to the financial condition, results of operation and business of Playmates Toys. Such forward-looking statements represent Playmates Toys' expectations or beliefs concerning future events and involve known and unknown risks and uncertainties which could cause actual results, performance or events to differ materially from those expressed or implied in such statements.

Content

- About Playmates Toys
- Our Mission
- Our Latest Performance
 - State of the Toy Industry
 - Playmates Toys
 - Financial Highlights
- Our Prospects
 - FY2013 & Beyond

About Playmates Toys

- Founded: 1966
- First Group listing: 1984
- HK Stock Exchange Stock Code: 00869
- A leading manufacturer of promotional toys
- Create, design, market & distribute branded products worldwide
- More information – www.playmatestoys.com

Our Mission

We strive to create superior shareholder value by selectively investing in proprietary and licensed brands and delivering quality, safe, and innovative toys to the consumers while managing costs prudently to maximize operational leverage.

Our Latest Performance

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State of the Toy Industry

Operating Environment in 1H 2013:

- Pace of economic recovery in key markets: US and Europe gathered some momentum
- US consumer confidence at highest level since 2008
- Mixed results for US retail toy sales: January – up; February thru June – down; Overall – up 2.2%
- Super-categories:
Dolls / Games / Vehicles / Preschool – up
Plush / Action Figures / Youth Electronics – down

Playmates Toys

Our 1H 2013 results driven by:

- Nickelodeon's **Teenage Mutant Ninja Turtles** continued to rank amongst most popular kids TV show
- Strong product execution across all key Action Figure segments: top-sellers in Figure, Vehicle & Accessories, and Role Play sub-categories
- Distribution expanded to over 60 countries: top-selling brand in the US, Canada, the UK, Australia, Germany, France, Italy, Spain and many emerging markets
- Operational leverage realized:
Higher sales volume >>> Higher profit margin

Financial Highlights

Income Statement

(HK\$ Million)	1H 13	1H 12	+/-
Turnover	596.2	24.5	23 x
Gross Profit	373.4	7.9	46 x
Marketing	(105.0)	(3.9)	26 x
Selling & Distribution	(19.5)	(1.3)	14 x
Administration	(48.9)	(35.9)	36%
Operating Profit/(Loss)	200.0	(33.2)	NA
Profit/(Loss) before taxation	195.6	(40.5)	NA
Net Profit/(Loss)	211.0	(40.6)	NA
Basic Earnings/(Loss) per Share (HK¢)	18.24	(3.71)	NA

Financial Highlights

Balance Sheet

(HK\$ Million)

30/06/13

30/06/12

Inventories	42.7	15.8
Trade Receivables	192.2	19.2
Cash & Bank Balances	362.0	183.0
Net Current Assets	374.5	109.9
Net Assets	417.9	87.9

Net Asset per Share (HK\$) **0.36** **0.08**

Gearing Ratio **0.0** **0.0**

Current Ratio **2.6** **1.9**

Our Prospects



hearts4heartsgirls.com
Changing the World One  at a Time!

FY 2013 & Beyond

Our performance drivers:

- Strong Viacom entertainment pipeline – TV series & movie for **Teenage Mutant Ninja Turtles**
- Strong Playmates product pipeline & category expansion
- Expertise to manage evergreen brands
- Global distribution capabilities
- Focused and selective acquisition of new opportunities
- Prudent cost control to maximize operating leverage



Playmates Toys Limited
Thank You!

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