



Playmates Toys Limited 2013 Full Year Results Briefing

27 March 2014



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 Limited. Such forward-looking statements represent 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.

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About Playmates Toys

- Founded: 1966
- First Group listing: 1984
- HKSE#0869 – Playmates Toys Limited
- A leading manufacturer of promotional toys
- Create, design, market & distribute branded products worldwide
- More information – www.playmatestoy.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



State of the Toy Industry

Operating Environment in 2013:

- Clearer signs of economic recovery in key markets: US and Europe
- US consumer confidence at highest year-end level since 2007
- NPD reported US retail toy \$ sales down by about 1% due to shorter holiday shopping season *
- US Super-categories: UP - Youth Electronics / Arts & Crafts / Plush; DOWN - Action Figures / Infant-Preschool / Dolls / Games & Puzzles / Vehicles

* *Source: The NPD Group/Retail Tracking Services*

Playmates Toys

Our 2013 results driven by:

- **Strong Entertainment:** Nickelodeon's TMNT TV show continued to score top ratings among kids
- **Strong Product Execution:** TMNT toys are top-sellers in all key Action Figure sub-categories: Figure, Vehicle & Accessories, and Role Play
- **Strong Distribution:** TMNT program reached over 70 countries; top-selling brand in Australia, Canada, France, Germany, Italy, Russia, Spain, the UK, and the US

Financial Highlights

Income Statement

(HK\$ Million)	2012	2013	13/12
Turnover	371.6	1,658.5	4.5 x
Gross Profit	224.0	1,041.7	4.7 x
Marketing	(75.9)	(289.0)	3.8 x
Selling & Distribution	(19.4)	(82.3)	4.2 x
Administration	(76.5)	(123.9)	1.6 x
Operating Profit	52.2	546.5	10.5 x
Profit before taxation	43.9	539.7	12.3 x
Net Profit	43.4	533.4	12.3 x
Basic Earnings per Share (HK¢)	3.87	45.73	11.8 x

Financial Highlights

Balance Sheet

(HK\$ Million) 31/12/12 31/12/13

Inventories	21.8	37.0
Trade Receivables	177.3	411.8
Cash & Bank Balances	161.5	519.6
Net Current Assets	178.2	695.7
Net Assets	191.4	751.7

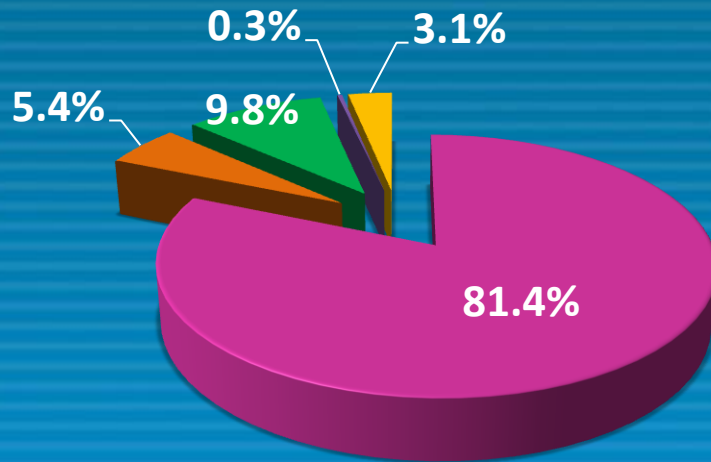
Net Asset per Share (HK\$) **0.17** **0.64**

Gearing Ratio **0.00** **0.00**

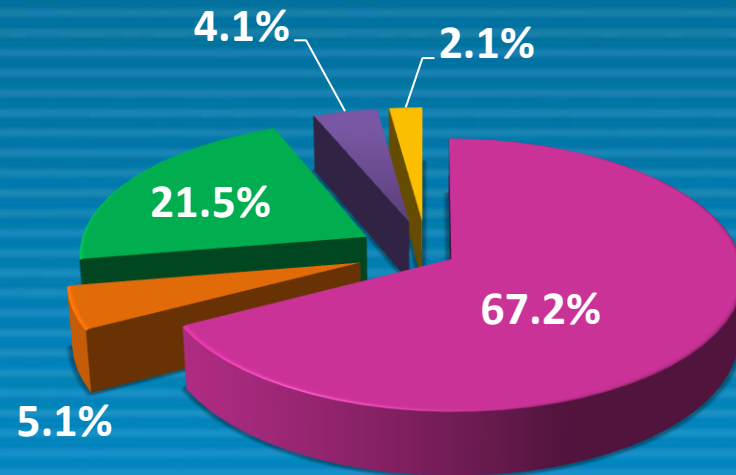
Current Ratio **1.94** **3.37**

Revenue Breakdown by Regions

2012

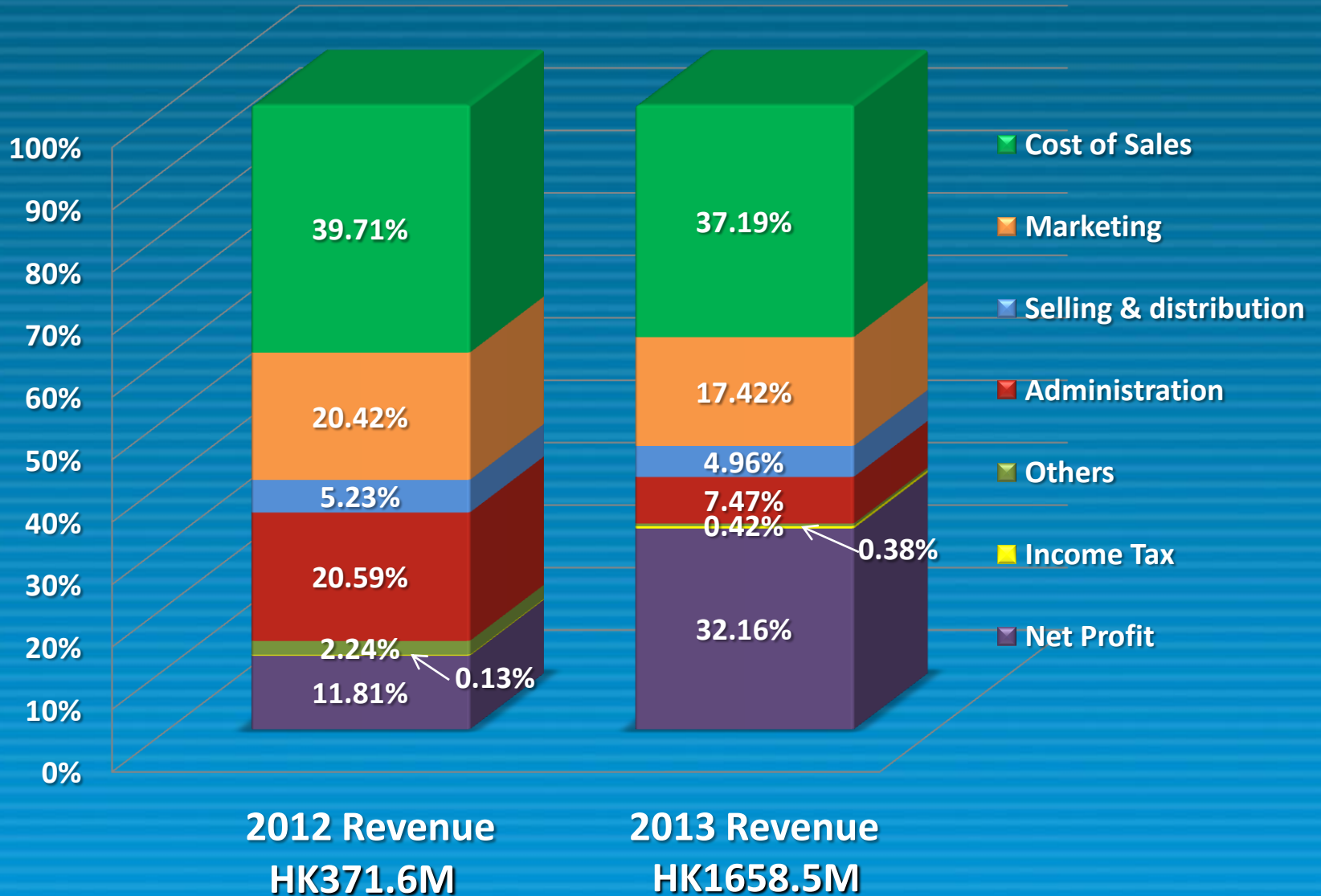


2013



■ U.S.A. ■ Other Americas ■ Europe ■ Australasia ■ Others

Margin Analysis



Our Prospects



Waterbabies
feels like a real baby!



hearts4heartsgirls.com
Changing the World One  at a Time!

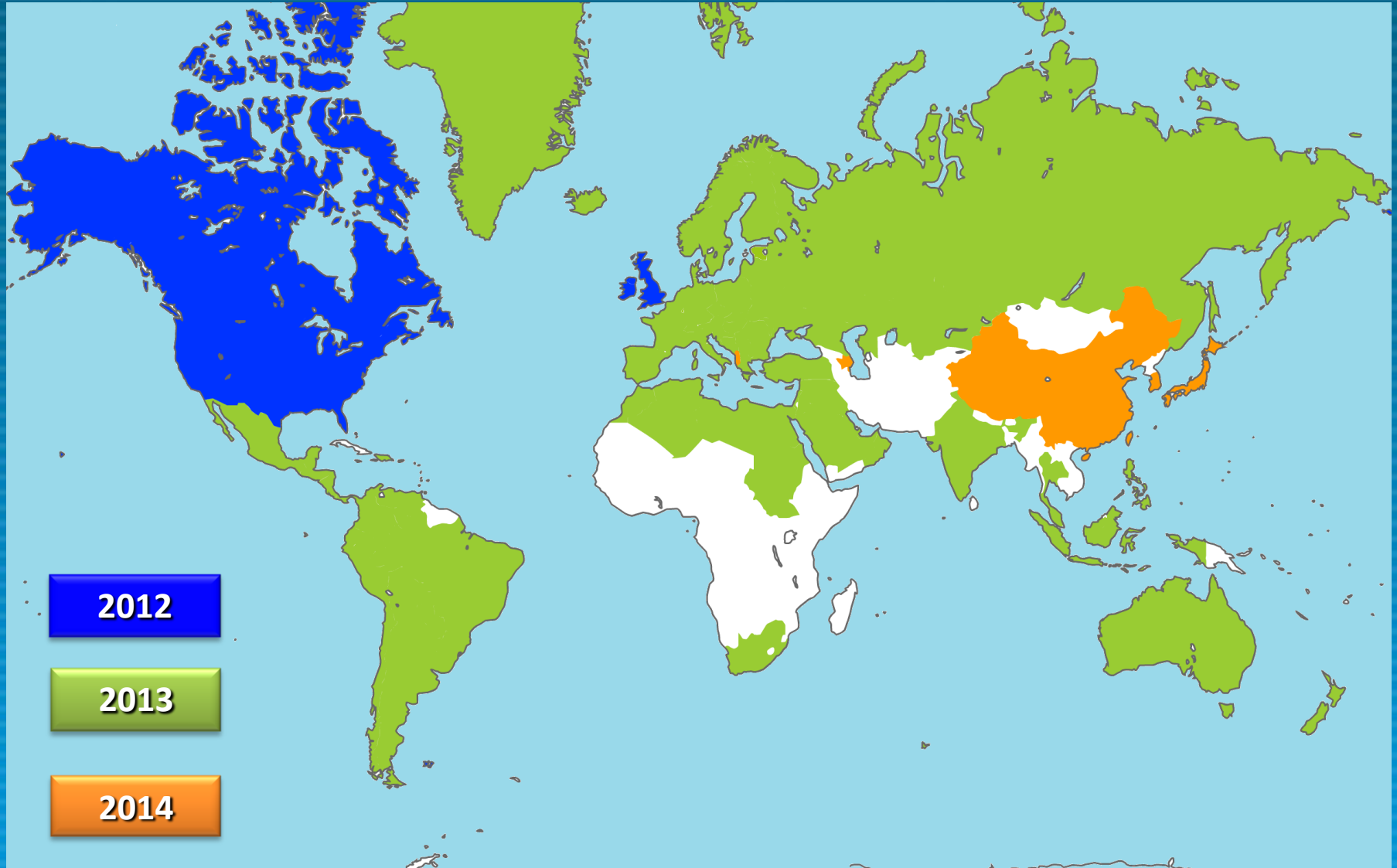
2014 Growth Drivers

- Strong Viacom entertainment pipeline
- Distribution to cover key Asian markets
- Strong Playmates product pipeline

2014 Entertainment Pipeline

- Season 2 of TMNT TV show introduces new storylines & new characters – with strong cross-platform promotional backing
- Paramount's TMNT movie to begin global rollout in August 2014
- Season 3 of TV show to start in Fall 2014
- More to come...

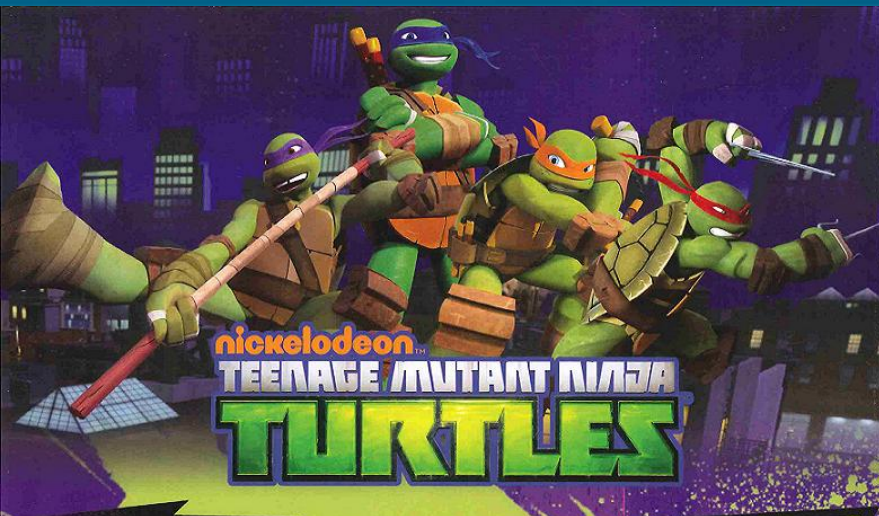
TMNT Global Distribution Coverage



2014 Global Reach

- TMNT products already reached over 70 countries across the world
- China launch in 2014 Q2 by leading toy marketing and animation company with national distribution network
- Japan launch in 2014 Q2 by distribution partner with successful track record

TMNT Launch in China & Japan



背景:

《忍者龟》首次面世是1984年在美国发行漫画，之后1987年由尼克公司制作电视动画版。30年的历史中，已累计制作动画片375部，电影4部，有75个国家播映并翻译成20多种语言，成为几代人心中最闪亮的动漫形象。

2013年，《忍者龟》26集3D动画片及玩具，风靡全球，获得美国玩具协会颁发的年度最佳动画片和最佳男孩玩具大奖，且是唯一获奖作品！同年10月动画片在CCTV少儿获得首播。

2014年，奥飞动漫作为中国独家玩具经销商，将经典忍者龟系列玩具引入中国。

故事简介:

故事的主角是四只住在纽约下水道的基因突变的小龟，由他们的老师（一位变成了老鼠的日本忍者）教导他们忍者的精神和功夫，为了保卫城市家园，他们同邪恶的鬼足忍者施莱德（Shredder）和外星人克朗（Kraang）展开殊死搏斗。因为忍者龟的老师非常喜欢艺术，所以用了四名知名艺术家的名字来给他们命名，分别是使用双刀的队长莱昂纳多、擅长三叉戟的拉斐尔、用武士棍的多纳泰罗和最爱搞笑的双截棍高手米开朗基罗。



China Launch 2014 Q2

- Season 1 of TMNT TV show premiered on CCTV-14 on 18 October 2013
- Pop singers perform localized theme song
- Digital contents downloadable from WWW gateways: Tencent-v.QQ; tv.Sohu, and more
- Regional broadcast rollout to begin with Shanghai – Toonmax and Guangdong – TVS-5
- TMNT Movie release date coming soon
- Products on shelf starting Q2

Japan Launch 2014 Q2

- TMNT TV show Seasons 1 and 2 to premiere on TV-Tokyo on 4 April
- Pop rock group “GReeeeN” performs localized theme song
- Public launch event at Omotesando-Hills on 30 March
- TMNT Movie in theaters in December
- Products on shelf starting Q2

2014 Product Pipeline

- Refresh and extend core product categories
- Themed products tied to TMNT movie
- Introduce new segments:
 - Z-Line Ninjas
 - “Pre-Cool” Half-Shell Heroes
- 2015 program in active development



Playmates Toys Limited
Thank You!

TEENAGE MUTANT NINJA
TURTLES



**GRAND NEW
SEASON**
COMING THIS FALL!

