

Playmates Toys Limited

2014 Full Year Results Briefing

20 March 2015



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 2014:

- Clear signs of economic growth in the US
- US consumer confidence at highest level since 2007
- NPD reported US retail toy \$ sales up by about 4%, biggest gain since 2001 *
- All Super-categories posted gains in the US except Infant-Preschool
- Geopolitical issues and currency weakness impacted business in Europe

* Source: The NPD Group/Retail Tracking Services; Dollars, 52 weeks vs. YAG (1/5/2014-1/3/2015 vs. 1/6/2013=1/4/2014)

Playmates Toys

Our 2014 results reflected:

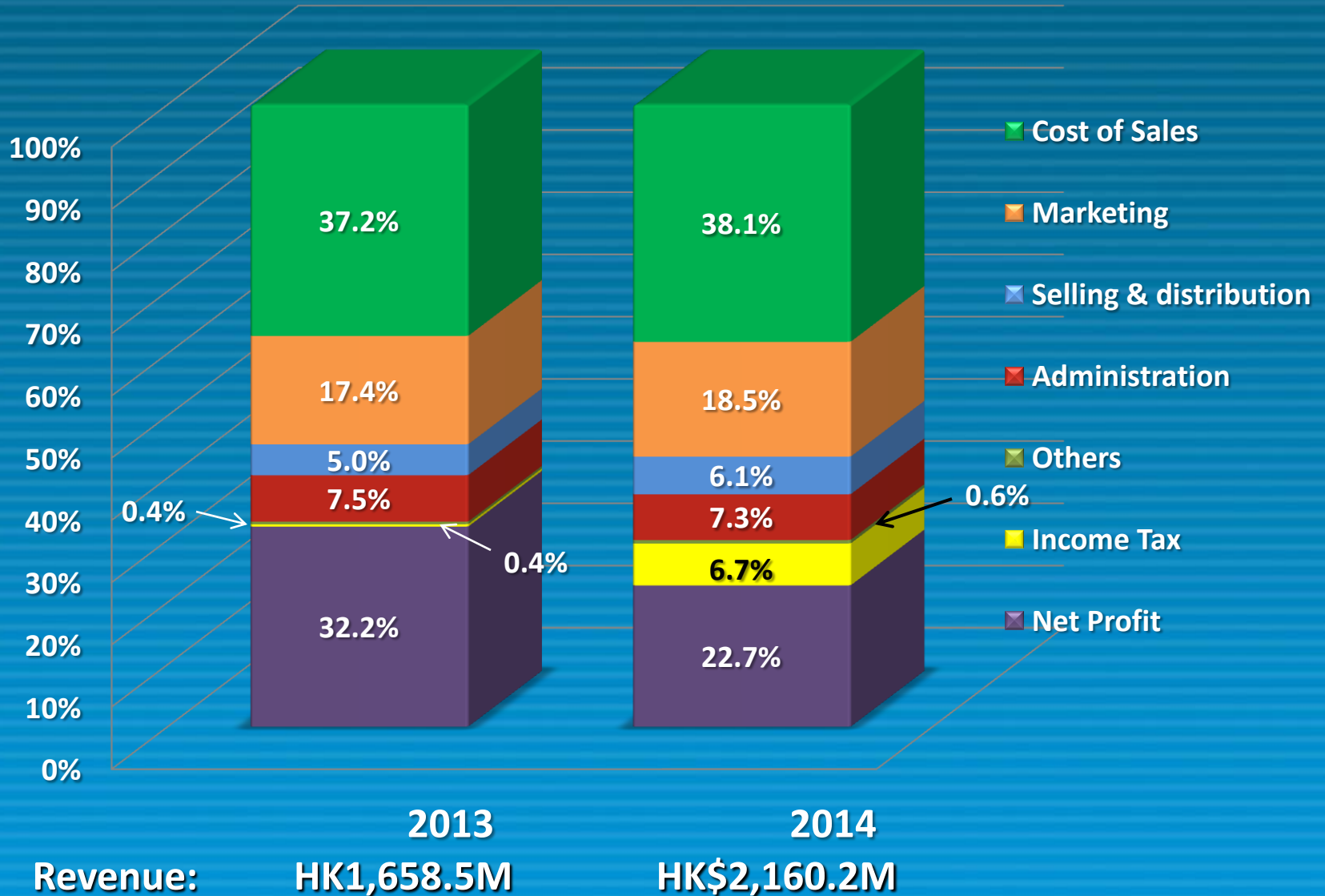
- **Twin Entertainment Drivers** – Nickelodeon’s TMNT TV series remained top-rated kids show + box office success of 1st Paramount TMNT movie
- **Strong Product Execution** – refreshment & extension of core Action Figure line + successful introduction of new segments
- **R&D/Marketing Expenses** – to develop and launch new segments: Movie products & *Half Shell Heroes*
- **Normalized Tax Impact** – effective tax rate: 22.8%

Financial Highlights

Income Statement

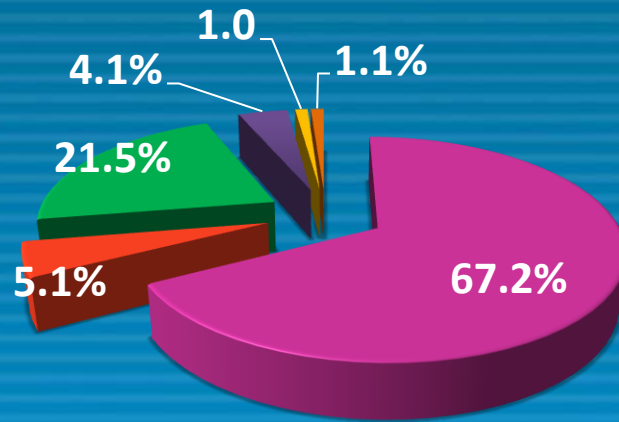
HK\$ Million	2013	2014	+/-%
Revenue	1,658.5	2,160.2	30.2
Gross Profit	1,041.7	1,336.3	28.3
Marketing	(289.0)	(398.7)	38.0
Selling & Distribution	(82.3)	(130.7)	58.8
Administration	(123.9)	(158.7)	28.0
Operating Profit	546.5	648.2	18.6
Profit before taxation	539.7	635.9	17.8
Income Tax	(6.3)	(145.2)	2,311.6
Net Profit	533.4	490.7	(8.0)
Earnings per Share (HK¢)	45.73	41.44	
Dividend per Share (HK¢)	15.00	15.00	

Margin Analysis



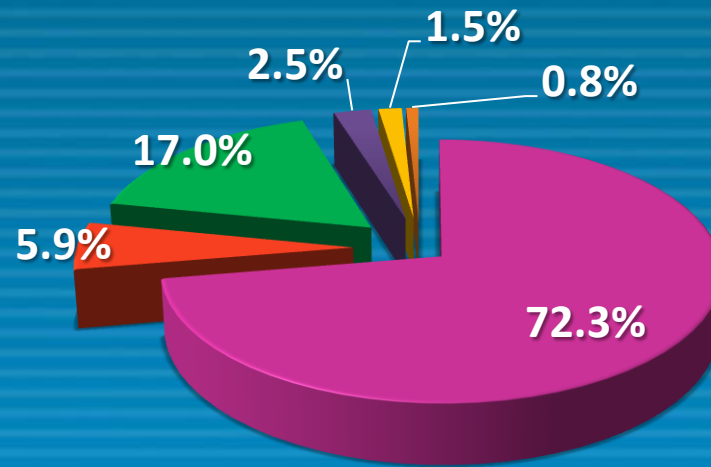
Revenue Breakdown by Regions

2013



HK1,658.5M

2014



HK\$2,160.2M

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

Financial Highlights

Balance Sheet

HK\$ Million

31/12/2013

31/12/2014

Inventories

37.0

44.2

Trade Receivables

411.8

529.7

Cash & Bank Balances

519.6

785.8

Net Current Assets

695.7

978.4

Net Assets

751.7

1,036.4

Net Asset per Share (HK\$)

0.64

0.86

Gearing Ratio

0.0

0.0

Current Ratio

3.37

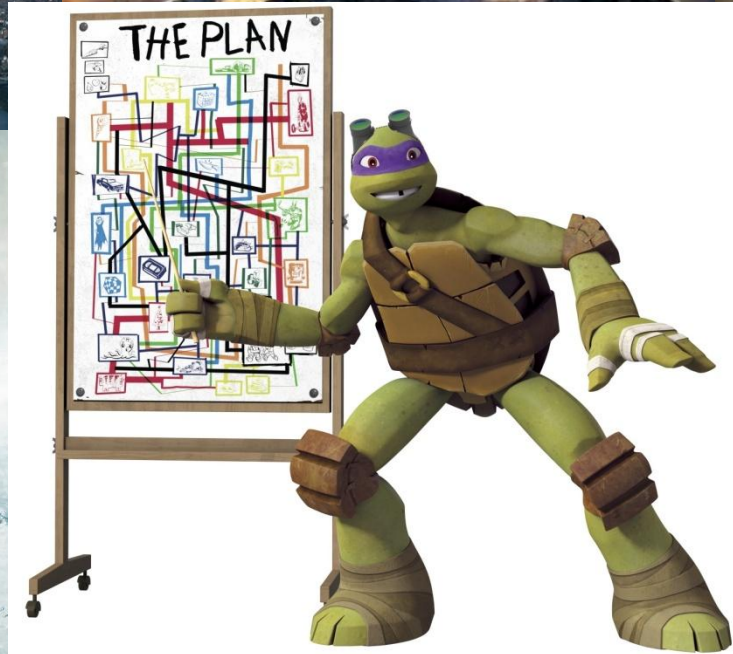
3.44

Looking Forward



2015 Externalities

- US economic outlook remains positive
- US west coast ports disruptions affected business early in year
- Continued weakness in Europe
- Strong entertainment-driven competitions



TEENAGE MUTANT
**NINJA
TURTLES**
AUGUST 8 IN 3D
IN THEATRES AND REG. D. 3D

TEENAGE MUTANT
**NINJA
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Entertainment Pipeline

- Season 3 of Nickelodeon's TMNT TV show maintains top ratings
- Season 4 to start in Fall 2015
- Paramount's 2nd TMNT movie planned for Summer 2016

TRANSFORM
PET TURTLE INTO
NINJA TURTLE!



MUTATIONS
MIX & MATCH



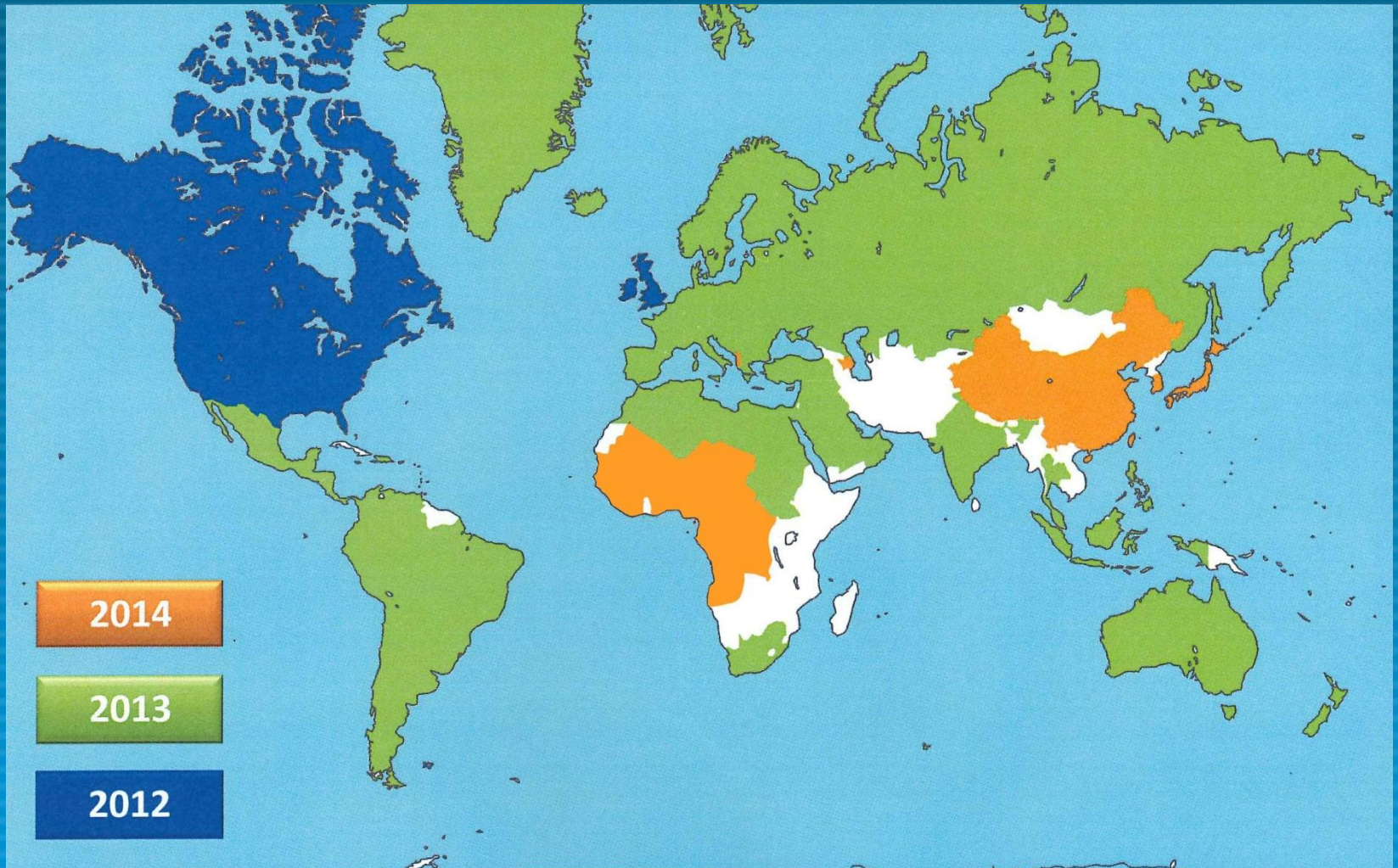
nickelodeon
TEENAGE MUTANT NINJA
TURTLES
T-MACHINES



Product Pipeline

- Continued refreshment and extension of core TMNT action figure categories
- Introduction of new TMNT product segments:
 - *Half Shell Heroes* successfully launched in Fall 2014, further extensions planned;
 - *Mutations* launched in Spring 2015;
 - *T-Machines* vehicle line launched in Spring 2015;
 - Expanded 2016 Movie II line under development
- Actively but selectively pursuing new opportunities

TMNT Global Distribution Coverage



Global Reach

- TMNT products reached all major markets worldwide and ranked among top selling action figure brands in many:
 - #1 action figure brand in the US
 - Rank among top selling brands in all major European markets despite economic weakness
 - Top action figure brand in Australia, Canada and major Latin American markets



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Thank You!