



Playmates Toys Limited
2016 Interim Results Briefing
26 August 2016

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.

Content

- About Playmates Toys
- Our Mission
- Our Latest Performance
 - Operating Environment
 - Our 2016 Interim Results Reflected
 - Financial Highlights
- Looking Forward
 - Playmates Pipeline

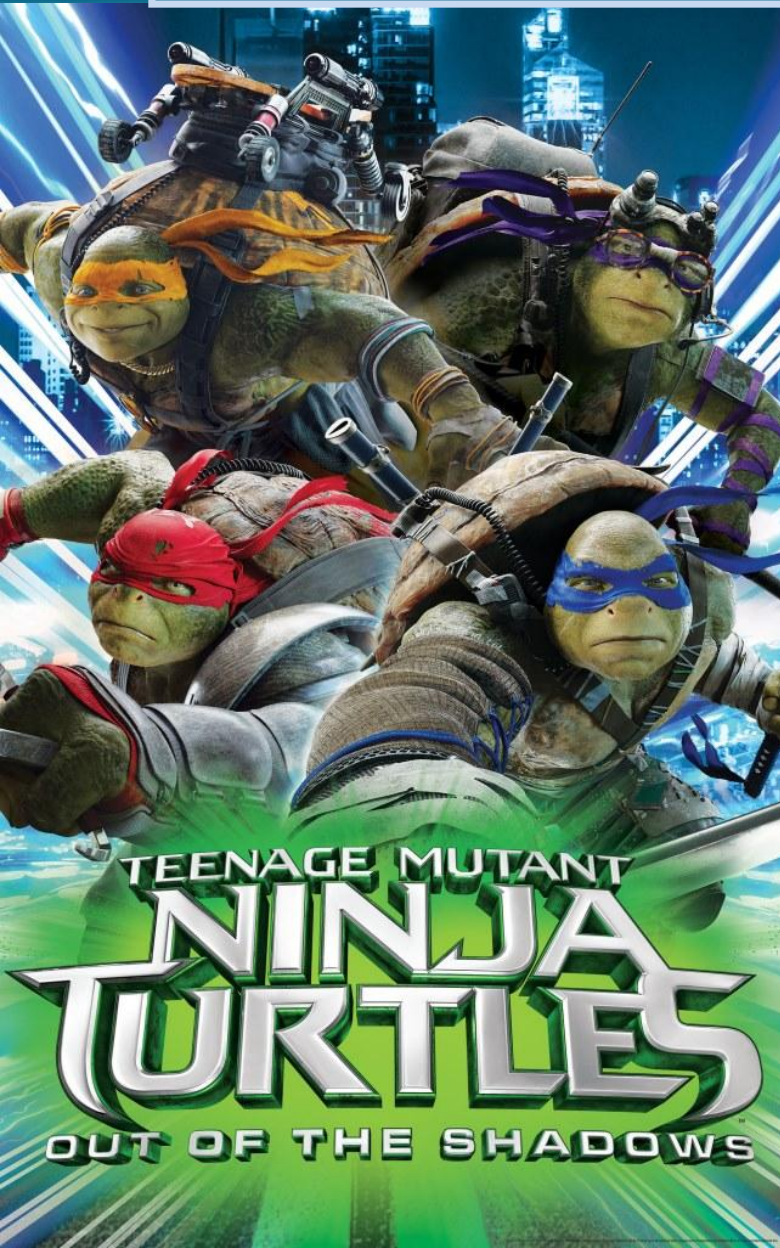
About Playmates Toys

- 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.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



Operating Environment

During the first half of 2016:

- NPD reported US retail toy \$ sales up by about 7%*,
- Driven by major franchises including strong competitive boys action brands

* Source: The NPD Group/Retail Tracking Services/U.S. Toys/26 weeks ending July 2, 2016

Our 2016 Interim Results Reflected

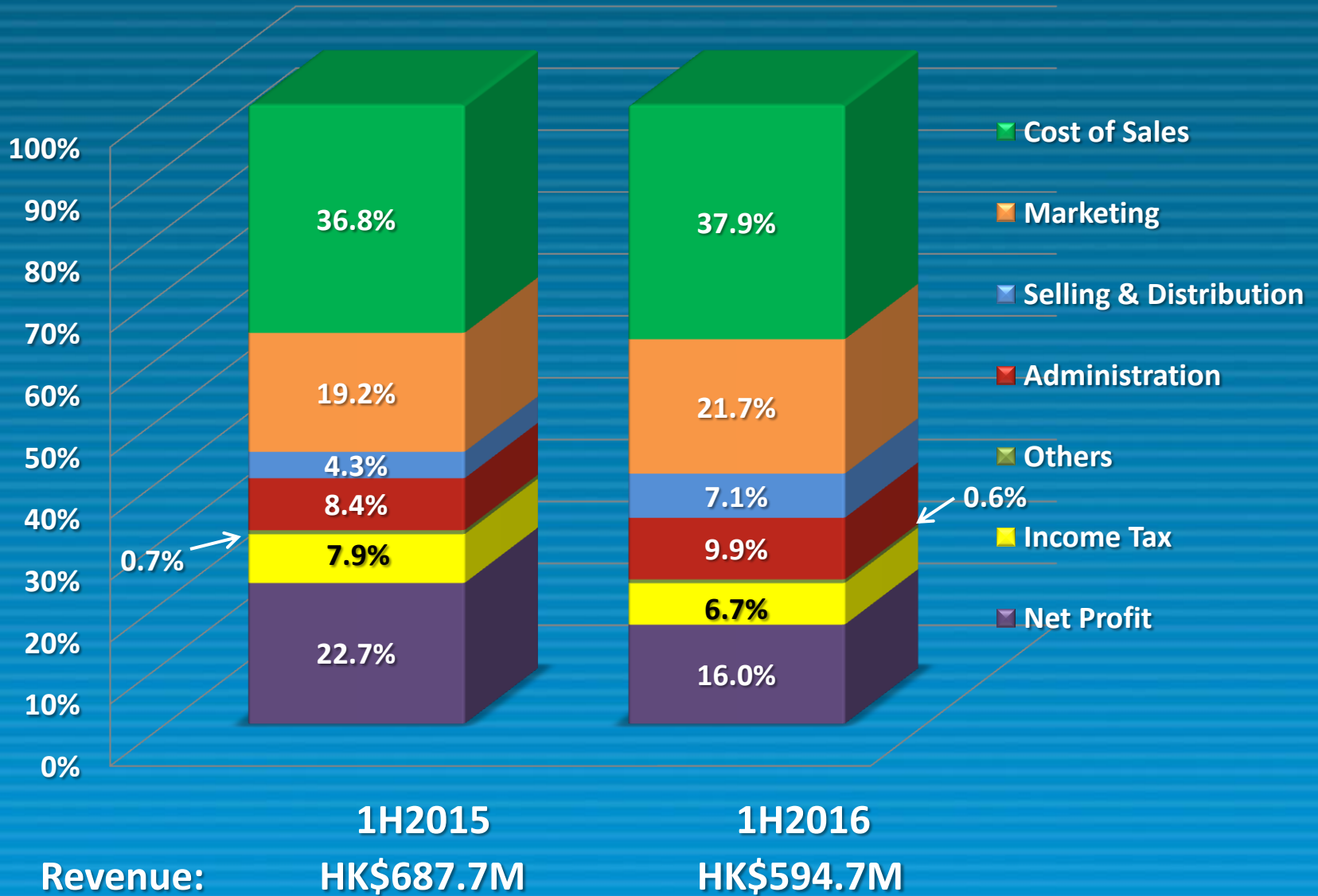
- TMNT Movie Sequel boosted sales, but not sufficient to offset negative impact from strong competition
- Higher proportion of sales outside U.S. due to timing of international shipments of Movie products
- Higher R&D expenses to develop new brands to be launched in 2017
- Higher promotional expenses to support Movie products and new product segments

Financial Highlights

Income Statement

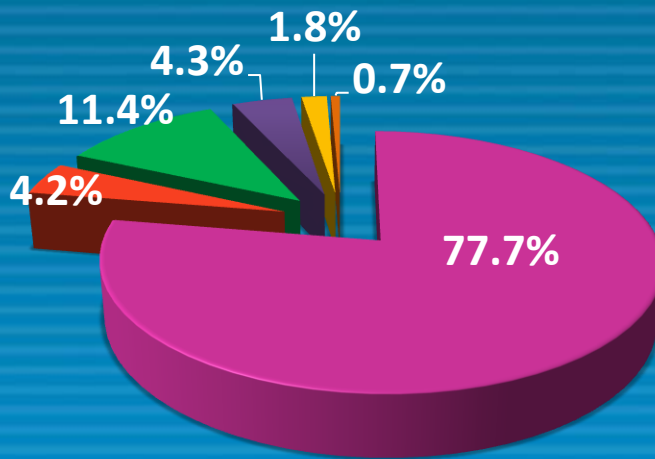
HK\$ Million	1H2015	1H2016	+/-%
Revenue	687.7	594.7	-13.5
Gross Profit	434.3	369.4	-14.9
Marketing	(132.2)	(129.1)	-2.3
Selling & Distribution	(29.4)	(42.5)	+44.4
Administration	(57.6)	(59.1)	+2.6
Operating Profit	215.1	138.7	-35.5
Profit before taxation	210.5	135.1	-35.5
Income Tax	(54.2)	(39.9)	-26.4
Net Profit	156.3	95.2	-39.1
Earnings per Share (HK¢)	13.18	7.86	
Dividend per Share (HK¢)	5.00	5.00	

Margin Analysis

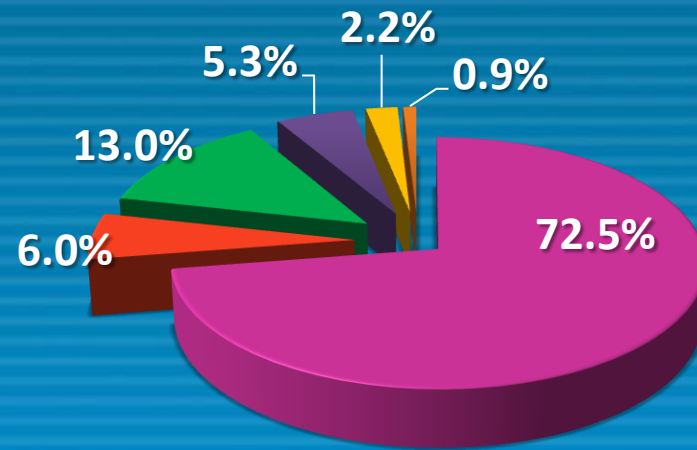


Revenue Breakdown by Regions

1H 2015



1H 2016



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

Financial Highlights

Balance Sheet

HK\$ Million **30/06/15** **30/06/16**

Inventories	67.6	37.9
Trade Receivables	242.7	202.8
Cash & Bank Balances	987.5	1,049.8
Net Current Assets	1,009.5	1,120.5
Net Assets	1,077.9	1,172.3

Net Asset per Share (HK\$) **0.89** **0.97**

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

Current Ratio **4.0** **5.0**

Looking Forward

TEENAGE MUTANT NINJA
TURTLESTM

BEN
10TM

MYSTICONSTM



Looking Forward

- Increased uncertainties in global economic outlook
- Challenges continue in international markets
- Entertainment-driven competition continues to intensify
- Shipments of Movie products skewed seasonality pattern in favor of first half of year

Playmates Pipeline

- Continued development of TMNT franchise
- Three New brands to be launched in 2017
 - Ben 10
 - Voltron
 - Mysticons
- Actively pursue selective new opportunities



TEENAGE MUTANT NINJA TURTLES™

- Nickelodeon TV series currently in Season 4; to be followed by Season 5
- Continued refreshment of core TMNT action figure categories tied to new TV show themes
- Actively developing new product segments

- Cartoon Network to re-launch Ben 10, the powerful global franchise, in 2016
- The original 2006 series spawned:
 - 4 animated TV series
 - 1 animated movie
 - 2 live-action movies
 - Global merchandise success
- Playmates to launch all-new Ben 10 toy line in 2017





- DreamWorks Animation re-imagines Voltron, the classic robot franchise, as a Netflix Original Series in June 2016
- Playmates to launch all-new Voltron toy line in spring 2017

Official trailer: <https://www.youtube.com/watch?v=DdqoQjaOGe>

MYSTICONS



- Brand new animated action TV series developed by Nelvana Studio, Nickelodeon and Topps Company
- Targeting girls audience, *Mysticons* tells the epic tale of 4 girls who transform into legendary warriors
- Scheduled to debut on Nickelodeon in 2017



Playmates Toys Limited

Thank You!