



Playmates Toys Limited
2019 Interim Results Briefing
12 August 2019

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
 - Our 2019 Interim Results Reflected
 - Financial Performance
- Looking Forward

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



Our 2019 Interim Results Reflected

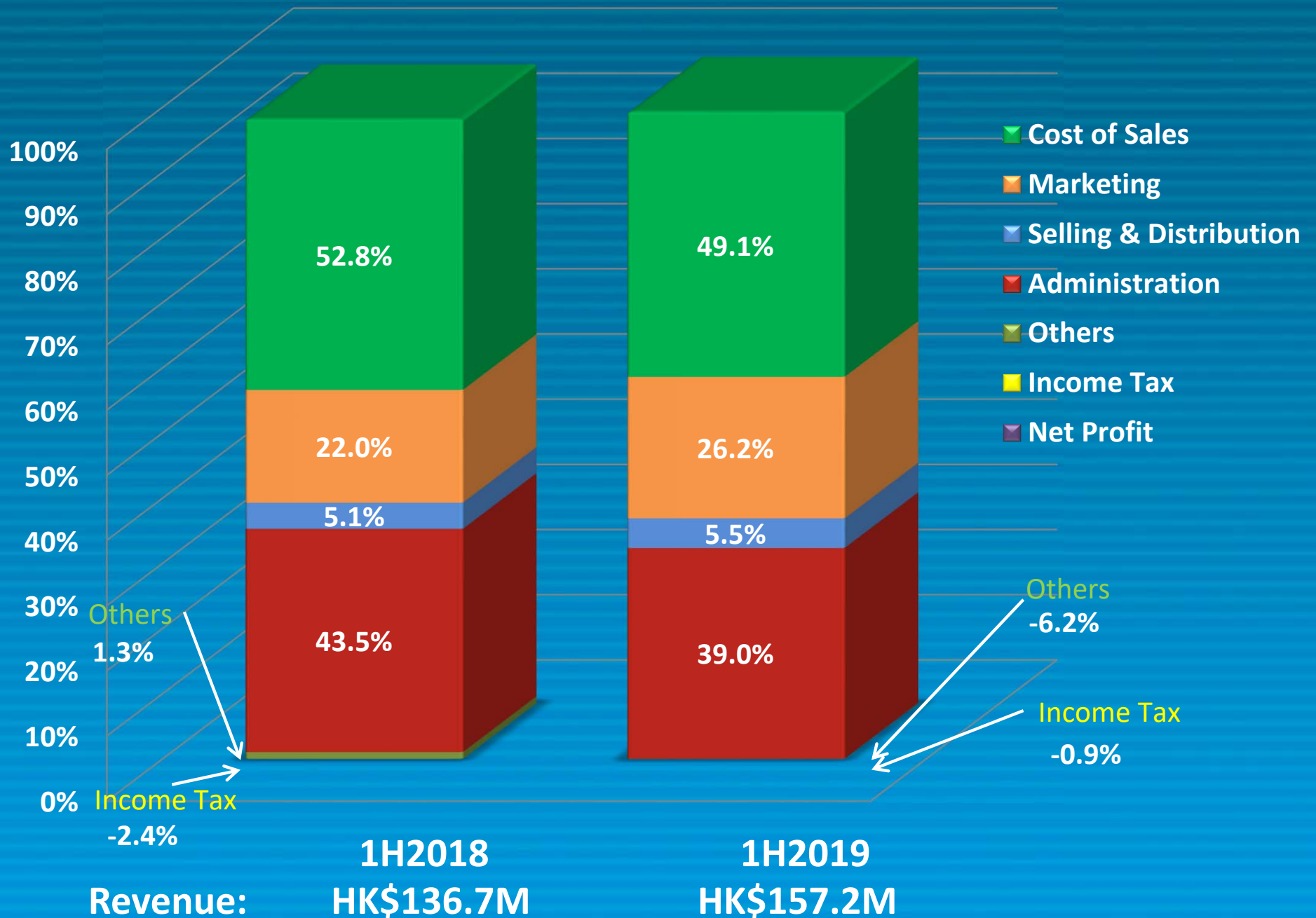
- Rollout of *Rise of Teenage Mutant Ninja Turtles* TV show and products around the world
- Gross profit ratio increase due to:
 - (i) fewer clearance of non-carry forward products
 - (ii) lower tooling expenses
- Higher marketing, selling & distribution costs in line with increase in sales, and stable overhead expenses

Financial Performance

Income Statement Highlights

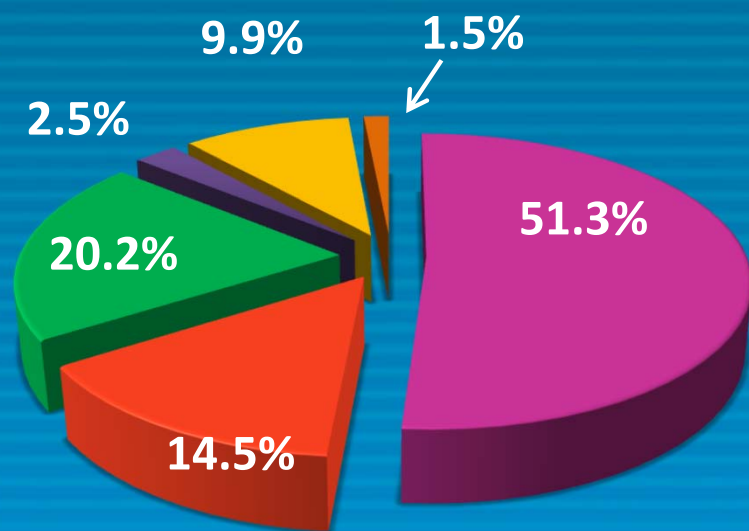
HK\$ Million	1H2018	1H2019	+/-%
Revenue	136.7	157.2	15.0
Gross Profit	64.5	80.0	24.1
Marketing	(30.1)	(41.2)	37.1
Selling & Distribution	(7.0)	(8.6)	22.9
Administration	(59.5)	(61.3)	3.1
Impairment Loss on Trade Receivables	(9.5)	-	N/A
Operating Loss	(41.5)	(31.1)	-25.2
Loss before Taxation	(33.8)	(21.3)	-37.0
Income Tax credit	3.2	1.4	-57.2
Net Loss	(30.5)	(19.9)	-34.8
Loss per Share (HK¢)	(2.58)	(1.69)	-34.5

Margin Analysis



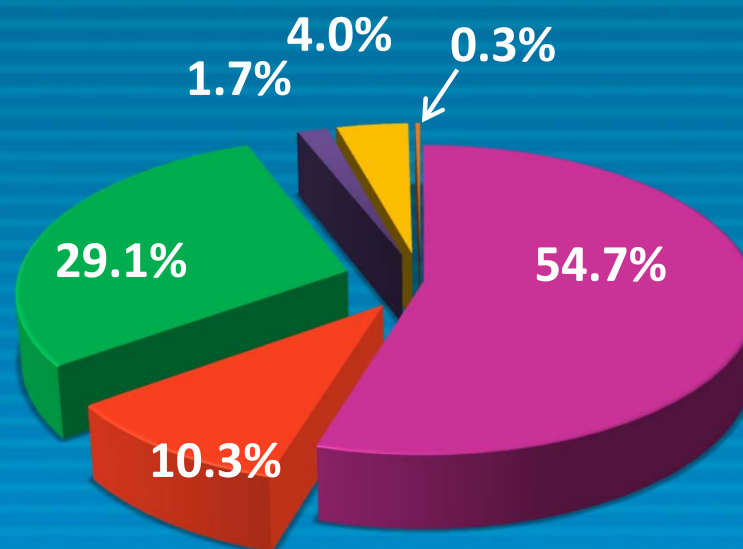
Revenue Breakdown by Regions

1H2018



HK\$136.7M

1H2019



HK\$157.2M

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

Looking Forward



Looking Forward

- Expect macroeconomic uncertainties and competitive pressure to persist and intensify in 2nd half 2019
- ***Rise of the Teenage Mutant Ninja Turtles*** - season 2 to premiere in Fall 2019
- ***Ben 10*** - product line extensions in active development for 2019 and 2020
- ***ZAG HEROEZ: Power Players*** - brand new show to debut in Fall 2019, initial shipments may occur in late 2019
- ***Godzilla vs. Kong*** - full toy line in development for the blockbuster movie in 2020
- ***Pikwik*** - complete line of figures, playsets, vehicles, plush and role play toys scheduled to launch in 2020



TMNT 35th Anniversary!

- *TMNT* celebrating its 35th anniversary!
- Nickelodeon's *Rise of the Teenage Mutant Ninja Turtles* TV Show and our *TMNT* toys rolling out across many international markets
- Season 2 scheduled to premiere in Fall 2019, supported by continued flow of digital content
- Confident in *TMNT* as evergreen entertainment franchise



BEN 10



- Cartoon Network's *Ben 10* animated TV series continues to be popular in US and in many international markets
- Actively developing product line extensions



- Playmates secured master toy rights of **ZAG HEROEZ: Power Players**
- Brand new show scheduled to debut on Cartoon Network in Fall 2019
- Multi-segment toy line in development to launch in early 2020
- Initial shipments may occur in late 2019

GODZILLA vs. KONG

O N E W I L L F A L L

- ***Godzilla vs. Kong***, legendary, Toho and Warner Bros. bring together ***Godzilla*** and ***King Kong*** in on-screen battle in 2020
- Full toy line for ***Godzilla vs. Kong*** blockbuster movie immerse kids in epic monster battle play





- **Pikwik**, brand new pre-school series, collaborate with Toronto-based Guru Studio



- Complete line of figures, playsets, vehicles, plush and role play toys scheduled to launch in 2020





Playmates Toys Limited

Thank You!