



Playmates Toys Limited
2020 Interim Results Briefing
21 August 2020

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



Our 2020 Interim Results Reflected

- Turnover decline due to:
 - (i) planned hiatus of *Teenage Mutant Ninja Turtles* (“*TMNT*”) and contraction in *Ben 10*
 - (ii) COVID-19 pandemic negatively impacted launch of new brands
- Gross profit ratio decrease due to:
 - (i) higher product development & tooling expenses
 - (ii) partially offset by higher % US sales with higher gross margin
- Lower recurring operating expenses due to:
 - (i) lower marketing expenses
 - (ii) lower overhead expenses

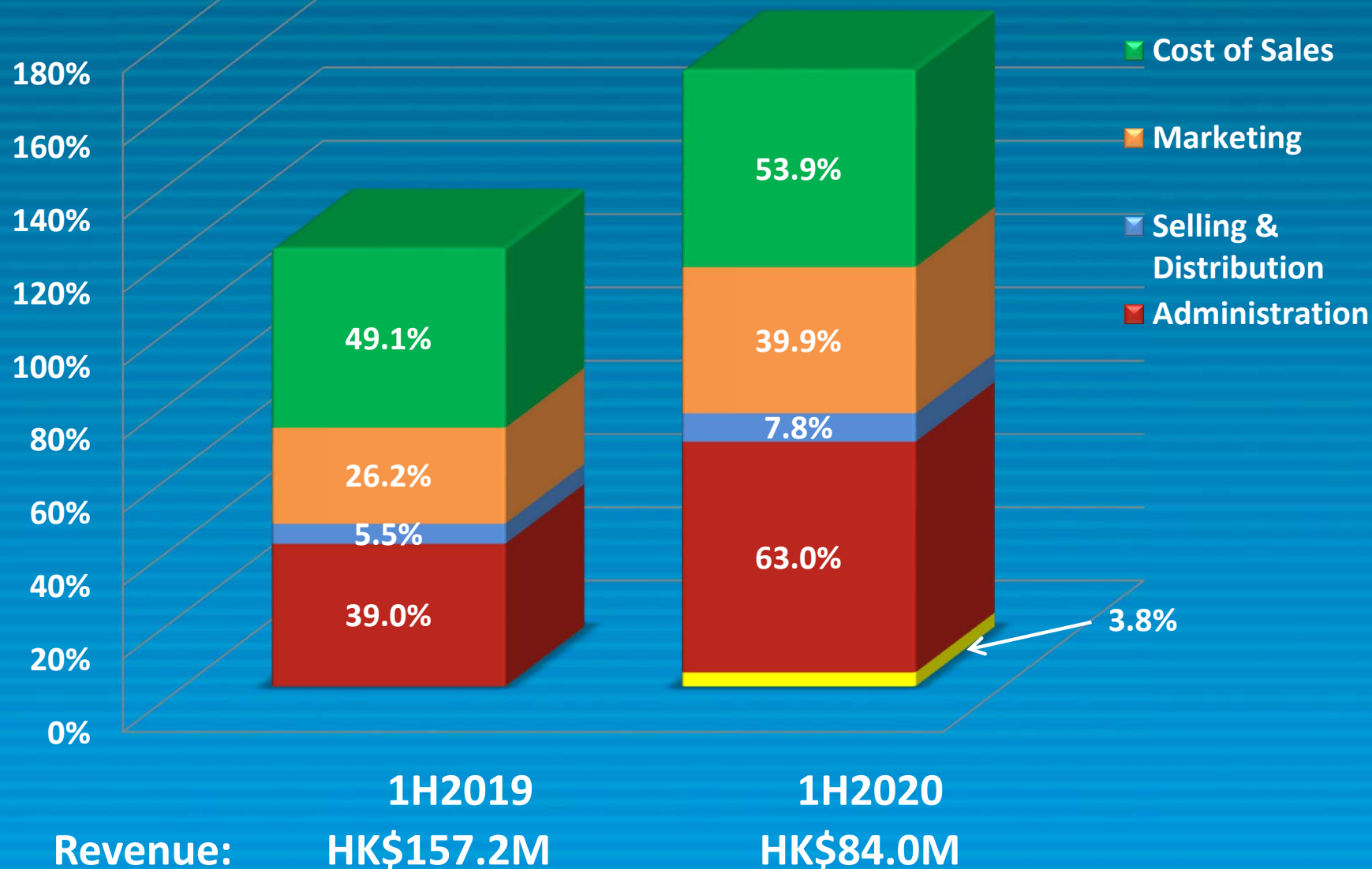
Financial Performance

Income Statement Highlights

HK\$ Million	1H2019	1H2020	+/-%
Revenue	157.2	84.0	-46.6
Gross Profit	80.0	38.7	-51.6
Marketing	(41.2)	(33.5)	-18.7
Selling & Distribution	(8.6)	(6.5)	-24.4
Administration	(61.3)	(53.0)	-13.5
Operating Loss	(31.1)	(54.3)	74.6
Loss before Taxation	(21.3)	(49.4)	131.9
Income Tax credit/(expense)	1.4	(3.2)	N/A
Net Loss	(19.9)	(52.6)	164.3
Loss per Share (HK¢)	(1.69)	(4.46)	163.9

Financial Performance

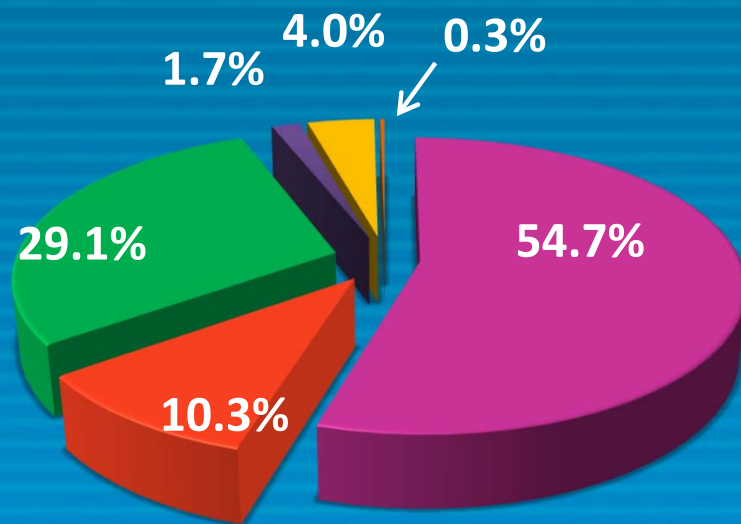
Margin Analysis



Financial Performance

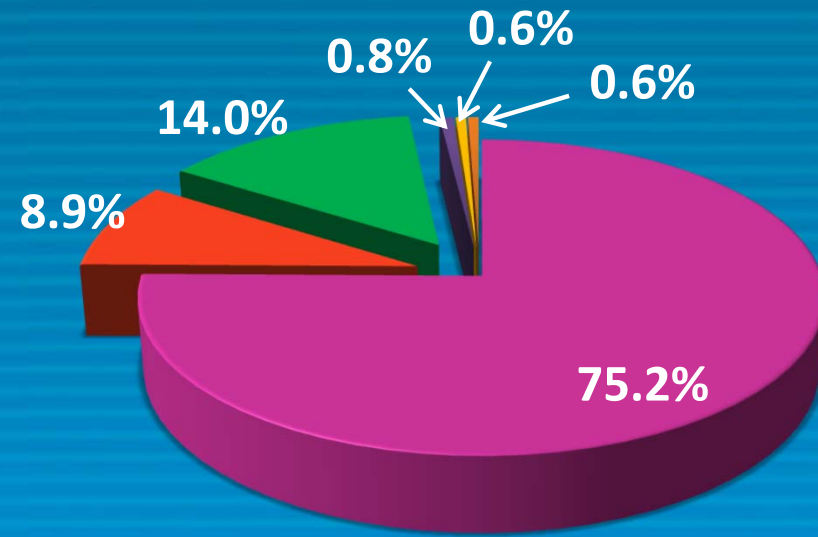
Revenue Breakdown by Regions

1H2019



HK\$157.2M

1H2020



HK\$84.0M

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

Looking Forward



Looking Forward

- COVID-19 pandemic expected to continue to severely challenge operating environment in the near term
- Continue to prudently manage operating costs and focus on selective new opportunities that are good fits for our core competence and reflect changing consumer behaviors
- ***Ben 10*** expected to continue to generate positive contribution
- ***Godzilla vs. Kong*** toy line to launch in Fall 2020 as planned despite movie release delayed to 2021
- ***Power Players*** toy line launched in US; to roll out across major markets in Fall 2020
- ***Miraculous: Tales of Ladybug & Cat Noir*** collection of toys to launch in Fall 2020

And more to come...



- ◆ Cartoon Network's *Ben 10* continues to attract significant fan base in US and many international markets
- ◆ Season 4 currently on air
- ◆ Animated movie *Ben 10 vs. The Universe* premiering in Fall 2020
- ◆ Expect continued positive contribution from the brand

GODZILLA vs. KONG

ONE WILL FALL

- Products inspired by Toho's Classic Monsters launched in Spring 2020
- *Godzilla vs. Kong* movie from Legendary and Warner Bros. delayed to 2021
- Product line for *Godzilla vs. Kong* movie to launch in Fall 2020 as previously planned

The background of the slide is a promotional image for the movie 'Godzilla vs. Kong'. It features the two main characters, Godzilla and Kong, in a confrontational pose. Godzilla is on the left, roaring with its mouth open, showing sharp teeth. Kong is on the right, also roaring. The scene is set against a fiery, orange and yellow background, suggesting a city under attack. The title 'GODZILLA vs. KONG' is prominently displayed in the center, with 'GODZILLA' in blue and 'KONG' in orange. Below the title, the tagline 'ONE WILL FALL' is visible in a smaller font.

GODZILLA vs. KONG



- Following debut on Cartoon Network, *Power Players* now streaming on Netflix
- Products launched in US in early 2020; to roll out across major markets throughout rest of the year





Miraculous: Tales of Ladybug & Cat Noir has become a global phenomenon, streams and airs in over 120 countries worldwide with new seasons and specials in production



Collection of toys launching in Fall 2020 in selected international markets





Playmates Toys Limited

Thank You!