



**Playmates Toys Limited**  
**2022 Interim Results Briefing**  
**19 August 2022**

# 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.playmatestoys.com](http://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



## Our 2022 Interim Results Reflected

- 25% year-over-year increase in turnover driven by:
  - The expansion of our *Miraculous: Tales of Ladybug & Cat Noir* toy line
  - Partially offset by a contraction in *Godzilla vs Kong* products sales
- Gross profit ratio contraction from 52% to 49% due to:
  - Higher ocean freight costs and provision on inventory writedown in 1H 2022
- 17% year-over-year increase in operating expenses driven by:
  - Contractual incentive payment to a licensor based on brand profitability
  - Partially offset by a reduction in administration expenses

# Financial Performance

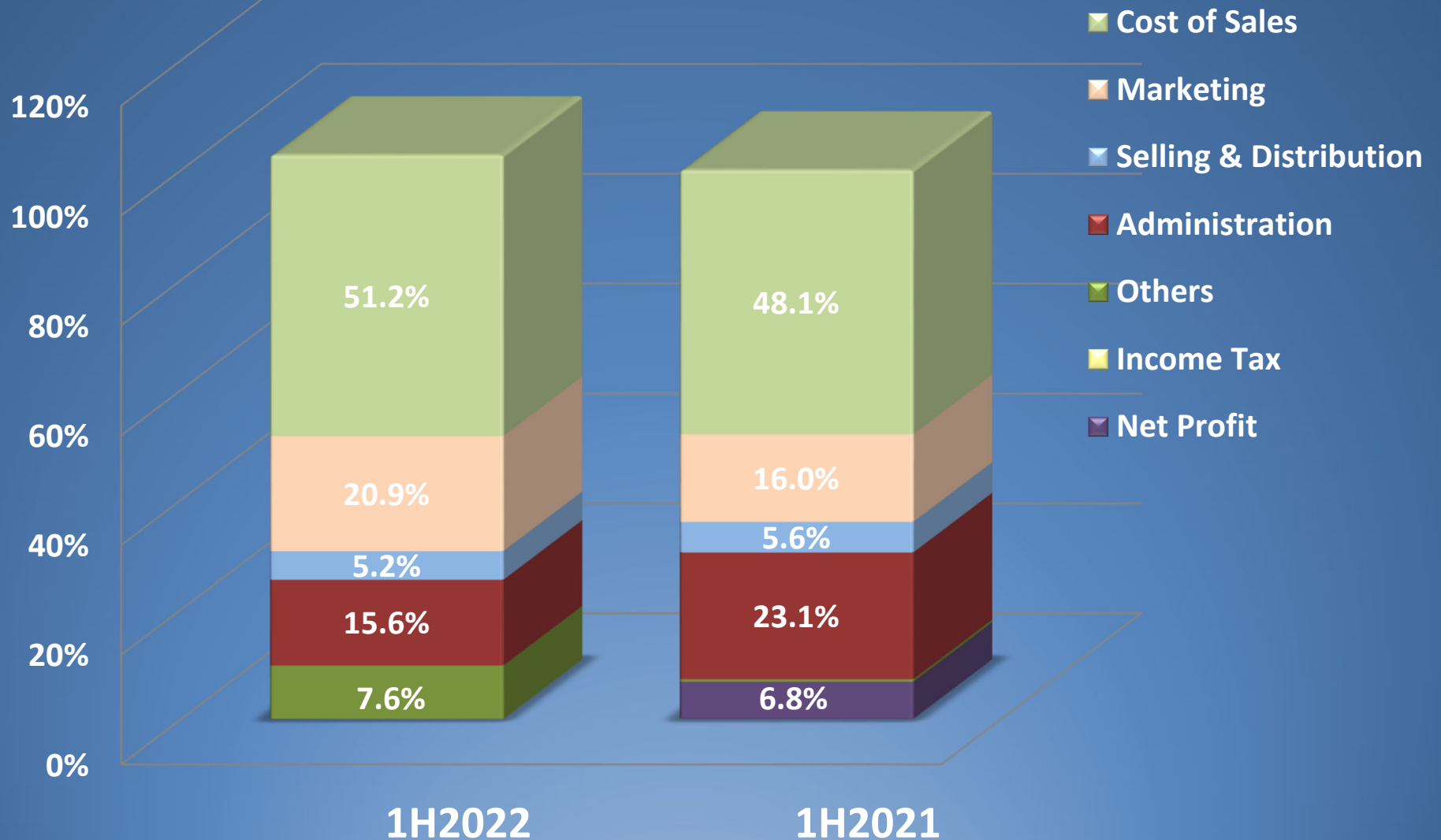
## Income Statement Highlights

HK\$ Million	1H2022	1H2021	+/-%
Revenue	267.5	214.0	+25.0%
Gross Profit	130.6	111.0	+17.6%
Marketing	(56.0)	(34.1)	+64.1%
Selling & Distribution	(14.0)	(11.9)	+17.3%
Administration	(41.8)	(49.5)	-15.4%
Operating Profit	18.7	15.5	+21.0%
(Loss)/Profit before Taxation	(7.3)	14.5	N/A
Income Tax expense	5.9	0.0	N/A
Net (Loss)/Profit	(1.4)	14.5	N/A
(Loss)/Earnings per Share (HK¢)	(0.12)	1.23	N/A



# Financial Performance

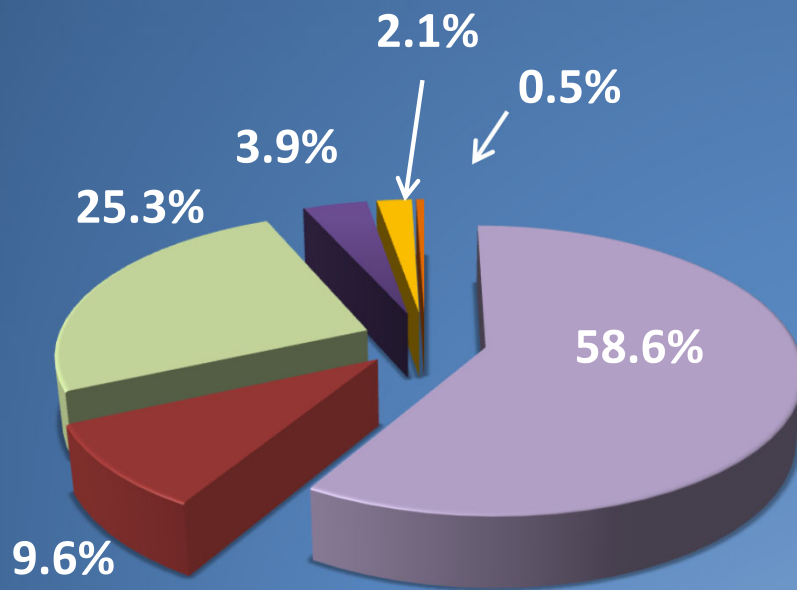
## Margin Analysis



# Financial Performance

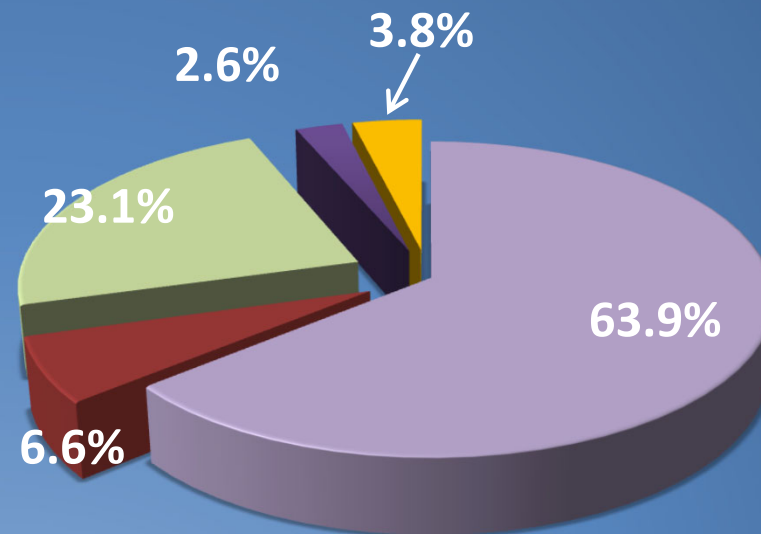
## Revenue Breakdown by Regions

1H2022



HK\$267.5M

1H2021



HK\$214.0M

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



# Looking Forward



**STAR TREK**  
UNIVERSE

# Looking Forward




- Headwinds in operating environment include:
  - Persistent high inflation leading to a slowdown in consumer demand for non-essential goods
  - Pull-forward in inventory purchases in response to supply chain disruptions over the past year has led to elevated inventory levels
- Continuation of *Miraculous: Tales of Ladybug & Cat Noir* toy line
- Launch of *Star Trek* iconic characters in Summer 2022, followed by kid-targeted toys based on *Star Trek: Prodigy* later in 2022
- And more to come.....



NEW

# Miraculous LADYBUG & CATNOIR THE MOVIE



-  The highly popular *Miraculous: Tales of Ladybug & Cat Noir* TV show continues to air in over 120 countries worldwide and streams across multiple digital platforms
-  An upcoming animated musical movie, *Ladybug & Cat Noir Awakening*, is scheduled for global release in 2023
-  We are actively working on product line extensions for 2023



# STAR TREK UNIVERSE

## STAR TREK



We are making a much-anticipated return as the global master licensee for figures, vehicles and ships, role play and other categories for *Star Trek*



Summer 2022 toy launch includes some of the most iconic characters in the *Star Trek* universe, including its most famous Captains and First Officers



Later in 2022, we will also launch action figures from the new Paramount+ and Nickelodeon animated series *Star Trek: Prodigy*



STAR TREK  
**PRODIGY**



**Playmates Toys Limited**

**Thank you!**