



Playmates Toys Limited
2022 Full Year Results Briefing
10 March 2023

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
- We create, design, market & distribute branded promotional toys 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.

2022 Operating Environment

- Non-essential goods (including toys) began to experience a slowdown in Spring 2022 as food and energy inflation picked up
- The pull-forward in inventory purchases in 2021 and early 2022 as a response to supply chain disruptions now became a challenge to digest
- Many retailers also pulled back on orders, which further compounded inventory issues
- These challenges will likely persist through the first half of 2023

Our 2022 Results Reflected

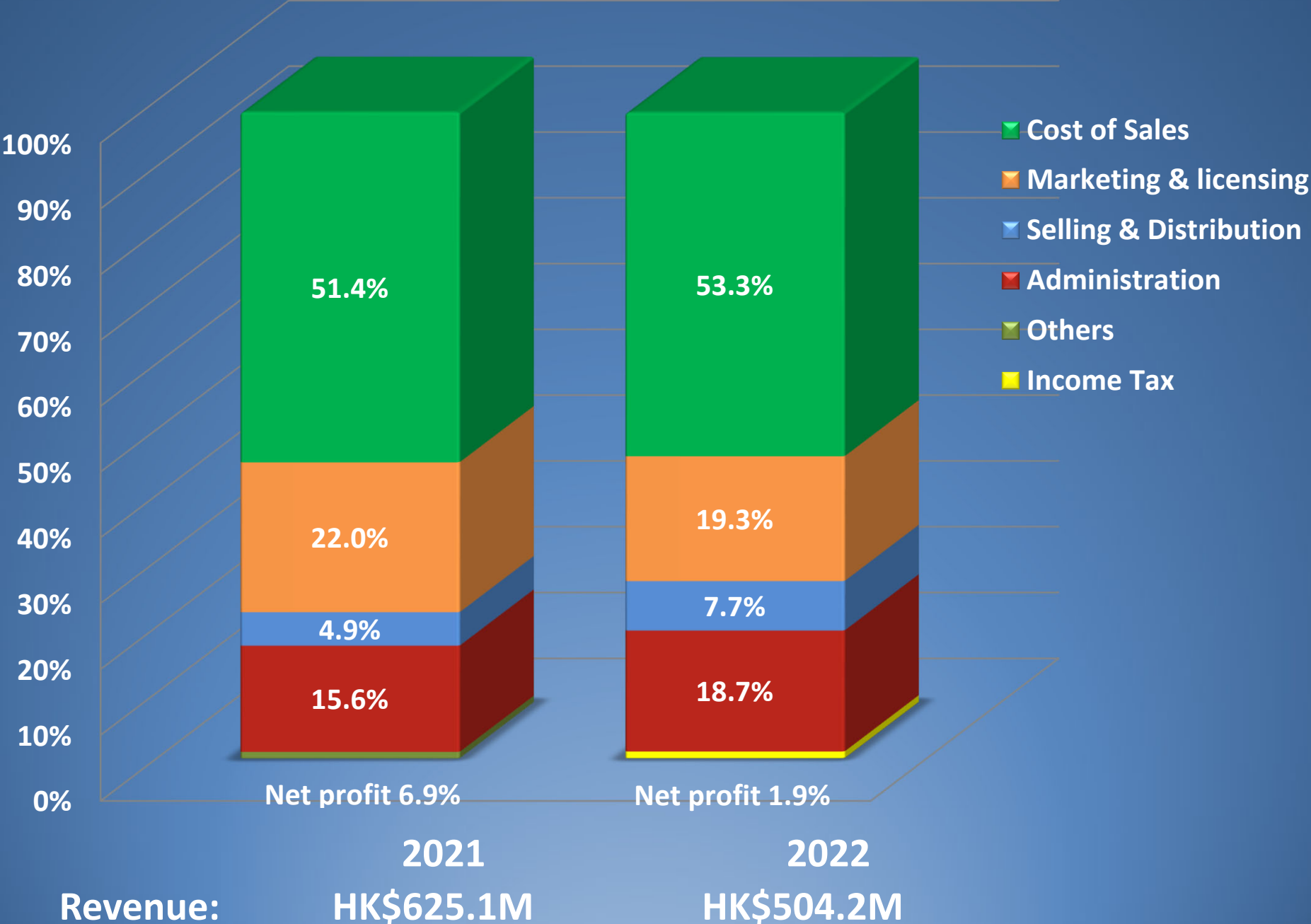
- Lower turnover compared to 2021 driven by:
 - Anticipated year-over-year decline in *Godzilla vs. Kong* product sales, lapping the movie release in 2021
 - Partially offset by the expansion of our Miraculous: Tales of Ladybug & Cat Noir toy line
- Slightly contraction in gross margin due to:
 - Elevated discounts and writedowns to reduce our inventory level in response to a challenging consumer environment
- Operating expenses decreased by 13% year-over-year, but increased slightly as a percentage of revenue, reflecting higher selling and distribution expenses, offset by lower marketing expenses and stable administrative expenses

Financial Performance

Income Statement Highlights

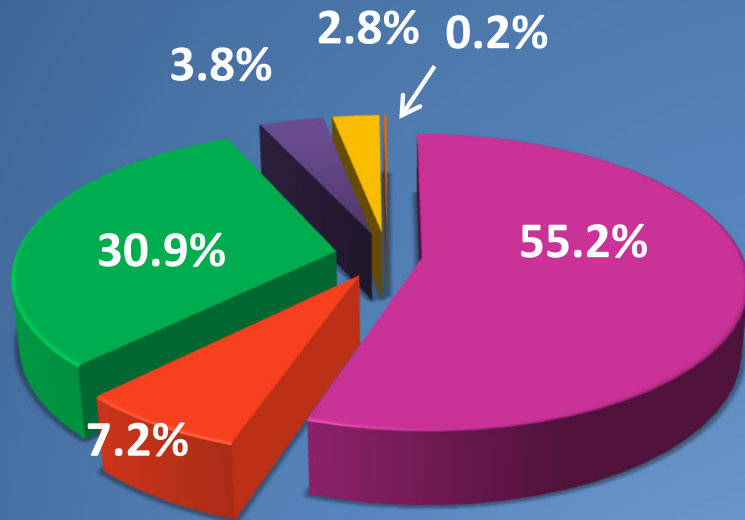
HK\$ Million	2021	2022	+/-%
Revenue	625.1	504.2	-19%
Gross Profit	303.5	235.7	-22%
Other revenue	-	29.2	N/A
Marketing and licensing	(137.6)	(97.4)	-29%
Selling & Distribution	(30.7)	(38.6)	26%
Administration	(97.4)	(94.4)	-3%
Operating profit	37.8	34.5	-9%
Profit before Taxation	32.0	14.9	-53%
Income Tax credit/(expense)	10.9	(5.2)	-147%
Net Profit	43.0	9.7	-77%
Earnings per Share (HK¢)	3.64	0.82	-77%
Dividend per Share (HK¢)	2.00	2.00	0%

Margin Analysis



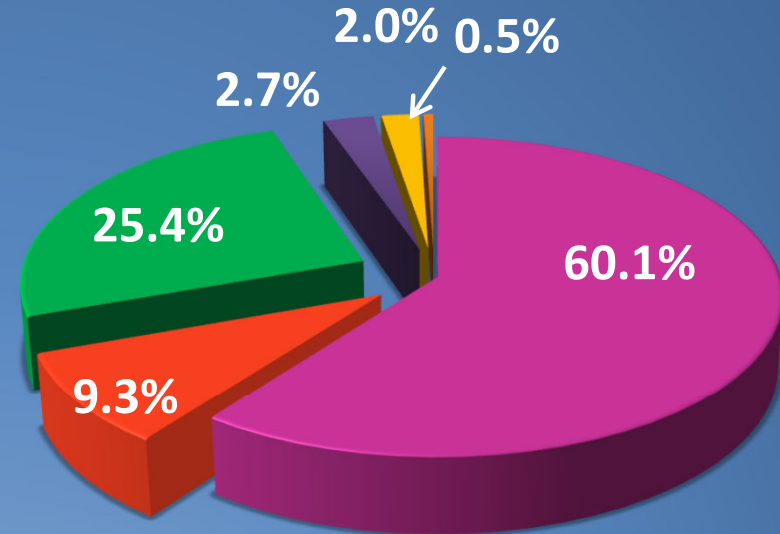
Revenue Breakdown by Regions

2021



HK\$625.1M

2022



HK\$504.2M

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

Looking Forward

TEENAGE MUTANT NINJA
TURTLES
MUTANT
MAYHEM



Looking Forward

- Challenges and uncertainties remain in our operating environment, but we are optimistic that major entertainment events will provide a boost to our product lines in 2023
- Relaunch of *Teenage Mutant Ninja Turtles* toy line supported by the global release of the highly anticipated *Teenage Mutant Ninja Turtles: Mutant Mayhem* animated film, produced by Seth Rogan, in summer 2023
- *Miraculous Ladybug & Cat Noir* movie will also debut in 2023, and aims to create further excitement among current fans, as well as introduce a brand new audience to the Miraculous universe

TEENAGE MUTANT NINJA
TURTLES
MUTANT
MAYHEM



The animated movie: Teenage Mutant Ninja Turtles - Mutant Mayhem is set to hit theaters worldwide in summer 2023



Trade reaction to our all-new line of toys based on the movie has been enthusiastic



Our TMNT toy line will launch in U.S. and over 65 countries worldwide in conjunction with Paramount's multi-platform theatrical marketing and promotional campaign

TEENAGE MUTANT NINJA
TURTLES
MUTANT
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- 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
- Season 5 launched on Disney platforms in Fall 2022 and rolling out throughout 2023
- An upcoming animated musical feature, *Miraculous Ladybug & Cat Noir: The Movie*, is scheduled for global release in 2023



ZAG
HERQEZI
Miraculous[™]



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Thank You!