



**Playmates Toys Limited**  
**2023 Full Year Results Briefing**  
**15 March 2024**

# 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
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  - Financial Performance
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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](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.

# 2023 Operating Environment

- Our operating environment was once again challenging in 2023
- US overall Toy sales declined by 8% in both unit and dollar terms compared to 2022
- Inflationary pressures dampened demand for discretionary goods

## Our 2023 Results Reflected

- Higher turnover compared to 2022 driven by:
  - the successful relaunch of our *Teenage Mutant Ninja Turtles* toy line supported by the global release of *Teenage Mutant Ninja Turtles: Mutant Mayhem* animated film during the summer of 2023
- Higher gross profit margin due to:
  - favourable product mix, higher percentage of overall sales generated in the U.S. market with higher gross margin, lower ocean freight costs, and reduced writedowns and closeout discounts on excess inventory
- Operating expenses increased by 122% compared to the prior year period, reflecting higher variable costs in line with the increase in turnover

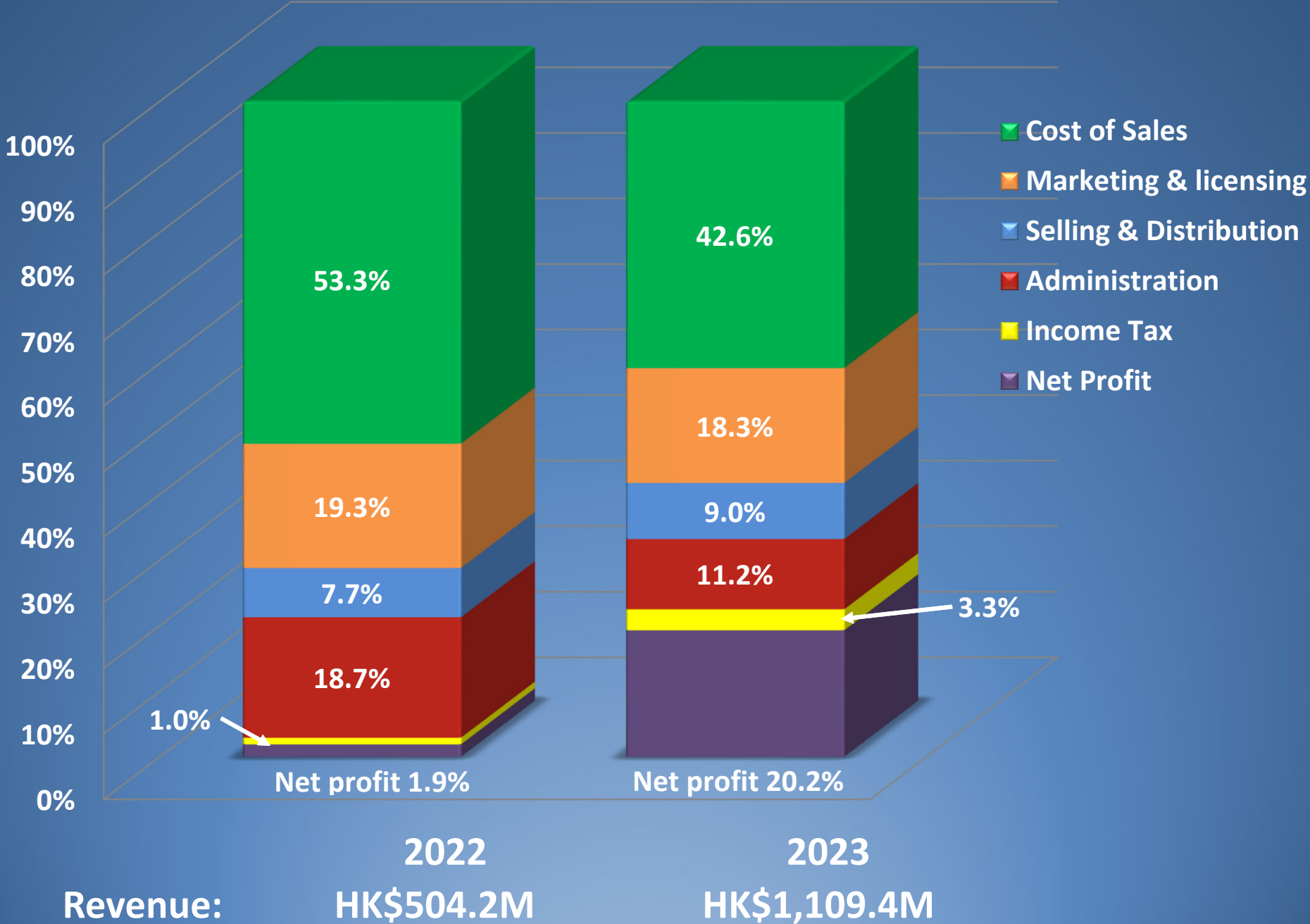
# Financial Performance

## Income Statement Highlights

HK\$ Million	2022	2023	+/-%
Revenue	504.2	1,109.4	120%
Gross Profit	235.7	636.7	170%
Other revenue	29.2	-	N/A
Marketing and licensing	(97.4)	(203.2)	109%
Selling & Distribution	(38.6)	(99.3)	157%
Administration	(94.4)	(124.4)	32%
Operating profit	34.5	209.9	508%
Profit before Taxation	14.9	260.7	1649%
Income Tax expense	(5.2)	(37.0)	614%
Net Profit	9.7	223.7	2201%
Earnings per Share (HK¢)	0.82	18.96	2212%
Dividend per Share (HK¢)	2.00	8.0	300%



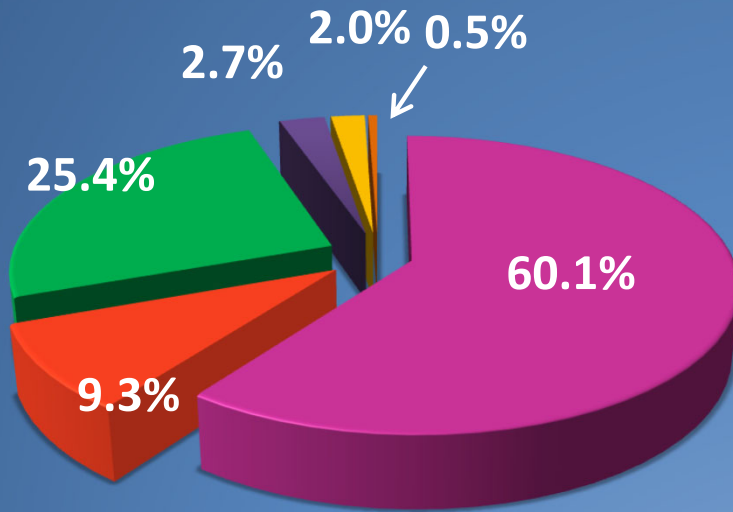
# Margin Analysis



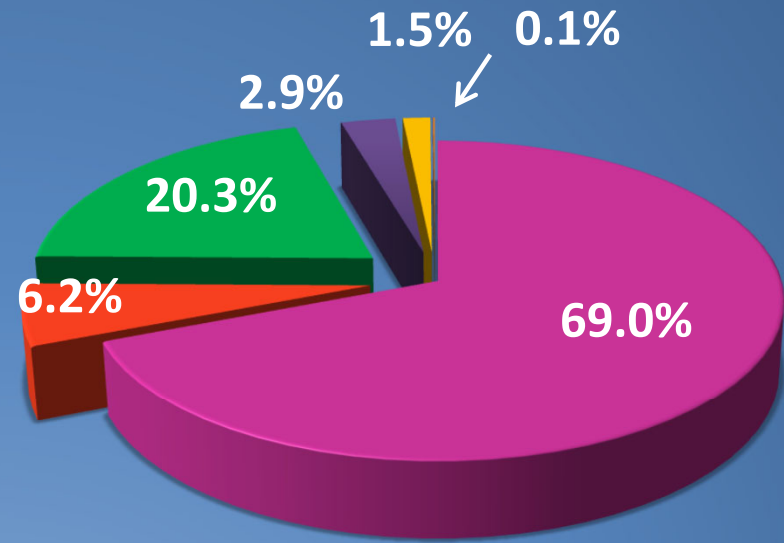
# Revenue Breakdown by Regions

2022

2023



HK\$504.2M



HK\$1,109.4M

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

# Financial Performance

## Balance Sheet Highlights

HK\$ Million

31/12/2022

31/12/2023

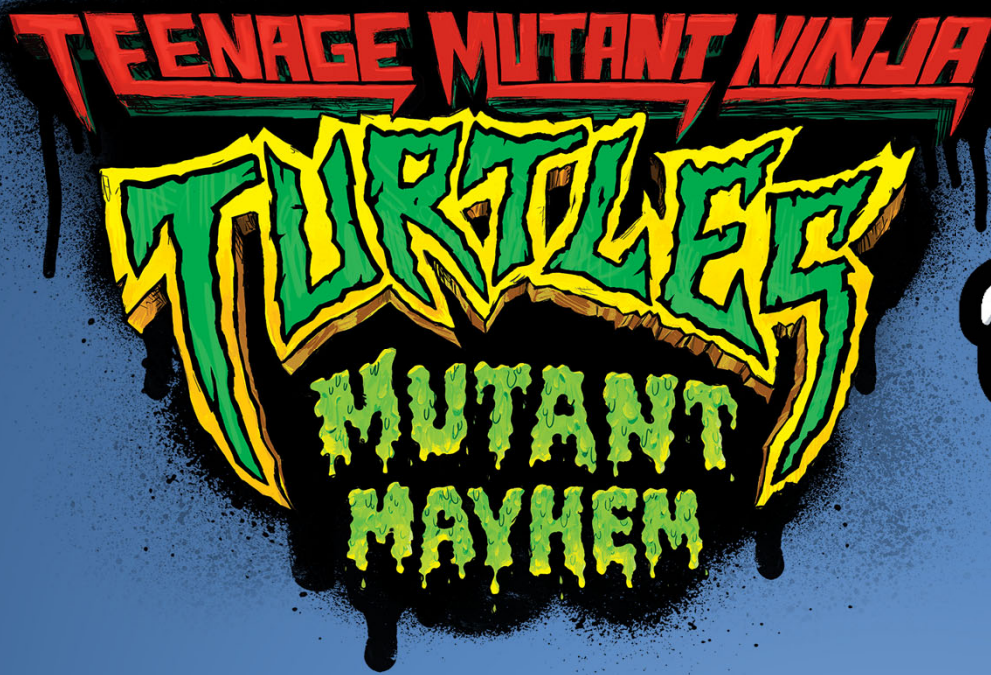
<b>Inventories</b>	<b>23.7</b>	<b>58.9</b>
<b>Trade Receivables</b>	<b>61.0</b>	<b>328.8</b>
<b>Investments</b>	<b>58.6</b>	<b>68.6</b>
<b>Cash &amp; Bank Balances</b>	<b>927.9</b>	<b>1,002.8</b>
<b>Net Current Assets</b>	<b>946.3</b>	<b>1,107.7</b>
<b>Net Assets</b>	<b>986.8</b>	<b>1,163.9</b>

**Net Asset per Share (HK\$)**                      0.84                      **0.99**

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

**Current Ratio**                                      6.6                      **3.8**

# Looking Forward



# Looking Forward

- Lapping the 2023 release of the *Teenage Mutant Ninja Turtles: Mutant Mayhem* movie will present more challenging year-over-year comparisons in 2024
- However, Paramount is planning to release a spinoff animated series on Paramount+ during 2024 that should provide support for the brand
- *Godzilla x Kong* product line is off to a good start at retail, and will be further boosted by the global release of the *Godzilla x Kong: The New Empire* movie in March 2024
- *Miraculous Ladybug & Cat Noir* continues to attract a wide fanbase around the world, and our toy line will maintain retail distribution in 2024, supported by new content on Disney and Netflix



# TEENAGE MUTANT NINJA TURTLES MUTANT MAYHEM

- The Paramount Pictures animated movie *Teenage Mutant Ninja Turtles: Mutant Mayhem*, developed by Paramount Animation and produced by Seth Rogen’s Point Grey Pictures, delivered solid box office results and drove strong toy sales in 2023. The movie is available for streaming on Paramount+ and other video-on-demand platforms.
- Paramount Pictures and Nickelodeon Movies are developing a sequel to *Teenage Mutant Ninja Turtles: Mutant Mayhem* and planning a two season series that will serve as a “bridge” between the films
- The spinoff series, titled *Tales of The Teenage Mutant Ninja Turtles*, will appear on Paramount+ starting in 2024. Both the movie sequel and the Paramount+ series will be produced by Seth Rogen’s Point Grey Pictures. We are actively developing new products to coincide with the upcoming content.

# GODZILLA x KONG

- In Spring 2024, Legendary Pictures' cinematic Monsterverse will follow up the explosive showdown of *Godzilla vs. Kong* with the anticipated sequel *Godzilla x Kong: The New Empire*
- As the global master licensee, Playmates Toys is producing highly detailed action figures in various collectible sizes, deluxe feature figures that bring the Titans to life, and role play masks for kids to become their favorite Titan monster
- Our *Godzilla x Kong* product line is off to a good start at retail, and will be further boosted by the movie release in March 2024





- Disney has acquired seasons six and seven of the popular *Miraculous: Tales of Ladybug & Cat Noir* animated series, along with three new hour-long specials. All of this new content will premiere on Disney Channels worldwide starting Fall 2024, and will subsequently roll out on Disney+
- The animated musical feature, *Miraculous Ladybug & Cat Noir: The Movie*, continues to stream on Netflix
- This content pipeline will help sustain the brand's popularity around the world and retail support for our toy line in 2024







**Playmates Toys Limited**

**Thank You!**