



**Playmates Toys Limited**  
**2024 Full Year Results Briefing**  
**14 March 2025**

# 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](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.

# 2024 Operating Environment

- 2024 was a mixed year with a number of positive and negative crosscurrents
- Overall toy sales in the U.S., our largest market, were flat compared to 2023, while major Western European markets and Australia all recorded single-digit percentage declines
- Cumulative inflation in prices of food and other essential goods, combined with a compressed holiday shopping season with fewer days between Thanksgiving and Christmas, led to broader and deeper discounting at retail compared to prior years

# Our 2024 Results Reflected

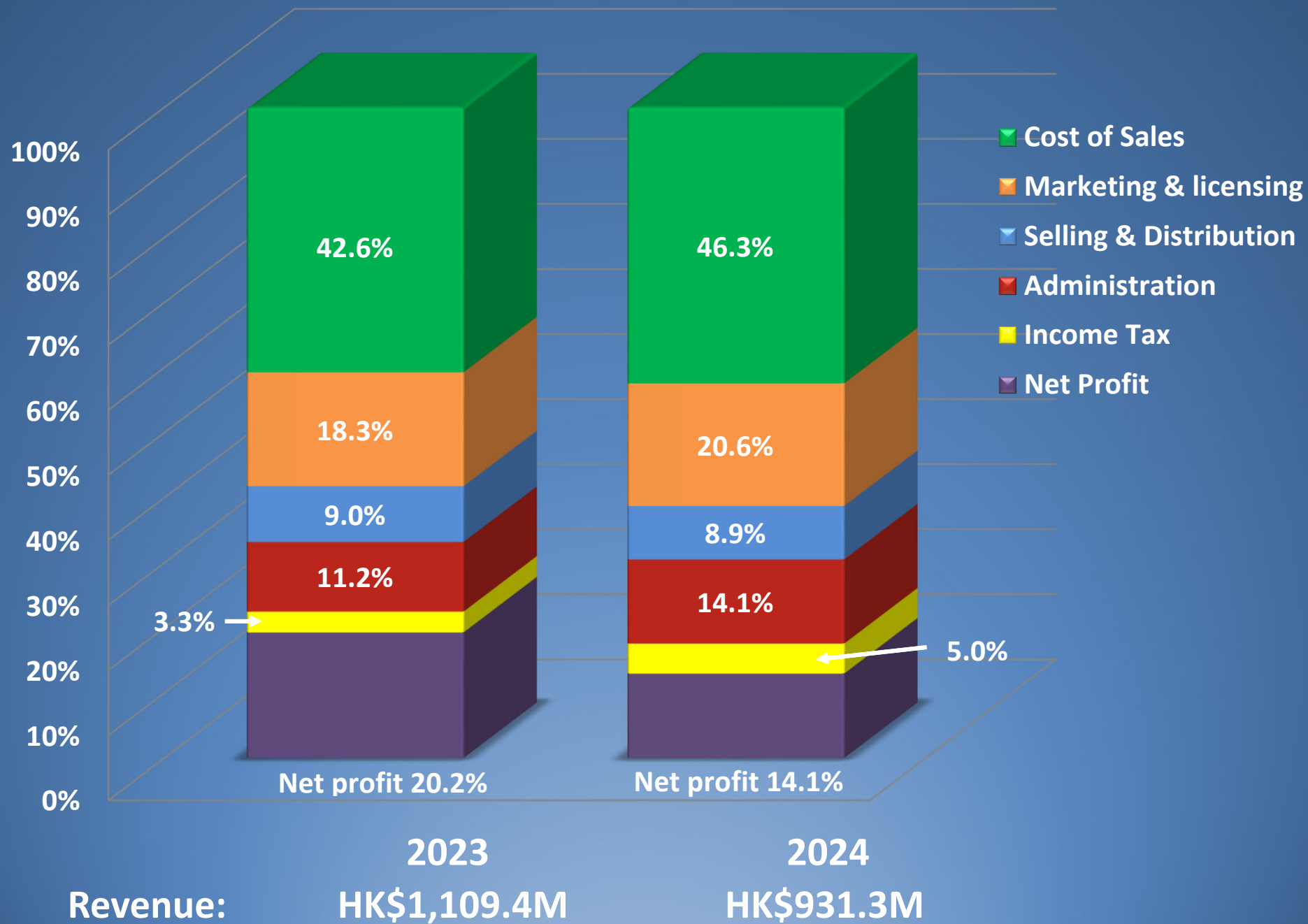
- Lower turnover compared to 2024 driven by:
  - Lower shipment volume of our *Teenage Mutant Ninja Turtles* toy line compared to prior year, which included the positive impact of the *Teenage Mutant Ninja Turtles: Mutant Mayhem* movie release, partially offset by the successful relaunch of our *Godzilla x Kong* product line, supported by the March 2024 release of the *Godzilla x Kong: The New Empire* movie
- Lower gross profit margin due to:
  - a promotional retail environment where retailers used more price discounts to compete for consumers,
  - a mix shift to lower margin products, and
  - higher product development costs as a percentage of sales, in preparation for new product launches in 2025
- Operating expenses declined by 9% compared to prior year, reflecting lower variable costs, partially offset by increased marketing expenses to drive revenue

# Financial Performance

## Income Statement Highlights

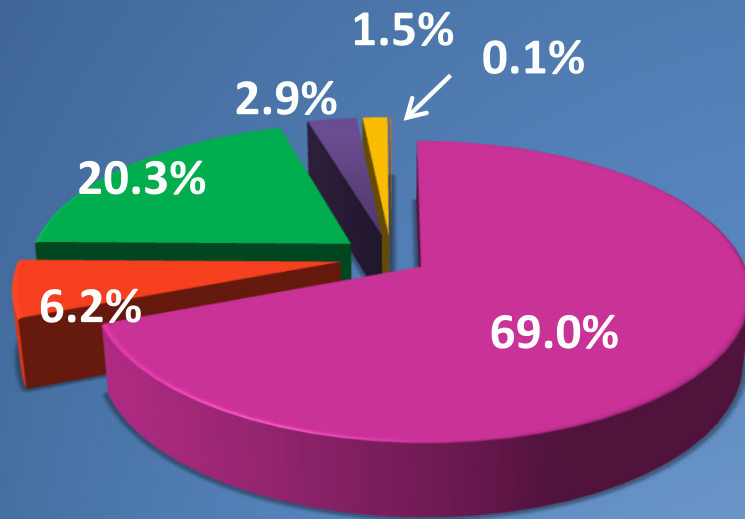
HK\$ Million	2023	2024	+/-%
Revenue	1,109.4	931.3	-16%
Gross Profit	636.7	500.5	-21%
Marketing and licensing	(203.2)	(191.5)	-6%
Selling & Distribution	(99.3)	(83.3)	-16%
Administration	(124.4)	(131.4)	6%
Operating profit	209.9	94.3	-55%
Profit before Taxation	260.7	178.4	-32%
Income Tax expense	(37.0)	(46.7)	26%
Net Profit	223.7	131.6	-41%
Earnings per Share (HK¢)	18.96	11.15	-41%
Dividend per Share (HK¢)	8.0	8.0	-

# Margin Analysis



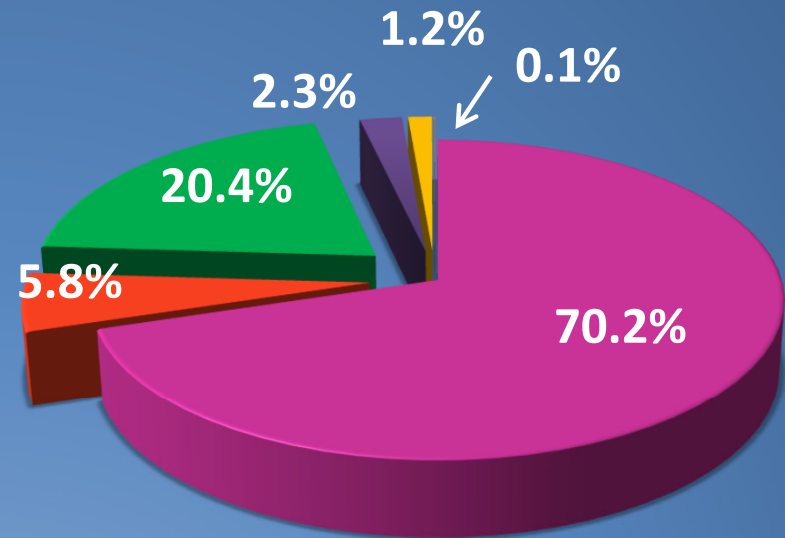
# Revenue Breakdown by Regions

2023



HK\$1,109.4M

2024



HK\$931.3M

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



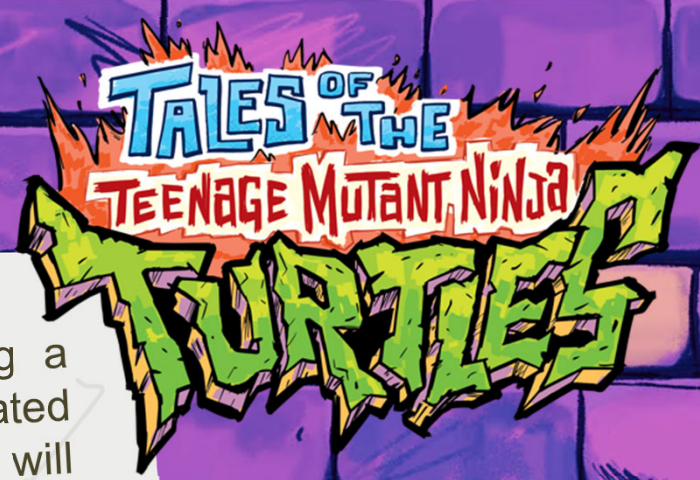
# Looking Forward



**GODZILLA × KONG**

# Looking Forward

- 2025 will be a transition year for us, without any major entertainment events to support our *Teenage Mutant Ninja Turtles* or *Godzilla x Kong* product lines. Comparison against 2024 will be challenging especially as we lap the *Godzilla x Kong: The New Empire* movie release in March 2024
- However, we will begin shipping our new *Power Rangers* product line in the summer of 2025, which should provide some support to our business in the second half of the year
- The recently announced 20% U.S. tariff on all imports from China will affect our entire industry, and is expected to put negative pressure on our profitability. We will carefully assess sourcing alternatives and pricing adjustments as the tariff situation develops



- Paramount Pictures and Nickelodeon Movies are developing a sequel to ***Teenage Mutant Ninja Turtles: Mutant Mayhem***, slated to release in October 2026, along with a two-season series that will serve as a “bridge” between the films
- Season 1 of the spinoff series, titled ***Tales of The Teenage Mutant Ninja Turtles***, was released on Paramount+ in August 2024, followed by Netflix in January 2025 in the U.S. and other major markets around the world throughout 2025. Season 2 of the series is scheduled to debut on Paramount+ this summer
- 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 March 2024, Legendary Entertainment released *Godzilla x Kong: The New Empire*, which delivered the strongest global box office results yet for the *MonsterVerse* franchise and drove robust toy sales
- As the global master toy licensee, we continue to develop extensions to our product line to include characters from across the *MonsterVerse* movies and TV shows



# MIGHTY MORPHIN POWER RANGERS

- We have recently entered into a global license agreement with Hasbro, a leading toy and game company, to produce and distribute *Power Rangers* toys
- We are developing an extensive kid-targeted *Mighty Morphin Power Rangers: Re-Ignition* toy line, including action figures, collectibles, combinable Zords and roleplay accessories, which we will start shipping this summer
- This debut will be supported by new and enhanced content on YouTube, Netflix and other entertainment channels, all designed to engage a new generation of kids in the Power Rangers story





**Playmates Toys Limited**

**Thank You!**