



Playmates Toys Limited

2025 Interim Results Briefing

15 August 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.

Content

- About Playmates Toys
- Our Mission
- Our Latest Performance
- Looking Forward

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 2025 Interim Results Reflected

- Worldwide turnover declined 58% compared to 1H 2024, driven by:
 - Anticipated decline in Godzilla x Kong product shipments, as we lapped the Godzilla x Kong: The New Empire movie release in March 2024
 - Moderating demand for Teenage Mutant Ninja Turtles (“TMNT”) products in the absence of any tentpole entertainment event
 - Some disruption in shipments to the U.S. market in April amidst escalating trade tensions
- Gross profit ratio of 43%, compared to 56% in 1H 2024, reflecting:
 - Payment of tariffs in effect for goods entering the U.S. starting in Q2 2025
 - Higher product development and tooling costs as a percentage of sales, in preparation for new product launches in 2H 2025
 - Higher clearance costs of discontinuing products
- Operating expenses declined 49% year-over-year, reflecting lower variable costs, partially offset by higher media production expenses as a percentage of sales, in preparation for upcoming new brand launches

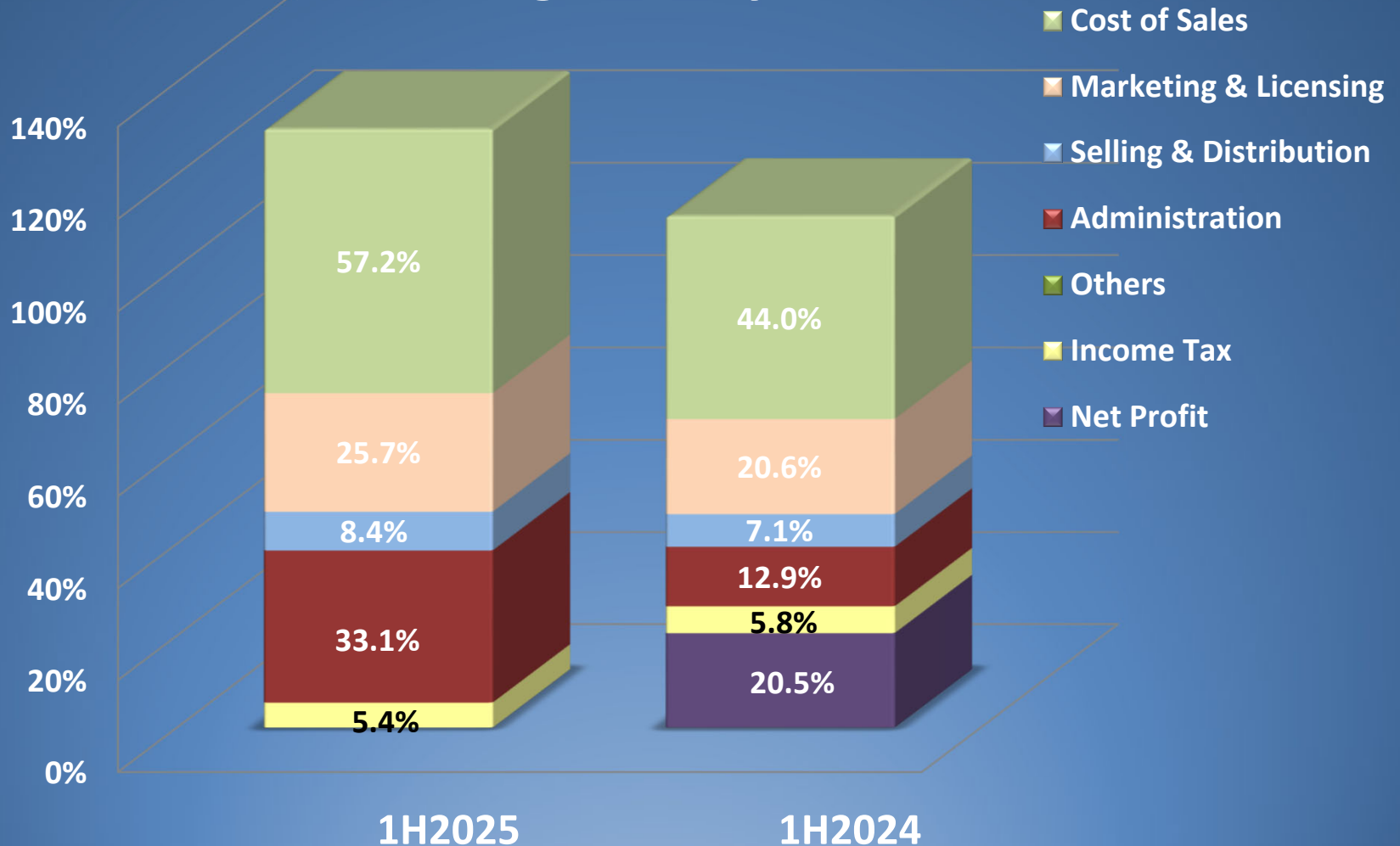
Financial Performance

Income Statement Highlights

HK\$ Million	1H2025	1H2024	+/-%
Revenue	185.5	445.1	-58.3%
Gross Profit	79.4	249.4	-68.2%
Marketing and Licensing	(47.6)	(91.7)	-48.1%
Selling & Distribution	(15.6)	(31.7)	-50.8%
Administration	(61.4)	(57.6)	+6.6%
Operating (Loss)/Profit	(45.3)	68.4	-166.2%
(Loss)/Profit before Taxation	(15.5)	117.4	-113.2%
Income Tax expense	(10.1)	(25.9)	-61.1%
Net (Loss)/Profit	(25.6)	91.5	-128.0%
(Loss)/Earnings per Share (HK¢)	(2.17)	7.75	-128.0%

Financial Performance

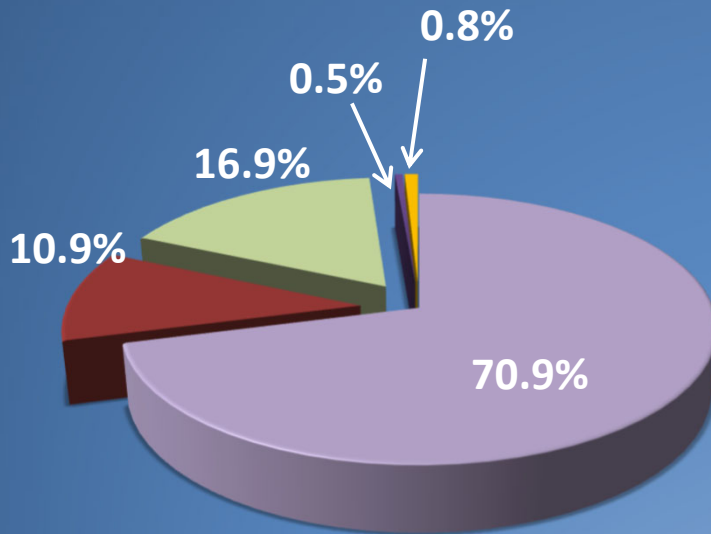
Margin Analysis



Financial Performance

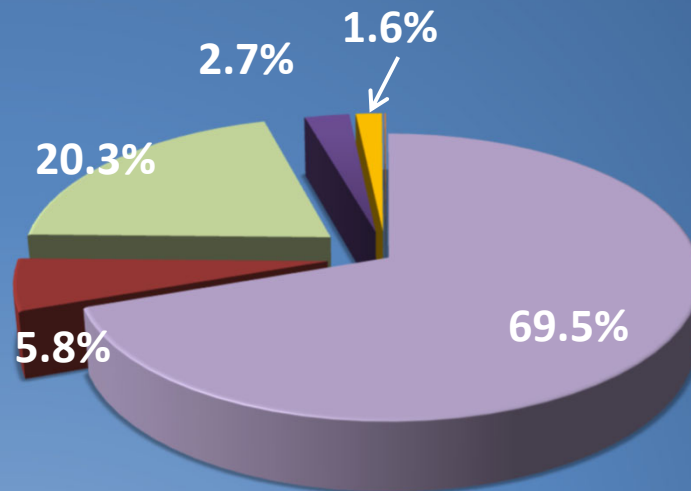
Revenue Breakdown by Regions

1H2025



HK\$185.5M

1H2024



HK\$445.1M

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

Financial Performance

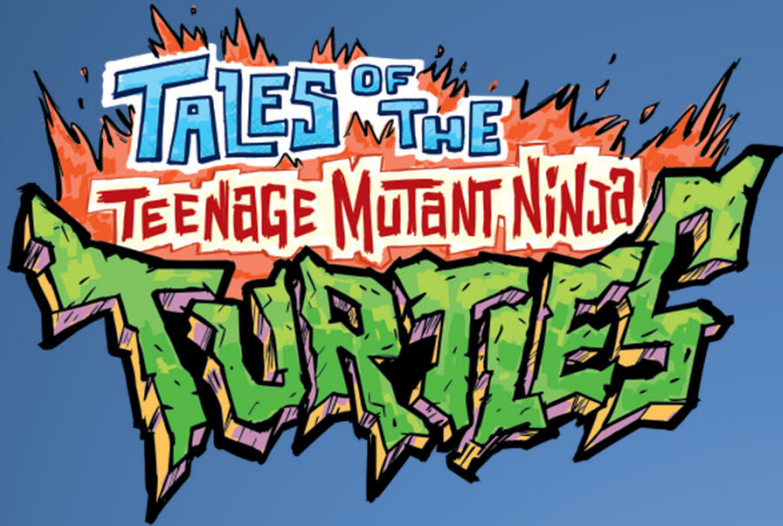
Balance Sheet Highlights

HK\$ Million	30/6/2025	30/6/2024
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Inventories	34.6	51.9
Trade Receivables	44.4	134.0
Cash & Bank Balances	1,028.8	1,087.0
Net Current Assets	1,066.1	1,135.3
Net Assets	1,104.8	1,184.5

Net Asset per Share (HK\$)	0.94	1.00
Gearing Ratio	0.0	0.0
Current Ratio	6.0	5.1

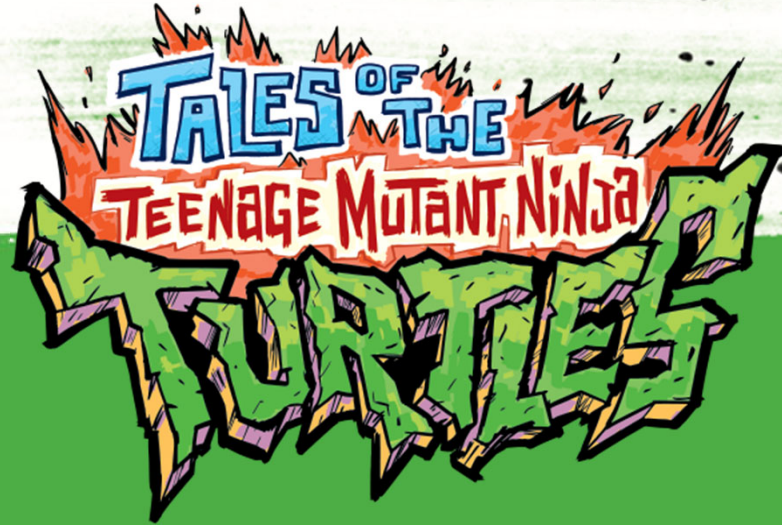
Looking Forward



GODZILLA × KONG

Looking Forward

- We expect challenges posed by global trade dynamics to continue for the medium term
- As trade negotiations continue, tariff rates may be further adjusted in 2H 2025, which would reintroduce uncertainty in our operating environment
- Currently effective tariffs will continue to negatively pressure our profitability, partially offset by selective pricing adjustments that will become effective in Q3 2025
- We are carefully assessing sourcing alternatives as global trade situation develops
- We are also closely monitoring consumer spending patterns as overall toy industry adapts to latest trade dynamics



- Paramount Pictures and Nickelodeon Movies are developing 4-season series that will serve as a “bridge” between Teenage Mutant Ninja Turtles: Mutant Mayhem and its sequel, slated to release in 2027
- Season 1 of spinoff series, titled Tales of The Teenage Mutant Ninja Turtles, was released on Netflix earlier this year
- Seasons 2 to 4 are scheduled to debut on Paramount+ this Fall and run through Spring 2027
- We are actively developing new products to coincide with the upcoming content



- We are developing an extensive kid-targeted Mighty Morphin Power Rangers: Re-Ignition toy line, including action figures, collectibles, combinable Zords and roleplay accessories
- Debut will be supported by new and enhanced content on YouTube, Netflix and other entertainment channels, all designed to engage new generation of kids in the Power Rangers story
- We have begun initial shipments and are seeing encouraging early consumer feedback. Distribution will continue to expand throughout the Fall



GODZILLA x KONG

- Godzilla x Kong Monsterverse franchise continues to sustain consumer engagement in a non-movie year, following the success of Godzilla x Kong: The New Empire last year
- As global master toy licensee, we continue to develop product line extensions to include characters from across MonsterVerse movies and TV shows





- Following its 20th anniversary last year, Rainbow has announced highly anticipated CGI reboot, Winx Club: The Magic Is Back, premiering on Netflix in October 2025
- We will debut an all-new fashion doll and role-play toy line in the U.S. and select international markets this Fall, with distribution expanding in Spring 2026





Playmates Toys Limited

Thank you!