



**Playmates Toys Limited**  
**2025 Full Year Results Briefing**  
**13 March 2026**

# 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.

# 2025 Operating Environment

- 2025 proved to be an exceptionally challenging year in many respects
- While we planned 2025 to be a transition year, based on a relatively quiet entertainment calendar for the *Teenage Mutant Ninja Turtles* (“*TMNT*”) and *Godzilla x Kong* brands, our operating environment was much more difficult than we originally anticipated
- Escalating trade tensions between the U.S. and China and changing tariff rates caused significant uncertainty in our business during the year
- While overall toy unit sales in the U.S., our largest market, recorded a 3% year-over-year growth, the action figure & accessories subcategory experienced a 2% decline in units
- The cumulative impact of inflation over the past several years continued to pressure discretionary spending, with consumers being more selective and value-conscious than ever before. Other major Western European markets and Australia experienced similar overall trends

# Our 2025 Results Reflected

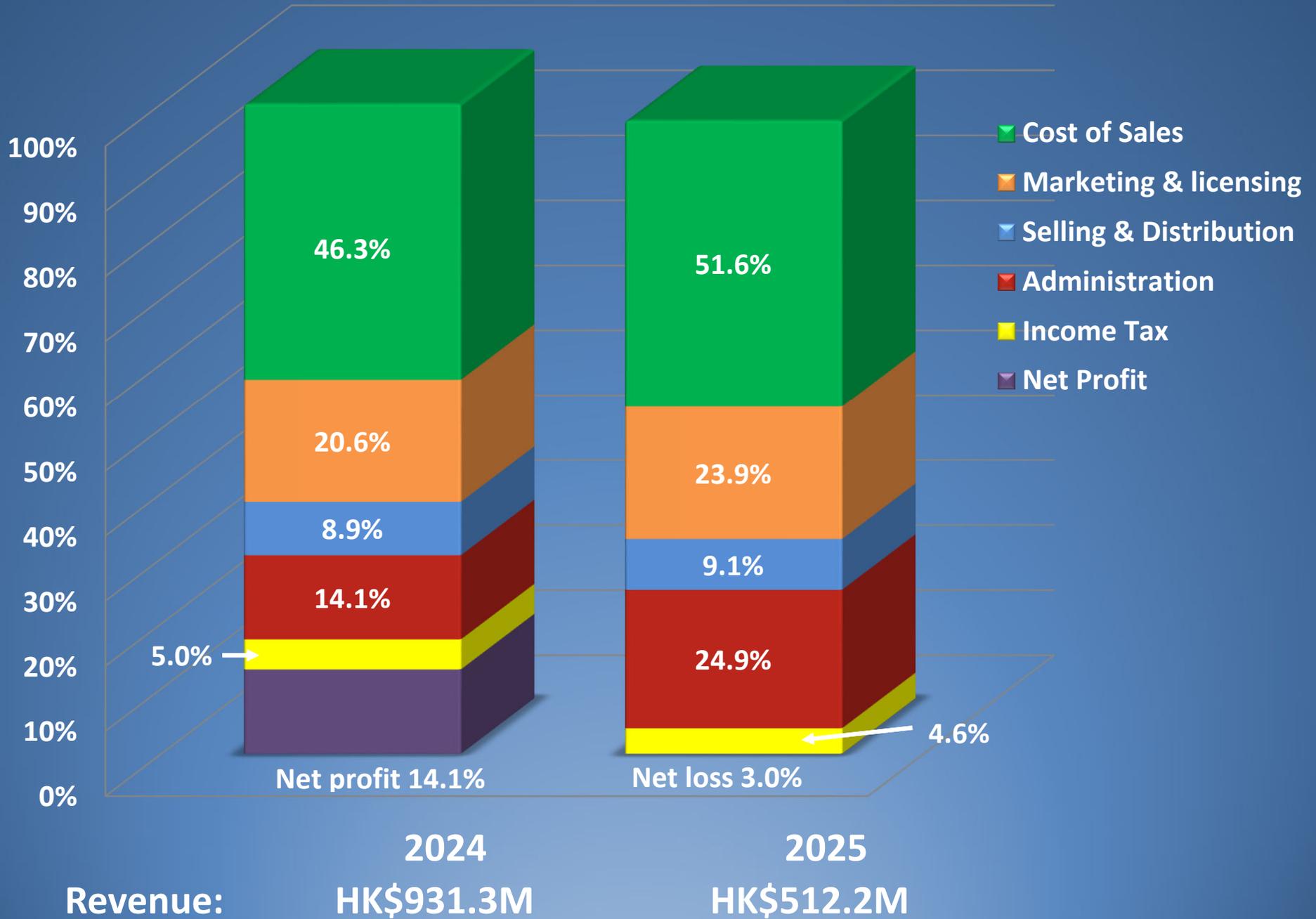
- Lower turnover compared to 2025 driven by:
  - the anticipated decline in *Godzilla x Kong* product shipments as we lapped the *Godzilla x Kong: The New Empire* movie release in 2024,
  - moderating demand for our *TMNT* products in the absence of any tentpole entertainment events for the *TMNT* brand, and
  - some disruption in shipments to the U.S. market in April amidst escalating trade tensions;
  - partially offset by the launch of our *Power Rangers* product line in the Fall
- Lower gross profit margin due to:
  - payment of tariffs in effect for goods entering the U.S. starting in Q2 2025, partially offset by selective pricing adjustments that became effective in Q3 2025; and
  - higher product development and tooling costs in preparation for new product launches
- Operating expenses declined by 38% compared to prior year, reflecting lower variable costs, partially offset by higher marketing and licensing expenses as a percentage of sales, related to new brand launches

# Financial Performance

## Income Statement Highlights

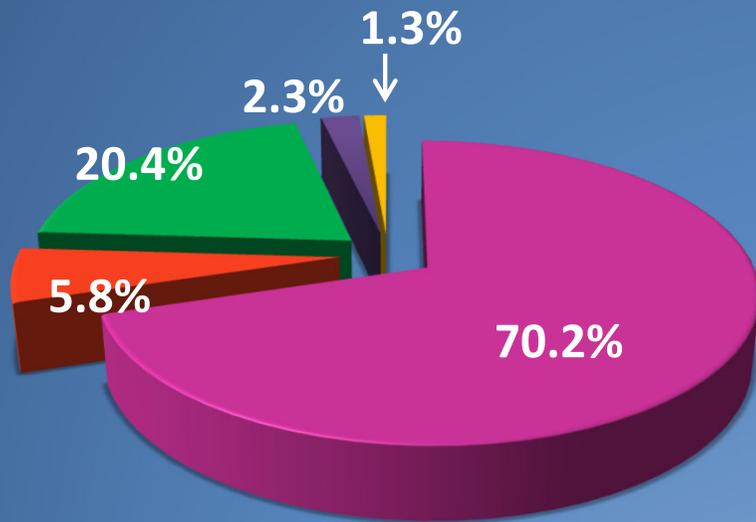
<b>HK\$ Million</b>	<b>2024</b>	<b>2025</b>	<b>+ / -%</b>
<b>Revenue</b>	<b>931.3</b>	<b>512.2</b>	<b>-45%</b>
<b>Gross Profit</b>	<b>500.5</b>	<b>247.8</b>	<b>-51%</b>
<b>Marketing and licensing</b>	<b>(191.5)</b>	<b>(122.5)</b>	<b>-36%</b>
<b>Selling &amp; Distribution</b>	<b>(83.3)</b>	<b>(46.9)</b>	<b>-44%</b>
<b>Administration</b>	<b>(131.4)</b>	<b>(127.7)</b>	<b>-3%</b>
<b>Operating profit/(loss)</b>	<b>94.3</b>	<b>(49.3)</b>	<b>-152%</b>
<b>Profit before Taxation</b>	<b>178.4</b>	<b>8.2</b>	<b>-95%</b>
<b>Income Tax expense</b>	<b>(46.7)</b>	<b>(23.5)</b>	<b>-50%</b>
<b>Net Profit/(loss)</b>	<b>131.6</b>	<b>(15.4)</b>	<b>-112%</b>
<b>Earnings/(loss) per Share (HK¢)</b>	<b>11.15</b>	<b>(1.30)</b>	<b>-112%</b>
<b>Dividend per Share (HK¢)</b>	<b>8.0</b>	<b>1.0</b>	<b>-87.5%</b>

# Margin Analysis



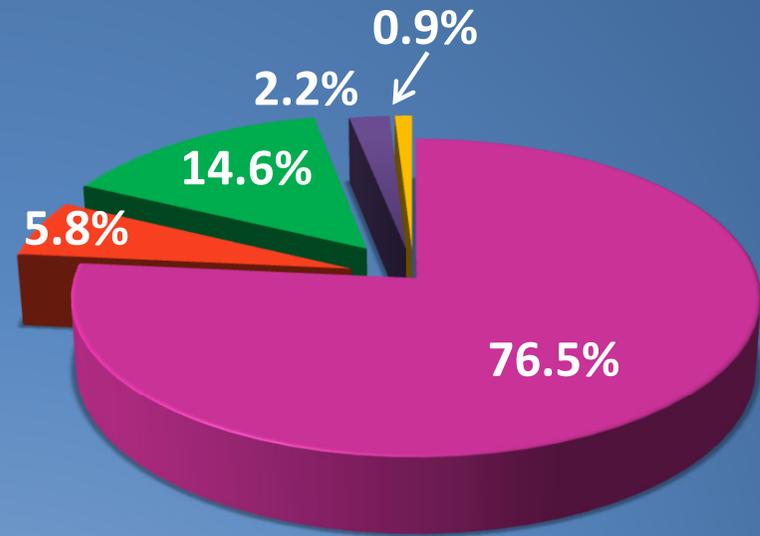
# Revenue Breakdown by Regions

2024



HK\$931.3M

2025



HK\$512.2M

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

# Financial Performance

## Balance Sheet Highlights

HK\$ Million

31/12/2024

31/12/2025

<b>Inventories</b>	<b>27.7</b>	<b>27.4</b>
<b>Trade Receivables</b>	<b>136.7</b>	<b>108.4</b>
<b>Investments</b>	<b>87.5</b>	<b>94.9</b>
<b>Cash &amp; Bank Balances</b>	<b>1,043.3</b>	<b>969.4</b>
<b>Net Current Assets</b>	<b>1,161.0</b>	<b>1,072.5</b>
<b>Net Assets</b>	<b>1,201.1</b>	<b>1,103.0</b>

**Net Asset per Share (HK\$)**                      **1.02**                      **0.93**

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

**Current Ratio**                                      **6.3**                                      **6.4**

# Looking Forward



# Looking Forward

- 2026 will be another transition year for us, without any major entertainment events to support our product lines, although comparison against 2025 will be easier
- The continued expansion in distribution of our *Power Rangers* product line, as well as ongoing shipments of our *TMNT* and *MonsterVerse* toy lines will provide some support to our business
- Beyond 2026, we continue to be optimistic about the *Godzilla x Kong: Supernova* movie currently being developed and slated for release in March 2027
- Although the U.S. Supreme Court recently held that tariffs imposed under the International Emergency Economic Powers Act (“IEEPA”) were unlawful, we expect U.S. import tariffs to continue under different forms, and put some negative pressure on our profitability
- While we expect that refund mechanisms for previously paid tariffs will eventually be available, the situation remains fluid and additional guidance from the U.S. authorities may impact amounts or timelines for any action



# MIGHTY MORPHIN POWER RANGERS RE-IGNITION

- We launched our kid-targeted ***Mighty Morphin Power Rangers: Re-Ignition*** toy line last Fall, supported by new and enhanced content on YouTube, Netflix and other entertainment channels
- Distribution will continue to expand in 2026, and we will be introducing refreshed action figures, collectibles, combinable Zords and roleplay accessories throughout the year
- Beyond 2026, Hasbro Entertainment has announced a new streaming series in development with Disney+ to extend the Power Rangers story for this new generation of kids

The image shows a title card for the movie "Godzilla x Kong: Supernova" set for release in 2027. The text "GODZILLA x KONG" is at the top in a metallic, blue, blocky font. Below it, "SUPERNOVA" is written in a large, bold, black font with a bright orange and yellow glow, resembling a supernova. At the bottom, the year "2027" is displayed in a smaller, orange, blocky font. The background is a dark, starry space with some light streaks.

# GODZILLA x KONG SUPERNOVA 2027

- The ***Godzilla x Kong MonsterVerse*** franchise continues to sustain consumer engagement in a non-movie year. 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
- 2027 is set to be a landmark year for the franchise with the premiere of ***Godzilla x Kong: Supernova*** in March
- We are currently in development on our most ambitious ***MonsterVerse*** product line to date. Through highly detailed figures and new toy segments, we are excited to offer new ways to collect and play for fans worldwide



**Playmates Toys Limited**

**Thank You!**