

[For immediate release]



## PLAYMATES TOYS ANNOUNCED 2023 ANNUAL RESULTS

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### Highlights

	For the year ended 31 December	
	2023 HK\$'000	2022 HK\$'000
Revenue	1,109,399	504,248
Gross profit	636,742	235,707
Operating profit	209,850	34,532
Profit attributable to shareholders	223,745	9,722
	HK cents	HK cents
Basic earnings per share	18.96	0.82
Full year dividends per share	8.00	2.00

- Playmates Toys reported 2023 revenue of HK\$1,109 million (2022: \$504.2 million) and net profit of HK\$224 million (2022 net profit: HK\$9.7 million)
- Despite a challenging operating environment in 2023, we delivered strong results with a 120% increase in revenue and 508% increase in operating profit, driven by the relaunch of our *Teenage Mutant Ninja Turtles* ("TMNT") toy line to coincide with the release of Paramount's *Teenage Mutant Ninja Turtles: Mutant Mayhem* animated movie during the summer
- In 2024, lapping the *TMNT* movie release will present more challenging year-over-year comparisons. However, the launch of the *Tales of The Teenage Mutant Ninja Turtles* animated series on Paramount+ should provide support for the *TMNT* brand. The March 2024 release of the *Godzilla x Kong: The New Empire* movie will also boost the relaunch of our *Godzilla x Kong* product line.

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(March 15, 2024 – Hong Kong) – **Playmates Toys Limited** (“Playmates Toys” or “the Group”, HKEx Stock Code: 869) announced today its results for the year ended 31 December 2023. Group worldwide turnover for the year ended 31 December 2023 was HK\$1,109 million (2022: HK\$504.2 million), an increase of 120% compared to the prior year. Net profit attributable to shareholders was HK\$224 million (2022: HK\$9.7 million). Basic earnings per share was HK cents 18.96 (2022: HK cents 0.82). The Board declared a second interim dividend of HK cents 3 per share and a special interim dividend of HK cents 3 per share, making total 2023 dividends of HK cents 8 per share (2022: total dividends - HK cents 2 per share).

Group Chairman Mr. Michael Chan said: “Our operating environment was once again challenging in 2023. Overall toy sales in the U.S., our largest market, declined by 8% in both unit and dollar terms compared to 2022, as inflationary pressures dampened demand for discretionary goods. Against this backdrop, we delivered strong results with a 120% increase in revenue and 508% increase in operating profit, driven by the relaunch of our **Teenage Mutant Ninja Turtles (“TMNT”)** toy line to coincide with the release of Paramount’s **Teenage Mutant Ninja Turtles: Mutant Mayhem** animated movie during the summer. Our toys were well received by **TMNT** fans of all ages around the world, and we planned sufficient inventory to maximize sales throughout the year without significant excess inventory carryover at year end.”

Mr. Chan continued, “There will be challenges and opportunities in the year ahead. Although we will be lapping the 2023 release of the **Teenage Mutant Ninja Turtles: Mutant Mayhem** movie, Paramount is planning to release a spinoff animated series on Paramount+ during 2024 that should provide support for the brand. Our 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.”

Mr. Chan concluded, “I am grateful for our team’s dedication in delivering a strong 2023 and setting up significant opportunities for 2024 and beyond. I must also thank my fellow shareholders and board members, and all our business partners for their continued trust and support.”

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