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## **PLAYMATES TOYS LIMITED**

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 869)

### **FURTHER INFORMATION ON POSITIVE PROFIT ALERT**

This announcement is made by Playmates Toys Limited (“**Company**”, together with its subsidiaries, “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (“**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Reference is made to the announcement of the Company dated 9 May 2013 (“**Announcement**”). Unless otherwise defined, terms used herein shall have the same meanings as in the Announcement.

The board of directors of the Company (“**Board**”) wishes to provide shareholders of the Company and investors with further information on the positive profit alert. As explained in the Announcement, the revenue of the Group for the four months ended 30 April 2013 had increased substantially as compared to the corresponding period last year attributable to continued strong sales of “*Teenage Mutant Ninja Turtles*” products and that the Company may report a profit for the period ended 30 June 2013.

Based on a review of the Group’s preliminary financial results for the six months ended 30 June 2013, the revenue of the Group for the said six month period is approximately HK\$590 million as compared to about HK\$24 million for the corresponding period in 2012, and the profit before income tax of the Group for the six month period is approximately HK\$190 million as compared to a loss before income tax of about HK\$41 million for the corresponding period in 2012.

The Company is in the process of finalizing the interim financial statements of the Group for the six months ended 30 June 2013. The information contained in this announcement is only a preliminary assessment by the Board and is not based on any figures or information audited or reviewed by the Company’s auditors. The Group’s interim results for the six months ended 30 June 2013 are expected to be announced by the end of August 2013.

**Shareholders of the Company and investors are advised to exercise caution in dealing in shares of the Company.**

By order of the Board  
**Ng Ka Yan**  
*Company Secretary*

Hong Kong, 22 July 2013

As at the date hereof, the Board comprises the following directors:

Mr. Chan Chun Hoo, Thomas (*Chairman*); Mr. Cheng Bing Kin, Alain (*Executive Director*); Mr. Chow Yu Chun, Alexander (*Independent Non-executive Director*); Mr. Lee Ching Kwok, Rin (*Independent Non-executive Director*); Mr. To Shu Sing, Sidney (*Executive Director*) and Mr. Yang, Victor (*Independent Non-executive Director*)