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PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 869)

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).

The board of directors of the Company (“**Board**”) wishes to inform shareholders of the Company and investors that based on a review of the Group’s unaudited management accounts for the nine months ended 30 September 2013 and in comparison with the unaudited management accounts for the corresponding period in 2012, the revenue of the Group for the said nine month period is approximately HK\$1,120 million as compared to about HK\$137 million for the corresponding period in 2012, and the profit before income tax of the Group for the nine month period is approximately HK\$370 million as compared to a loss before income tax of about HK\$20 million for the corresponding period in 2012. The increase was attributable to continued strong sales of “*Teenage Mutant Ninja Turtles*” products (“**Products**”) and increase in number of markets in which the Products were distributed. The Board expects the strong performance to continue and accordingly the Group may record a significant increase in consolidated net profit for the year ending 31 December 2013 as compared with that of the year ended 31 December 2012.

The information contained in this announcement is only a preliminary assessment by the Board based on the management accounts of the Group which have not been audited or reviewed by the Company’s auditors. The Group’s annual results for the year ending 31 December 2013 are expected to be announced in March 2014.

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, 31 October 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*)