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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).

Reference is made to the announcement of the Company dated 31 October 2013 (“**Announcement**”). As disclosed in the Announcement, the revenue and the profit before income tax of the Group for the nine months ended 30 September 2013 have significantly increased when compared with that recorded for the corresponding period in 2012.

The board of directors of the Company (“**Board**”) wishes to update the shareholders of the Company and investors that, based on a review of the Group’s unaudited management accounts for the year ended 31 December 2013, the unaudited revenue of the Group for the full year of 2013 is approximately HK\$1,650 million as compared to the audited revenue of HK\$372 million in 2012, and the unaudited profit before income tax of the Group for full year of 2013 will be in the range of HK\$520 million to HK\$550 million as compared to the audited profit before income tax of HK\$43.9 million in 2012.

As disclosed in the Announcement, 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 in 2013.

The Company is in the process of preparing the annual results of the Group for the year ended 31 December 2013. The information contained herein 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 annual results for the year ended 31 December 2013 are expected to be announced on 26 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, 15 January 2014

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*)