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PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 869)

PROFIT WARNING

This announcement is made by Playmates Toys Limited (the “**Company**”, together with its subsidiaries, the “**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 (“**Board**”) wishes to inform shareholders of the Company and investors that based on a review of the Group’s preliminary financial results for the six months ended 30 June 2016 (“**Period**”), the unaudited profit after income tax of the Group is expected to record a decrease as compared to the corresponding period in 2015. The unaudited revenue of the Group for the Period is expected to be approximately HK\$595 million as compared to HK\$688 million for the corresponding period in 2015, and the unaudited profit after income tax of the Group for the Period is expected to be in the range of HK\$90 million to HK\$98 million as compared to HK\$156 million for the corresponding period in 2015. The decrease in profit was attributable to lower sales due to strong competitions and increase in operating expenses.

The Company is in the process of finalizing the interim financial statements of the Group for the six months ended 30 June 2016. 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 2016 are expected to be announced before the end of August 2016.

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, 9 August 2016

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*)