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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 year ended 31 December 2016, the revenue and profit after income tax of the Group for the year are expected to record decreases as compared to those of 2015. The unaudited revenue of the Group for the year ended 31 December 2016 is expected to be approximately HK\$993 million as compared to the audited revenue of HK\$1,551 million in 2015, and the unaudited profit after income tax of the Group for the year ended 31 December 2016 is expected to be in the range of HK\$100 million to HK\$115 million as compared to the audited profit after income tax of HK\$276 million in 2015. The decrease in profit was mainly attributable to lower sales in 2016 due to strong competition.

The Company is in the process of finalizing the financial statements of the Group for the year ended 31 December 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 annual results for the year ended 31 December 2016 are expected to be announced before the end of March 2017.

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, 21 February 2017

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*)