



PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code : 869)

11 September 2013

Dear Non-Registered Shareholders,

NOTIFICATION OF PUBLICATION OF 2013 INTERIM REPORT (“DOCUMENT”) ON THE WEBSITE OF PLAYMATES TOYS LIMITED (“THE COMPANY”)

We hereby notify you that the Document of the Company, in both English and Chinese, is now available on the Company’s website at www.playmatestoys.com. You may now access to the Document and all future Corporate Communications on the Company’s website.

If you wish to receive a printed copy of the Document, you can complete the enclosed Request Form and return it to the Company’s Hong Kong branch share registrars, Tricor Abacus Limited, by post using the mailing label provided. The printed copy will be sent to you free of charge upon receipt of your request.

Please note that by completing and returning the Request Form to request for the printed copy, you will expressly indicate that you prefer to receive all future Corporate Communications of the Company in printed form until you notify us otherwise.

Should you have any queries relating to this notification, please contact Customer Service Hotline of Tricor Abacus Limited at (852) 2980 1333 from 9:00 a.m. to 5:30 p.m., Monday to Friday (excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
Playmates Toys Limited
Ng Ka Yan
Company Secretary

Note: Corporate Communications refer to any document issued or to be issued by the Company for information or action of shareholders of the Company as defined in Rule 1.01 of the Listing Rules.

