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PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code : 869)

DATE OF BOARD MEETING

The board of directors (the “Board”) of Playmates Toys Limited (the “Company”) hereby announces that a meeting of the Board will be held at 11/F., The Toy House, 100 Canton Road, Tsimshatsui, Kowloon, Hong Kong on Friday, 25 August 2017 at 12:15 p.m. for the purpose of, inter alia, approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2017 and its publication and considering the payment of an interim dividend, if any.

By order of the Board

Ng Ka Yan

Company Secretary

Hong Kong, 15 August 2017

As at the date hereof, the Board of the Company comprises the following directors:

Mr. To Shu Sing, Sidney (*Chairman*), Mr. Chan Kong Keung, Stephen (*Executive Director*), 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*) and Mr. Yang, Victor (*Independent Non-executive Director*)