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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 (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (“**Board**”) wishes to inform shareholders of the Company and investors that based on a preliminary assessment of the Group’s latest unaudited consolidated management accounts and the information currently available, the Group’s revenue and net loss for the year ended 31 December 2025 are expected to be approximately HK\$512 million and HK\$15 million respectively, as compared to revenue and net profit of HK\$931 million and HK\$132 million respectively for the year ended 31 December 2024.

The expected net loss was mainly attributable to:

- (1) As disclosed in the Company’s 2025 Interim Report, a decrease in revenue due to: (i) the anticipated decline in *Godzilla x Kong* product shipments as we lapped the *Godzilla x Kong: The New Empire* movie release in 2024, (ii) moderating demand for our *Teenage Mutant Ninja Turtles* (“**TMNT**”) products in the absence of any tentpole entertainment events for the TMNT brand, and (iii) some disruption in shipments to the U.S. market in April amidst escalating trade tensions, partially offset by the launch of our *Power Rangers* product line in the Fall;
- (2) the negative impact of tariffs on the profitability of our U.S. market sales starting in Q2 2025, partially offset by selective pricing adjustments that became effective in Q3 2025; and
- (3) a net unrealised and realised gain of approximately HK\$19 million of the Group’s treasury investment in listed equity securities and HK\$40 million in interest income for the year ended 31 December 2025, compared to a net unrealised and realised gain of HK\$32 million in treasury investment and HK\$55 million in interest income in 2024.

The Company is in the process of preparing and finalising the financial statements of the Group for the year ended 31 December 2025. 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 Company aims to announce the Group's financial results for the year ended 31 December 2025 on 13 March 2026.

Shareholders of the Company and investors are advised to exercise caution when dealing in shares of the Company.

By order of the Board
Ng Ka Yan
Company Secretary

Hong Kong, 6 February 2026

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

Mr. Chan Kwong Fai, Michael (*Chairman*), Ms. Chan, Helen (*Executive Director*), Mr. Chan Kong Keung, Stephen (*Executive Director*), Mr. Ip Shu Wing, Charles (*Independent Non-executive Director*), Mr. Lam Wai Hon, Ambrose (*Independent Non-executive Director*), Mr. Tran Vi-hang William (*Executive Director*) and Mr. Yu Hon To, David (*Independent Non-executive Director*)