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PLAYMATES HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 635)

POSITIVE PROFIT ALERT

This announcement is made by Playmates Holdings 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 Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company and investors that, based on a review of the Group’s preliminary unaudited financial results for the six months ended 30 June 2023, the unaudited revenue of the Group for the six months ended 30 June 2023 is approximately HK\$427 million as compared to HK\$379 million for the corresponding period in 2022. The Group is expected to report a net profit of approximately HK\$139 million for the six months ended 30 June 2023, as compared to a net loss of HK\$59 million during the prior year period.

The profit for the six months ended 30 June 2023 was mainly attributable to:

- (1) an unrealized revaluation surplus of approximately HK\$4 million arising from the revaluation of the Group’s investment properties, as compared to a revaluation deficit of HK\$106 million for the corresponding period in 2022; and
- (2) the performance of the Company’s major subsidiary, Playmates Toys group. The revenue of the Playmates Toys group is approximately HK\$347 million as compared to HK\$267 million for the corresponding period in 2022. The Playmates Toys group expects to report a net profit of approximately HK\$87 million as compared to a net loss of HK\$1.4 million for the corresponding period in 2022. The favorable comparison was mainly driven by: (i) initial shipments of its “*Teenage Mutant Ninja Turtles*” toy line supported by the global release of “*Teenage Mutant Ninja Turtles: Mutant Mayhem*” animated movie in August 2023; and (ii) an unrealized net gain of approximately HK\$14 million and a realized net gain of approximately HK\$2 million on its treasury investment in listed equity securities for the six months ended 30 June 2023, as compared to an unrealized net loss of HK\$26 million recorded for the corresponding period in 2022.

The Company is in the process of finalizing the interim financial statements of the Group for the six months ended 30 June 2023. 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 2023 are expected to be announced on 25 August 2023.

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, 15 August 2023

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. Lee Ka Sze, Carmelo (*Non-executive Director*), Mr. Lo Kai Yiu, Anthony (*Independent Non-executive Director*), Dr. Or Ching Fai, Raymond (*Independent Non-executive Director*) and Mr. Tang Wing Yung, Thomas (*Independent Non-executive Director*)