

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



## PLAYMATES TOYS LIMITED

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 869)

### POSITIVE PROFIT ALERT

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 (“**Board**”) wishes to inform shareholders of the Company and investors that based on a review of the Group’s unaudited management accounts for the three months ended 31 March 2024, the unaudited revenue of the Group for the three months ended 31 March 2024 is approximately HK\$221 million as compared to HK\$73 million for the corresponding period in 2023, and the unaudited profit before income tax of the Group for the three months ended 31 March 2024 is approximately HK\$65 million as compared to HK\$11 million for the corresponding period in 2023.

The favorable comparison was mainly driven by: (i) shipment of our *Godzilla x Kong* product line, supported by the global release of the *Godzilla x Kong: The New Empire* movie in March 2024; and (ii) continued shipment of our *Teenage Mutant Ninja Turtles* (“**TMNT**”) toy line. We expect year-over-year comparison to become more challenging starting in Q2 2024 as we lap the relaunch of our TMNT toy line and the release of Paramount’s *Teenage Mutant Ninja Turtles: Mutant Mayhem* animated movie last summer.

The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited management accounts of the Group for the three months ended 31 Month 2024 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 ending 30 June 2024 are expected to be announced in August 2024.

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

On behalf of the Board  
**Ng Ka Yan**  
*Company Secretary*

Hong Kong, 14 May 2024

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*)