

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)

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).

Reference is made to the announcement of the Company dated 7 May 2025 (“**Previous Announcement**”) in relation to the Group’s unaudited results for the three months ended 31 March 2025.

The board of directors (“**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 2025 (“**Period**”), the unaudited revenue of the Group for the Period was approximately HK\$186 million as compared to HK\$445 million for the corresponding period in 2024, and the Group is expected to record a net loss of approximately HK\$26 million for the Period as compared to a net profit of HK\$91 million for the corresponding period in 2024.

The year-over-year comparison was mainly driven by:

- (1) as disclosed in the Previous Announcement, (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 March 2024; (ii) moderating demand for the *Teenage Mutant Ninja Turtles* (“**TMNT**”) products in the absence of any major entertainment event for the TMNT brand; and (B) increase in product development, tooling and media production expenses in preparation for upcoming product launches;
- (2) disruption in shipments to the U.S. market in April amidst escalating trade tensions, and payment of tariffs in effect for goods entering the U.S. starting in Q2 2025; and
- (3) a net unrealised and realised gain of approximately HK\$9 million of the Group’s treasury investment in listed equity securities for the Period as compared to a net unrealised and realised gain of HK\$21 million for the corresponding period in 2024.

The Company is in the process of finalizing the interim financial statements of the Group for the Period. 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 interim results for the six months ended 30 June 2025 on 15 August 2025.

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, 4 August 2025

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*)