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## **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 preliminary assessment of the financial results for the year ended 31 December 2023, the revenue of the Group is expected to be approximately HK\$1,109 million as compared to HK\$504 million in 2022, and the net profit of the Group for the year ended 31 December 2023 is expected to be approximately HK\$224 million as compared to HK\$10 million in 2022.

The favorable comparison was mainly driven by: (i) the successful relaunch of our “*Teenage Mutant Ninja Turtles*” toy line supported by the global release of the “*Teenage Mutant Ninja Turtles: Mutant Mayhem*” animated movie during the summer of 2023; and (ii) an unrealized and realized gain of approximately HK\$18 million on our treasury investments in listed equity securities and an interest income of approximately HK\$36 million for the year ended 31 December 2023, as compared to an unrealized investment loss of HK\$30 million and an interest income of HK\$11 million in 2022.

The Company is in the process of preparing the financial statements of the Group for the year ended 31 December 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 Company is planning to announce the Group’s financial results for the year ended 31 December 2023 on 15 March 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, 1 March 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*)