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PLAYMATES HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 635)

PROFIT WARNING

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 (“**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 (“**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 2017, the revenue and profit before income tax of the Group for the three months ended 31 March 2017 have decreased as compared to the corresponding period last year. The decrease is mainly due to the decrease in revenue and profit before income tax of the Company’s major subsidiary, Playmates Toys group. The revenue of Playmates Toys group for the said three month period is approximately HK\$111 million as compared to approximately HK\$302 million for the corresponding period in 2016, and the profit before income tax of Playmates Toys group for the said three month period is approximately HK\$4 million as compared to HK\$72 million for the corresponding period in 2016. As previously expected and reported, the decrease was attributable to lower sales in the first quarter of 2017 due to intensified competitive pressure whereas the revenue for the corresponding period in 2016 had been boosted by shipments of products related to the *Teenage Mutant Ninja Turtles* movie.

The information contained in this announcement is only a preliminary assessment by the Board based on the management accounts of the Group which have not been audited or reviewed by the Company’s auditors. The Group’s interim results for the six months ending 30 June 2017 are expected to be announced by the end of August 2017.

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, 12 May 2017

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

Mr. Chan Chun Hoo, Thomas (*Chairman*); Mr. Cheng Bing Kin, Alain (*Executive Director*); Mr. Ip Shu Wing, Charles (*Independent Non-executive Director*); Mr. Lee Peng Fei, Allen (*Independent Non-executive Director*); Mr. Lo Kai Yiu, Anthony (*Independent Non-executive Director*); Mr. To Shu Sing, Sidney (*Executive Director*); Mr. Tsim Tak Lung (*Deputy Chairman and Non-executive Director*); Mr. Yu Hon To, David (*Independent Non-executive Director*)