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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 (“**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 preliminary financial results for the six months ended 30 June 2013, the revenue and the profit before income tax of the Group for the six months ended 30 June 2013 have increased as compared to the corresponding period last year. The increments are attributable to (i) significant increase in rental income of the property investment of the Group at 100 Canton Road, Kowloon, Hong Kong due to the start of a long term lease with a leading global brand to operate a flagship retail store in the building; and (ii) substantial improvement in the results of Playmates Toys Limited, an indirect non-wholly owned subsidiary of the Group, due to continued strong sales of its “*Teenage Mutant Ninja Turtles*” products. The Group also expects to report a revaluation surplus of the property investments at a level comparable to that for the corresponding period in 2012.

The Company is in the process of finalizing the interim financial statements of the Group for the six months ended 30 June 2013. 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 2013 are expected to be announced by the end of August 2013.

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, 22 July 2013

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*)