



PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code : 869)

12 September 2012

Dear Shareholders,

LETTER TO NEW REGISTERED SHAREHOLDERS – ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

We are pleased to enclose the 2012 Interim Report of the Company for your attention.

Pursuant to Rules 2.07A and 2.07B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the bye-laws of the Company, we write to ascertain your preference as to which language and/or means of receipt of Corporate Communications in the future. You may choose:

- (1) to read and/or download all future Corporate Communications published on the Company's website at www.playmatestoys.com in place of receiving printed copies, and receive an e-mail notification or a printed notification letter of the publication of the Corporate Communications on the Company's website; or
- (2) to receive the printed English version of all future Corporate Communications only; or
- (3) to receive the printed Chinese version of all future Corporate Communications only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communications.

In support of environmental protection and for the purposes of saving printing and mailing costs, the Company recommends you to take advantage of accessing the Corporate Communications through the Company's website. To make your election, please complete and sign the enclosed reply form ("**Reply Form**") and return it by post (using the mailing label in the Reply Form) to the branch share registrars of the Company, Tricor Abacus Limited ("**Registrars**").

If the Company does not receive the completed and signed Reply Form from you by 12 October 2012 and until you inform the Registrars at any time by reasonable notice in writing, you will be deemed to have consented to accessing all future Corporate Communications posted on the Company's website, in lieu of receiving printed copies. Only an e-mail notification or a printed notification letter of the publication of the Corporate Communications on the Company's website will be sent to you in the future.

Even if you have made your election, you are entitled to change your election of language and/or means of receipt of Corporate Communications at any time by reasonable notice in writing to the Registrars or by email to 869-ecom@hk.tricorglobal.com. If you have chosen to receive all future Corporate Communications by electronic means but for any reason have any difficulty in receiving or gaining access to the Corporate Communications, the Company will promptly upon your request send to you a copy of the Corporate Communications in printed form free of charge.

Please note that the English and Chinese versions of all future Corporate Communications will be available on the Company's website at www.playmatestoys.com and the website of The Stock Exchange of Hong Kong Limited at www.hkex.com.hk.

Should you have any queries in relation to this letter, please call the enquiry hotline at (852) 2980 1333 during business hours from 9:00 a.m. to 5:30 p.m. from Monday to Friday, excluding Hong Kong public holidays.

Yours faithfully,
For and on behalf of
Playmates Toys Limited
Ng Ka Yan
Company Secretary

Note: Corporate Communications means any document(s) issued or to be issued by the Company for the information or action of Shareholders as defined in Rule 1.01 of the Listing Rules.



PLAYMATES TOYS LIMITED

彩星玩具有限公司*

(Incorporated in Bermuda with limited liability)

(於百慕達註冊成立的有限公司)

(Stock Code : 869)

(股份代號 : 869)

Reply Form 回條

To: Playmates Toys Limited ("Company")
c/o Tricor Abacus Limited
26/F., Tesbury Centre
28 Queen's Road East Hong Kong

致: 彩星玩具有限公司 ("公司")
經卓佳雅柏勤有限公司轉交
皇后大道東28號
金鐘匯中心26樓

I/We would like to receive all future Corporate Communications of the Company in the manner as indicated below:

本人/我們希望以下列方式收取公司所有日後公司通訊:

(Please tick ONLY ONE of the following boxes and complete your details in block English in the space provided below.)

(請在下列其中一個空格內劃上「✓」號，並在空位上以英文正楷填上 閣下之資料。)

☐ to read all future Corporate Communications posted on the Company's website at www.playmatestoys.com ("Website Version") in place of receiving printed copies, and receive an e-mail notification of the publication of the Corporate Communications on the Company's website to my/our e-mail address, or in the event that no email address is provided, to receive printed notification letter by post; **OR**
從本公司網站 (www.playmatestoys.com) 閱覽所有日後刊載之公司通訊 (「網上版本」)，以代替收取印刷本，並在公司通訊刊載於公司網站時，經本人/我們之電郵地址收取有關電郵通知，或倘無提供電郵地址，則收取郵寄之印刷信函通知；或

My/our email address:

本人/我們之電郵地址: _____

☐ to receive the printed English version; **OR**
收取英文印刷本；或

☐ to receive the printed Chinese version; **OR**
收取中文印刷本；或

☐ to receive both the printed English and Chinese versions.
同時收取英文及中文印刷本。

Shareholder's English Name:

股東姓名 (英文): _____

Contact Telephone Number:

聯絡電話: _____

Registered Address:

登記地址: _____

Signature:

簽署: _____

Date:

日期: _____

Notes:

備註:

- If the Company does not receive the completed and signed Reply Form from you by 12 October 2012, you are deemed to consent to the Website Version only.
倘公司於二零一二年十月十二日前，尚未收到股東已填妥及簽署之回條，股東將被視為同意僅閱覽網上版本。
- Please complete all your details clearly and return the completed and signed Reply Form by post or by hand delivery to the Registrars, Tricor Abacus Limited, at 26/F., Tesbury Centre, 28 Queen's Road East, Hong Kong. The Reply Form is returned by post from outside Hong Kong, please affix appropriate postage stamps.
請清楚填上 閣下之所有資料，並將已填妥及簽署之回條郵寄或親身交回過戶處卓佳雅柏勤有限公司，地址為香港皇后大道東28號金鐘匯中心26樓。如回條並非在香港寄出，請附上適當郵資。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on the Reply Form in order to be valid.
如 閣下之股份屬聯名股東持有，則本回條須由就聯名持有股份而於公司名冊名列首位之股東簽署，方為有效。
- This Reply Form will be void if more than one box is ticked or no boxes are ticked or if the information is incorrectly completed. We do not accept any special instructions written on the Reply Form.
倘在超過一個空格加上「✓」號，或並無於任何一個空格加上「✓」號，或所填寫的資料不正確，本回條將會作廢。公司將不接受任何另外書寫的特別指示。
- Terms used in this Reply Form shall bear the same meanings as those defined in the Company's announcement dated 10 March 2010.
本回條中所用詞彙與公司於二零一零年三月十日之公告所界定者具相同涵義。
- Shareholders are entitled to change the language and/or means of receipt of the Corporate Communications at any time by reasonable notice in writing to the Registrars by completing and returning the request form to the Registrars or by email to 869-ecom@hk.tricorglobal.com.
股東可透過填寫及交回申請表格至過戶處之方式向過戶處發出合理書面通知或電郵至869-ecom@hk.tricorglobal.com發出通知，隨時更改收取公司通訊之語言版本及/或方式之選擇。

* For identification purpose only
僅供識別

(Please cut along the dotted line 請沿虛線剪下)

(New Registered Members)

(新登記股東)

(Form 03)

✂

Mailing Label 郵寄標籤

Please cut the mailing label and stick this on an envelope to return the Reply Form to us.

No postage stamp is required for local mailing
當 閣下寄回此回條時，請將此郵寄標籤剪貼於信封上。
如在本港投寄， 閣下無需支付郵費或貼上郵票

Tricor Abacus Limited
卓佳雅柏勤有限公司
Freepost No. 簡便回郵號碼: 37
Hong Kong 香港