

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS

As at 30 June 2003, the interests of the directors and chief executive of the Company in the shares, underlying shares of equity derivatives and debentures of the Company and its associated corporations (within the meaning of the Securities and Futures Ordinance ("SFO")) which were required to be notified to the Company and the Stock Exchange of Hong Kong Limited ("Stock Exchange") pursuant to Division 7 and 8 of Part XV of the SFO, or which were required, pursuant to section 352 of the SFO, to be entered in the register referred to therein, or which were required to be notified to the Company and the Stock Exchange pursuant to the Model Code for Securities Transactions by Directors of Listed Companies were as follows:

Long position in shares

Name of director	Name of company	Nature of interest	Number of shares	Percentage
Chan Chun Hoo, Thomas	Playmates Holdings Limited	Corporate (Note (a))	570,000,000 ordinary shares	46.65%
To Shu Sing, Sidney	Playmates Holdings Limited	Personal	3,300,000 ordinary shares	0.27%
Ip Shu Wing, Charles	Playmates Holdings Limited	Personal	21,200,000 ordinary shares	1.74%
Lee Peng Fei, Allen	Playmates Holdings Limited	Personal	517,500 ordinary shares	0.04%
Lo Kai Yiu, Anthony	Playmates Holdings Limited	Personal	1,200,000 ordinary shares	0.10%
Tsim Tak Lung	Playmates Holdings Limited	Personal	360,000 ordinary shares	0.03%
Yu Hon To, David	Playmates Holdings Limited	Corporate (Note (b))	3,500,000 ordinary shares	0.29%
Ip Shu Wing, Charles	Nippon Toys Limited	Personal (Note (c))	1 share	50%

Long position in underlying shares of the Company

Name of director	Nature of interest	Number of equity derivatives held	Number of underlying shares (ordinary share)	Percentage
Chan Chun Hoo, Thomas	Corporate (Note (a))	92,000,000 warrants	92,000,000 shares	7.53%
To Shu Sing, Sidney	Personal	216,000 warrants	216,000 shares	0.02%
	Personal	5,693,000 share options	5,693,000 shares	0.47%
Lee Peng Fei, Allen	Personal	1,000,000 share options	1,000,000 shares	0.08%
Lo Kai Yiu, Anthony	Personal	200,000 warrants	200,000 shares	0.02%
	Personal	1,000,000 share options	1,000,000 shares	0.08%
Tsim Tak Lung	Personal	60,000 warrants	60,000 shares	0.01%
	Personal	1,000,000 share options	1,000,000 shares	0.08%
Yu Hon To, David	Personal	1,000,000 share options	1,000,000 shares	0.08%

Notes:

- 570,000,000 ordinary shares and 92,000,000 warrants of the Company were beneficially owned by Angers Investments Limited ("AIL"). All the issued share capital of AIL is beneficially owned by a private company which is in turn wholly-owned by Mr. Chan Chun Hoo, Thomas.
- 3,500,000 ordinary shares of the Company were held by a private company which is 50% owned by Mr. Yu Hon To, David and 50% owned by a member of his family.
- Mr. Ip Shu Wing, Charles has a personal interest of one share in Nippon Toys Limited, an associated company of the Group.

All the aforesaid shares and equity derivatives were beneficially owned by the directors concerned. The percentage shown was the number of shares or underlying shares the relevant director was interested expressed as a percentage of the number of issued shares as at 30 June 2003.

The warrants are exercisable at any time from 13 May 2002 to 12 May 2004, both dates inclusive, at an initial subscription price of HK\$0.30 per share (subject to adjustment) and subject to the terms and conditions under the Warrant Instrument dated 7 May 2002.

Details of the share options held by the directors and chief executive of the Company are disclosed in the above section headed "Share Options".

As at 30 June 2003, none of the directors and chief executive of the Company were interested or deemed to be interested in short positions in the shares, underlying shares of equity derivatives and debentures of the Company or any associated corporation.