

RESULTS

The directors of Playmates Holdings Limited (“the Company”) are pleased to present the unaudited condensed consolidated results of the Company and its subsidiaries (“the Group”) for the six months ended 30 June 2004 (“the period”) as follows:

Condensed consolidated profit and loss account

For the six months ended 30 June 2004

		Unaudited Six months ended 30 June		
	Note	2004 US\$'000 (Note 14)	2004 HK\$'000	2003 HK\$'000
Turnover	2	55,982	436,658	277,366
Cost of sales		(25,543)	(199,232)	(129,289)
Gross profit		30,439	237,426	148,077
Operating expenses				
Marketing		(12,027)	(93,811)	(58,343)
Selling, distribution and administration		(12,609)	(98,351)	(76,714)
Operating profit		5,803	45,264	13,020
Non-operating income/(expenses)				
Interest expense and bank charges		(648)	(5,052)	(7,392)
Other revenues		403	3,144	1,631
Net (loss)/gain on other investments		(163)	(1,274)	9,402
		5,395	42,082	16,661
Share of profits less losses of associated companies		(261)	(2,034)	(4,069)
Profit before taxation	3	5,134	40,048	12,592
Taxation	4	(363)	(2,837)	(2,681)
Profit attributable to shareholders		4,771	37,211	9,911
Dividend	5	4,001	31,205	12,425
		<i>US cents</i>	<i>HK cents</i>	<i>HK cents</i>
Earnings per share	6			
Basic		0.31	2.40	0.81
Diluted		0.30	2.37	0.76