

For Immediate Release



June 18, 2020

“Cashless payment,” “self-checkout,” “social distance,” “delivery,” etc.
Have a simulation experience of the “new normal” through pretend play!

“Licca Shopping Park”

to be launched Saturday, June 20, 2020

“Delivery scooter Licca’s eats”

to be launched Saturday, July 20, 2020

Collaboration with
 “PayPay” and
 “Hana Celeb”!

On PayPay, collaborative card dress-up designs with LICCA are distributed for free! A double follow promotional campaign on Twitter will be launched!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces launch of products of the LICCA doll series: “Licca Shopping Park” toy shopping mall (SRP: JPY 6,980/tax not included) from Saturday, June 20, 2020; and “Delivery scooter Licca’s eats” RC toy with which you can enjoy pretend play of food delivery (SRP: JPY 5,300/tax not included) from Saturday, July 4, 2020, at toy stores, toy sections of department stores/mass retailers in Japan, online stores and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp) and other locations.



“Licca Shopping Park”

*The dolls, the dresses, the Panda Cart and the mask are not included.
 (right) LICCA is shopping in a store alone. (From LICCA Official SNS [@bonjour_licca](https://twitter.com/bonjour_licca))

* The mask, an accessory, is not included in “Licca Shopping Park.” It is included in “Heart-Pounding Stethoscope! LICCA Hospital,” available separately.

In addition, to mark the launch of “Licca Shopping Park,” we look for official ambassadors who will introduce charms of the product on YouTube on LICCA official website from Thursday, June 18, 2020.

Moreover, a collaboration with “PayPay,” a smartphone payment app, has been realized. Free distribution of collaborative card dress-up designs with LICCA started on PayPay today, and the double follow promotional campaign on Twitter will be launched (application period: June 18 to June 30, 2020).

► Parents and children together can have a simulation experience of the “new normal,” to which both adults and children need to adapt.

“Licca Shopping Park” and “Delivery scooter Licca’s eats” enable parents and their children to have a simulation experience of habitual practices necessary for living from now and the new normal while playing together at home, including charging shoppers for plastic bags from July 1 and the use of delivery services, which are becoming more and more accessible, as well as electronic payment and social distance.



“Delivery scooter Licca’s eats”
*The doll and the dress are not included.

Features of the product

“Licca Shopping Park,” which comes with 100 realistic small accessories, is a shopping mall toy with which you can enjoy shopping pretend play by pretending to be a shopkeeper and displaying merchandise, putting goods in a basket, checking out at the cash register, and so on. A self-checkout register was adopted, and a payment is made with “LICCA Pay” cashless-like payment instrument.

A bakery section set where children can enjoy playing with tongs, which is popular among them, and a capsule toy vending machine are also included. With “nepia Hana Celeb” tissues and toy packages that are the same as those of real toys, an everyday shopping scene they have seen was recreated.

In addition, “LD-14 Happy Shopping,” a doll separately sold wearing an outfit for shopping, comes with a shopping bag, which is substituted for a plastic bag.



Scan items at the self-checkout register and make a cashless payment.



100 realistic small accessories are included. There are also authentic-looking items produced from the collaboration with oji nepia.



A separately available doll “LD-14 Happy Shopping” comes with a shopping bag, a substitute for a plastic bag.

“Delivery scooter Licca’s eats” is a product which offer a simulation experience of “delivery” services that are becoming more and more accessible to children, via a LICCA doll. You place an order using the attached Order Pad. In “Delivery Mode,” a delivery is automatically made toward the pad. In “Driving Mode,” you can make delivery freely wherever you like using two buttons: “Forward” and “Backward/Left Turn” on the pad. With a simple operation of a few buttons, the toy is easy to play even for small children.



*The doll and the dress are not included.

“LICCA” x “Hana Celeb”! Seeking realism through collaboration with authentic packages.

► Children want to enjoy shopping to their hearts’ content! Children’s curiosity and dreams of “trying” are satisfied.

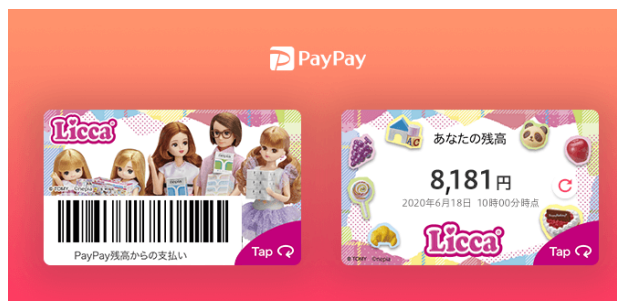
For “Licca Shopping Park,” with focus placed on realness of accessories, we also collaborated with products that are in stores, such as “nepia Hana Celeb” and “nepia Premium Soft Toilet Roll” (Manufacturer: Oji Nepia Co., Ltd.), so that children can have an experience as if they really shop at a store.

In the past, we launched products that satisfy children’s curiosity and dreams of “trying” in the “LICCA” series. We are releasing these two products for children who do not go shopping often can enjoy shopping pretend play to their hearts’ content by filling a basket with items, or enjoy pretending to be a delivery staff.

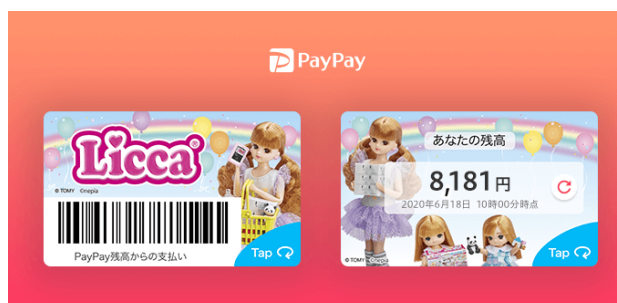
“Licca Shopping Park” x “PayPay” collaboration

1. **“Card Dress-Up” of “PayPay” features collaboration designs with LICCA!**

To mark the launch of “Licca Shopping Park,” “PayPay,” a smartphone payment app, features two kinds of collaborative designs with LICCA for its “Card Dress-Up.” The dress-up period is from Thursday, June 18, 2020 to Thursday, December 31, 2020 and the designs are available for free.



“LICCA Let’s All Go Shopping♪” dress-up design



“LICCA Beep with LICCA Pay!” dress-up design

2. **Double follow & retweet promotional campaign on Twitter will be launched!**

Double follow promotional campaign on Twitter of “PayPay” and “LICCA” will be launched during the period from Thursday, June 18 to Tuesday, June 30, 2020. This is a crossover project in which applicants follow official accounts of both “PayPay” and “LICCA,” and 10 people selected in a drawing from among applicants who retweeted the relevant tweet of “PayPay” will win “Licca Shopping Park,” and 10 people selected in a drawing from among applicants who retweeted the relevant tweet of “LICCA” will win PayPay bonus worth JPY 10,000 (non-negotiable). Please check the official website for details of the promotional campaign.

Promotional campaign details: licca.takaratomy.co.jp/event/paypay

PayPay official account on Twitter: twitter.com/PayPayOfficial

LICCA official account on Twitter: twitter.com/bonjour_licca

LICCA Be a YouTuber as a Family 1st mass recruitment campaign

We look for “Licca Shopping Park YouTuber,” who will introduce “Licca Shopping Park” on their own YouTube channel. Children and families who love LICCA, why don’t you become an ambassador for LICCA through YouTuber activities? Please check LICCA official website for details of the campaign. (Application period: from Thursday, June 18 to 24:00, Sunday, July 12, 2020)

Details of the promotional campaign: licca.takaratomy.co.jp/event/family_youtuber

<Product Outline>

Recommended Age: 3 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall" (takaratomymall.jp) and others

Product website: licca.takaratomy.co.jp/products/house/shoppingmall2020

Product video: "Licca Shopping Park" youtu.be/VrVj713nMDU

"Delivery scooter Licca's eats" youtu.be/jzvUb4SL3Rk

Product Name: "Licca Shopping Park"

SRP: JPY 6,980 (tax not included)

Launch Date in Japan: Saturday, June 20, 2020

Package Contents:

Main unit (shelf on the first floor×2, frozen food box, floor on the second floor), hooked shelf×9, hook×2, escalator (with a shelf and a doll stand), LICCA Pay register (including a pole), 2-tier bakery shelf, bakery cover, tong rack, tong, capsule toy vending machine, capsule×5, capsule contents (wristwatch, bracelet, earrings, hair clips in two colors), food goods×25, baby goods×2, runner goods×2, PET bottle×3, tray for strawberries, shopping basket×2, plastic bag×2, back board (first floor, second floor, bakery), special small goods sheet×2, special sticker×2, frozen cover, smartphone *Dolls, dresses and Panda Cart are not included.

Power Source Used: 3 X AAA alkaline batteries (not included)

Copyright: © TOMY ©nepia



Product Name: "LD-14 Happy Shopping"

SRP: JPY 3,200 (tax not included)

Launch Date in Japan: Saturday, June 20, 2020

Package Contents: Doll (dress, socks, underwear, earrings),

shoes, bag, smartphone, bread, milk

Copyright: © TOMY



Product Name: Shopping panda cart

SRP: JPY 1,800 (tax not included)

Launch Date in Japan: Saturday, June 20, 2020

Package Contents: Main unit, shopping basket

Copyright: © TOMY



Product Name: Delivery scooter Licca's eats

SRP: JPY 5,300 (tax not included)

Launch Date in Japan: Saturday, July 4, 2020

Package Contents: Main unit of scooter, Order Pad, helmet, smartphone, ramen, sushi, pizza, pizza box, sticker, user manual

Power Source Used: 4 X AAA alkaline batteries (not included)

Copyright: © TOMY



Product Name: LW-09 Happy Waitress Dress

SRP: JPY 2,200 (tax not included)

Launch Date in Japan: Saturday, June 20, 2020

Package Contents: Dress, pants (tutu), socks, shoes,

sun visor, cake×3, dish×3 *Doll is not included.

Copyright: © TOMY



About “LICCA doll”

LICCA doll (Manufacturer: TOMY Company, Ltd.) has been loved for more than 50 years since her birth in 1967. We have released various LICCA doll products that give shape to children’s fantasies and dreams always reflecting the times and trends. In recent years, we have been marketing “Licca,” a LICCA doll brand designed for adults, aiming to develop it into a brand that is also loved by adults who have lived with LICCA. While LICCA is widening her area of activity as a celebrity, her own Twitter and Instagram accounts have become a popular topic. (*Number of followers as of January 2020: approximately 200 thousand in total)

[Special website for Fun Time at Home with LICCA]

licca.takaratomy.co.jp/licca_ouchijikan

【LICCA official accounts on Twitter & Instagram [@bonjour_licca]

■ twitter.com/bonjour_licca ■ www.instagram.com/bonjour_licca

About “Oji Nepia”

We hope to wrap everyday life gently and softly. Since the foundation in 1971, Oji Nepia launched products that touch your skin, such as tissues and toilet paper rolls. As well as pursuing nice textures, we have adopted FSC®-certified paper ahead of its competitors in the industry since 2011. Furthermore, we have been working on activities to broaden understanding of “FSC®-certified paper to conserve forests” in alliance with WWF Japan since 2017. We offer products that will not only help our customers, who are of a wide range of generations, live comfortable lives, but will also remain their favorites for a long time.

About PayPay

With “PayPay,” a smartphone payment service provided by PayPay Corporation, users can choose from pre-charged PayPay balance or credit cards and use at any PayPay merchants and online services. The availability of PayPay is rapidly expanding not only to large-scale chain stores, but also to small shops all over Japan. PayPay balance can be topped up online bank accounts and at nearby Seven Bank ATMs. Various features such as “Send/Receive” PayPay balance (PayPay Money, PayPay Money Lite) and “Warikan” convenient for group meals are available as well.

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)