

For Immediate Release

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Enjoying Christmas at Home! Simulated experience of new lifestyles such as teleworking, cashless payment, home delivery and social distancing!?

Guide for Recommended Toys for Christmas and Time at Home this Winter

“2020 Christmas Toys Selected by Toy Stores” Introducing 3 products that won the 1st place

TOMY Company, Ltd.

During the stay-at-home period this year, toys that make time at home fun became popular. For Christmas 2020 which comes under new daily norms, “The Game of Life” which becomes a family communication tool, a kids’ tablet PC with which children who have watched teleworking firsthand can learn screen operations and typing skills, and the “LICCA doll” series with which you can have a simulated experience of new lifestyles such as cashless payment, home delivery and social distancing, are attracting attention. The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima/headquarters: Katsushika-ku, Tokyo) introduces recommended products including toys of interest which can be enjoyed by your family and friends during time at home in six categories. In addition, in “2020 Christmas toys selected by toy stores*,” 16 TOMY Company’s products ranked in all eight categories, with three of them winning 1st place in three categories. The three products which won 1st place include: DOUBLE ACTION TOMICA BUILDING (50th Anniversary Version), in the Vehicle toys (cars & trains) category, Felt sewing machine sumikkogurashi in the Hobbies for girls (arts & crafts) category, and The Game of Life Jumbo Dream in the Games/puzzles category.

We would like to introduce some of the products as the guide for selecting gifts so the first Christmas under new daily norms can be as fun as previous years for children.

Lineup of Christmas toys recommended by the TOMY Group

Make your own dream space!

Creatively make your own dream space!

Learning with exciting discoveries

Acquire skills for the future while having fun with programming, which is gathering attention!

Exhilarating ☆ fashion creator

We love fashion! Make handmade items and transform yourself!
Be thrilled with currently popular characters!

Have fun playing lively games

Have a blast with analog games that can be played at home like the crane game and the Game of Life!

Ram it! The soul of young boys

An array of items to satisfy your desire to do a battle!
How you fight is up to you!

Warmer pet

Make yourself feel good with the adorable gestures of fluffy pets!

★TOMY Company’s official website now contains special online content featuring Christmas presents!

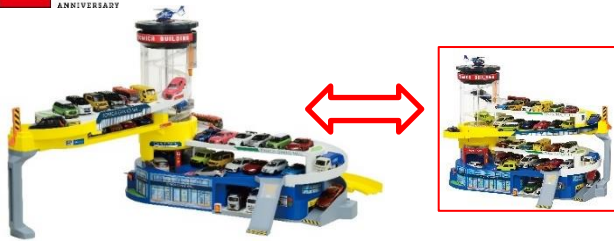
www.takaratomy.co.jp/xmas2020

(*) “2020 Christmas toys selected by toy stores”: 166 new products have been selected, including new products and top priority products for the Christmas shopping season self-recommended by 33 leading toy makers in Japan. They are divided into eight categories including: “Toys for infants and mental training toys,” “Educational toys,” “Toys for boys,” “Vehicle toys (cars & trains),” “Toys for girls,” “Hobbies for girls (arts & crafts),” “Games/puzzles,” and “Variety.” Retailers and wholesalers nationwide that sell toys cast votes for “toys that they think will sell” and “toys that they want to sell well” in this year’s Christmas shopping season. Announced by the Tokyo Toy & Doll Cooperative Association in September 2020

Make your own dream space♪



Wins 1st prize in the Vehicle toys (cars & trains) category!



Easily adjustable! A large parking building packed with Tomica play!

“DOUBLE ACTION TOMICA BUILDING”

JPY 6,800 each(Tax not included) Now on sale

www.takaratomy.co.jp/products/tomica/tomicaworld/town/building

© TOMY

*Tomica (miniature cars) are sold separately

*The 50th Anniversary Special Design is a limited edition produced through September 2021. Production of this product may end without prior notice.



Awarded in Toys for infants and mental training toys category



PAW Patrol's new base “PAW Patroller” arrives!!
It transforms into a play set, and you can play it with die-cast vehicles

“Launch’ N Haul PAW Patroller”

JPY 7,800 each(Tax not included) Now on sale

www.takaratomy.co.jp/products/pawpatrol/products

PAW PATROL™ & © 2020 Spin Master. All Rights Reserved. ©2020 Viacom.



Wins 2nd prize in the Vehicle toys (cars & trains) category!



The new “N700S” Shinkansen now available in PLARAIL!
Recommended for the first users of PLARAIL! A fully stocked all-in-one set!*

“PLARAIL Lots of cool stuff! scene play! SHINKANSEN BULLET TRAIN 700S CONFIRMATION TEST TRAIN 3D LAYOUT SET”

JPY 5,500 each(Tax not included) Now on sale

www.takaratomy.co.jp/products/plarail/tettei/set/n700s/index.htm

* Tomica are sold separately

Approved by Central Japan Railway Company (JR Central) © TOMY



Dinosaur battles! Transformations! Storage!
In addition, three dinosaurs merge into a giant Tyrannosaurus and go on a rampage!

“ANIA Dinosaur Island”

JPY 6,350 each(Tax not included) Now on sale

www.takaratomy.co.jp/products/ania/products/playset/playset22

© TOMY



Enjoy projection mapping at home !
Welcome to our wonderful theater !

“Magical Playtime Home Projection Mapping Wonder View Theater: Disney Characters”

JPY 17,800 (tax not included) Now on sale

www.takaratomy.co.jp/products/magicalplaytime/wvt_disney

© Disney

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Talking enhanced by programming! Make friends with Doraemon who talks a lot!

“Kimidake no Tomodachi (Your Special Friend) DORAEMON with U”

JPY 19,800 (tax not included) Now on sale

www.takaratomy.co.jp/products/omnibot/doraemon_withu

©Fujiko-Pro,Shogakukan,TV-Asahi,Shin-ei,and AD © TOMY

Wins 2nd prize in Toys for boys category!



The latest Pokémon containing 500 Pokémon characters from all regions
Illustrated guide, SMAPHO ROTOM!!
It tells you Pokémon information using the same voice as in animations!!

“SMAPHO ROTOM”

JPY 8,990 (tax not included) Now on sale

www.takaratomy.co.jp/products/pokemon/rotom_zukan_sp

©Nintendo・Creatures・GAME FREAK・TV Tokyo・ShoPro・JR Kikaku

©Pokémon



Learning with exciting discoveries



A starter model railroad set that includes train cars you admire!

TOMIX Starter set SD Blue train

JPY 18,000 (tax not included) Now on sale

(TOMYTEC CO.,LTD)

www.tomytec.co.jp/tom_dix/products/n/90179.html

Product commercialization licensed by JR West



It plays music when pressed repeatedly♪

“Do Re Mi Fa Sumikkogurashi”

JPY 1,500 (tax not included) Now on sale

(T-ARTS Company,Ltd.)

takaratomy.com/shop/c/Doremifa

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Wins 2nd prize in Educational toys category!



PC skills are attracting attention with the introduction of IT in the educational environment and increased opportunities of online learning, as well as kids watching teleworking firsthand. This is a tablet PC for acquiring basic PC skills and the ability for children to think for themselves in the future. Installed with “Nazotoki” Riddle Solving app supervised by Ryogo Matsumaru × English learning app supervised by ECC × PC skills development app supervised by Microsoft!

“Skill-honing Tablet PC Spica note

JPY 18,000 (tax not included) Now on sale

www.takaratomy.co.jp/products/spicanote

© TOMY ©ECC ©RIDDLER, Inc.

*This product is installed with application software developed by TOMY Company, Ltd., and does not offer Microsoft products or experiences.



A robot recommended for beginners of programming, assembled from pieces of cardboard and controlled by tablet or a smartphone app.

“e-Craft Series embot”

JPY 6,000 (tax not included) Now on sale

www.takaratomy.co.jp/products/omnibot/embot

© TOMY

* Tablet is not included.

* Items other than those comprising the set are sold separately.

Exhilarating ☆ fashion creator



Wins 3rd prize in Toys for girls category!

*Won as a single item, not as a DX



A deluxe version of the “Sumikkogurashi Sumikko Catch” LCD toy controlled by special sticks is now available which includes accessories such as a pouch and strap.

“Sumikko Catch Deluxe”

JPY 8,500 (tax not included) Now on sale

www.takaratomy.co.jp/products/sumikko

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Introducing dolls wearing costumes designed for each month inspired by birthstones! Find your birth month doll!

“L.O.L. SURPRISE! PRESENT SURPRISE”

JPY 2,480 (tax not included) Now on sale

*A total of 12 types. One of them is inside randomly.

www.takaratomy.co.jp/products/lol

© TOMY ©MGA



Have a simulation experience of the new normal, such as cashless payment and self-checkout, through pretend play! Payment with “LICCA Pay” ♪ coming with 100 realistic small accessories!

“Licca Shopping Park”

JPY 6,980 (tax not included) Now on sale

licca.takaratomy.co.jp/products/house/shoppingmall2020

© TOMY © nepia

*The dolls, the dresses, the Panda Cart and the mask are not included



Wins 1st prize in Hobbies for girls (arts & crafts) category!



A mysterious sewing machine that can sew without using thread!

“Felt sewing machine sumikkogurashi”

JPY 5,980 (tax not included) Now on sale

www.takaratomy.co.jp/products/sumikko

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This is a set of items to change you into Lovepatrina! You can enjoy transformation into the three heroines: Tsubasa, Sarai and Kohana!

“Police×Heroine Lovepatrina! LovepatshuffleDX”

JPY 5,980 (tax not included) Now on sale

www.takaratomy.co.jp/products/lovepatrina

© TOMY · OLM / LP Project, TV TOKYO



A plush doll that allows you to arrange the hairstyle and change clothes!

“Hair Make Plush Doll Glitter Dress Up/ Elsa”

JPY 4,990 (tax not included) Now on sale

(T-ARTS Company, Ltd.)

www.takaratomy-arts.co.jp/specials/plushdoll

©Disney



Have fun playing lively games



“Sumikkogurashi” in the crane game!?
Get Sumikkos with the arm!

“Sumikko Crane”

JPY 7,980 (tax not included) Now on sale

www.takaratomy.co.jp/products/sumikko

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Wins 1st prize in Games/puzzles category!



You can enjoy it as a family through communication! Make a big dream come true as the whole family!

The Game of Life filled with dreams!

“The Game of Life Jumbo Dream”

JPY 3,980 (tax not included) Now on sale

www.takaratomy.co.jp/products/jinsei/product/jumbodream

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Awarded in Games/puzzles category



5 Super Pop-Up Pirates this time! And they fly 5x further!??

It brings thrilling and exciting enjoyment to the whole family!

“Super Pop-Up Pirates MAX5”

JPY 2,980 (tax not included)

Now on sale

www.takaratomy.co.jp/products/kurohige/products/max5

© TOMY

Ram it! The soul of young boys



The Empire’s latest state-of-the-art unit: lion species Zoid!

“ZOIDSWILD ZW45 BURNING LIGER”

JPY 2,500 (tax not included) Now on sale

www.takaratomy.co.jp/products/zoidswild

© TOMY



Awarded in Toys for boys category



Works in conjunction with Nintendo Switch! With the all-in-one set with battlefield and one limited edition color Colamaru shooter “BOT-04 BOTTLEMAN Digital Battle Set”, you can enjoy ten types of shooting battles.

“BOT-04 BOTTLEMAN Digital Battle Set”

JPY 4,980 (tax not included) Now on sale

www.takaratomy.co.jp/products/bottleman

© TOMY

* Nintendo Switch is not included



Awarded in Toys for boys category



Most powerful all-in-one set that allows for immediate battle!

“B-174 Beyblade LIMIT BREAK DX SET”

JPY 6,800 (tax not included) Now on sale

beyblade.takaratomy.co.jp/products

©Hiro Morita, BBBProject

© TOMY



An all-in-one set where you can enjoy acrobatic radio-controlled car’s tornado driving!

“GIGA STREAM Tornado Course Set”

JPY 5,400 (tax not included) Now on sale

www.takaratomy.co.jp/products/gigastream

© TOMY



4 large vehicles transform and merge! Scope of play broadened by using in conjunction with CORE GRANNER TOMICA!

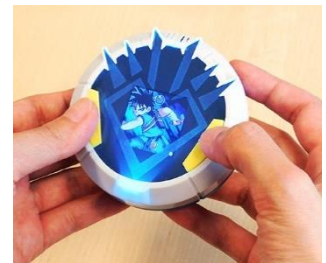
“EARTH GRANNER TYRANNOTOPS FULL CUSTOM DX SET”

JPY 9,500 (tax not included)

Now on sale

www.takaratomy.co.jp/products/tomica/earthgranner

© TOMY / EARTH GRANNER · TV OSAKA



“DAICOLLE First Series” is a collection of palm-sized die-cast metal toys of weapons and items that appear in the animation.

**”DRAGON QUEST The Adventure of Dai
DAICOLLE First Series”**

JPY 450 (tax not included) Now on sale

www.takaratomy.co.jp/products/dqdai

©SANJO RIKU, INADA KOJI/ SHUEISHA, The Adventure of Dai Project, TV TOKYO
©SQUARE ENIX CO., LTD. © TOMY

LCD toy of “DRAGON QUEST The Adventure of Dai”!
Become the protagonist and then set out on an adventure journey!

**”Dragon Quest Dai’s Great Adventure
Portable Adventure (with Limited Edition Card)”**

JPY 7,800 (tax not included) Now on sale

www.takaratomy-arts.co.jp/specials/dqdai-pa

(T-ARTS Company,Ltd.)

©SANJO RIKU, INADA KOJI/ SHUEISHA, The Adventure of Dai Project, TV TOKYO



Catch fish from around the world from your home!

Virtual Master Sprit S (Red/Blue)

JPY 7,800(tax not included) Now on sale

(T-ARTS Company,Ltd.)

www.takaratomy-arts.co.jp/specials/vmss

©T-ARTS



Warmer Pet



Awarded in Variety category



Awarded in Toys for girls category



A surprise pet that comes out of the gift box all by itself !

“PRESENT PETS” (2 types, 1. Fancy Puppy 2. Glitter Puppy)

JPY 6,980(tax not included) Now on sale

www.takaratomy.co.jp/products/presentpets

© TOMY © SML



It falls soundly asleep closing its eyes!

“Dakkosite Nerun fuwafuwakoneko”

JPY 5,980(tax not included) Now on sale

www.takaratomy.co.jp/products/nerun

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Sales Division, TOMY TEC CO., LTD. Tel: 03-3696-6149 / Fax: 03-3696-6193

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)
T-ARTS Customer Service (Japanese only) Tel: 0570-041173 (Navi-Dial)
TOMY TEC Customer Service (Japanese only) Tel : 03-3695-3161