

For Immediate Release

June 14, 2022

“The 2022 Japan Toy Awards” The TOMY Group receives the Grand Prize, the Special Award, etc. for a total of 9 products!

Grand Prize:

Educational Toys category, **“coemo”** / Action Toys category, **“ChoroQ”**

Special Award: **“Tomica” series**

Innovative Excellence Award: **“Trimming Pet Salon”**

Excellence Award: **Licca “Yumedeco Patissier,” “The Game of LIFE Golden Dream,”
“Spin and Roll! Norimaki factory,” “Sumikkogurashi Sumikko Water,”
Transformer “MPG-01 TRAINBOT SHOUKI”**

TOMY Company, Ltd.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) received Grand Prizes in two categories and Excellence Awards for five products in four categories at the 2022 Japan Toy Awards sponsored by the Japan Toy Association on Tuesday, June 14, 2022. In addition, together with **Special Award** and **Innovative Excellence Award**, **nine products** won awards.

The Grand Prize was received in two categories: **“coemo,”** a storytelling speaker in which AI creates voice similar to dads and moms^(*) won the prize in the **Educational Toys category**, and **“ChoroQ,”** a deformed miniature car evolved into a pullback motor car won the prize in the **Action Toys category**.

In addition, the **“Tomica” series**, long-running miniature car brand with a history of over the 50th anniversary received the **Special Award**, and **“Trimming Pet Salon,”** a new sensation hobby toy with which you can enjoy a “pet groomer” experience, received the **Innovative Excellence Award**.

The **Excellence Award** was received by the following five products in four categories. The award winners are **Licca “Yumedeco Patissier,”** with which children can have a virtual work experience as patissier, in the **Basic Toys category**; **“The Game of LIFE Golden Dream,”** in which everything including a roulette and character pegs is golden, and **“Spin and Roll! Norimaki factory,”** a cooking toy with which children can make rolled sushi with nimble ease, in the **Communication Toys category**; and **“Sumikkogurashi Sumikko Water,”** a LCD toy in which real water appears in the screen, in the **Character Toys category**; and **Transformers “MPG-01 TRAINBOT SHOUKI,”** that makes a three-step transformation from Series 0 Shinkansen, in the **High Age Target Toys category**.

(*) The phrase “dads and moms” in the text is used as a general term for all family members.



Grand Prize “coemo”



Grand Prize “ChoroQ”



Special Award “Tomica” series



Innovative Excellence Award “Trimming Pet Salon”

<The 2022 Japan Toy Awards>

The Japan Toy Awards were established in 2008 with the hope of creating and spreading more quality toys that everyone can enjoy comfortably. Founded with a mission to provide an opportunity for many consumers to get to know toys and enjoy them, the Japan Toy Awards were presented for the 14th time this year. Out of a total 295 products submitted by 29 companies, award winners were selected through rigorous examinations by experts with keen eyes. One Grand Prize winner and four Excellence Award winners were selected for each of the following seven categories. In addition, there are Outstanding Sales Award, Special Award, etc. as other awards for which the association selects recipients.

- (1) **Educational Toys category** : Toys that are helpful to intellectual training, education and coursework
- (2) **Basic Toys category** : Basic toys that develop five senses
- (3) **Action Toys category** : Toys with which you can play actively
- (4) **Communication Toys category** : Toys that everyone can enjoy regardless of age
- (5) **Character Toys category** : Toys based on character intellectual properties
- (6) **High Age Target Toys category** : Toys that adults can enjoy
- (7) **Accessible Design Toys category** : Toys made with “considerations” to enable children with and without visual or hearing disabilities to have fun playing with them

- ★ **Outstanding Sales Award** : Toys that made a significant contribution to the retail sector by driving the Japanese toy market in the year ended March 31, 2022
- ★ **Special Award** : Toys that deserve to awards for particularly making contributions to the toy industry
- ★ **Innovative Excellence Award** : Toys with particularly prominent novel ideas, new materials, new technologies, etc.

List of Grand Prize winners of the 2022 Japan Toy Awards

[Grand Prize, Educational Toys category]

Support child care through storytelling using AI! Storytelling speaker in which AI creates voice similar to dads and moms^(*1) “coemo”

[Sales agent: TOMY Company, scheduled on Thursday, September 29, 2022/JPY 12,980 (tax included)]

www.takaratomy.co.jp/products/coemo



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“coemo” reads many stories to children in a synthesized voice similar to their dads and moms (= *coe* (meaning voice)) using “coestation,” cutting-edge AI speech synthesizing technology^(*2). A synthesized voice (= *coe* (meaning voice)) generated by a “coestation” app is combined with stories (fairy tales) by a “coemo app.” The stories come with fun music and sound effects. When you choose your favorite story and send it to the main unit of “coemo,” it reads you the story in a natural way of reading. Reading stories to children using “coemo” provides quality time for parent-child physical contact, pleasant time for both children and adults, and “a new experience of hearing with their ears and imaging” to children who are familiar with videos and books.

(*1) The phrase “dads and moms” in the text is used as a general term for all family members.

(*2) It is an AI speech synthesizing technology of Coestation Inc.

[Features recognized]

After registering voice of a family member with the dedicated app, various stories are read to children in his or her voice with the latest “AI synthesizing” technology. The product was highly recognized for this innovation, and its educational characteristics of developing children’s ability to listen and imagination with a rich assortment of 60 contents.

[Grand Prize, Action Toys category]

An evolved “cute car running *choro-choro* (meaning dashing around)” is released! The number of pullbacks changes the way it runs!

Deformed miniature car “ChoroQ” evolved into a pullback motor

[Sales agent: TOMY Company, sales in summer 2022/eight different types, JPY 1,699 (tax included) each]

www.takaratomy.co.jp/products/choroq

“ChoroQ” was born in 1979 under the tagline “a cute car running *choro-choro* (meaning dashing around)” and was launched in 1980. “ChoroQ” series to be launched this time has evolved from a “ChoroQ” that you play using coil-spring pullback to a “ChoroQ” that you can play using motor pullback, inspired by the recent trend toward electric vehicles, while maintaining virtually the same size and designs as before. The number of pullbacks changes the way the car runs, such as straight by one pullback, random turn by two pullbacks and backspin by three pullbacks. You can also play programming runs. In addition, using the controller (sold separately), you can freely control a “ChoroQ” remotely for the moving forward and spinning actions. You can also input programming with the controller.



© TOMY

[Features recognized]

Using an electric motor instead of a coil-spring, you can enjoy three different patterns of running: “straight,” “random turn,” and “backspin.” The product was highly recognized for the gimmick of programming runs which combines the three actions a maximum of five times.

[Special Award]

A long-running series released in 1970 that marked its 50th anniversary in 2020. A total of more than 710 million cars sold!

“Tomica” series [Sales agent: TOMY Company]

www.takaratomy.co.jp/products/tomica

“Tomica” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series, and it celebrated its 50th anniversary in 2020. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with more familiar Japanese miniature cars. It is now loved by parents and children across three generations. Up to now, we have sold more than 1,110 different types of cars, a total of more than 710 million cars (as of April 2022).

In recent years, in addition to our long-standing products, we have expanded our lineup such as with our “Dream TOMICA” Series that collaborates with popular characters and contents and our “TOMICA Premium” Series of highly detailed collection models. In addition, in 2016, we launched full-scale licensing of the “Tomica” brand for adults. We have been expanding licensing to apparel, stationeries, daily necessities, etc. with the aim of making Tomica a brand that will be of interest to a wide range of people regardless of age or gender.



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■Major product lineup of Tomica

● **“TOMICA”** [No. 1 - No. 120]

(Recommended Age: 3 years and up/SRP: JPY 495/tax included) *JPY 550 (tax included), starting from units shipped on July 1.

“Tomica” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series, and is now loved by parents and children across three generations.

● **“First TOMICA”**

(Recommended Age: 1.5 years and up/SRP: starting from JPY 935/tax included)

Products, debuted in March 2022, with which even 1.5-year-old children can enjoy playing safely. Large-sized, light and easy-to-hold Tomica cars with “1 action” and a play set that can be enjoyed with these cars is offered.



● **“Dream TOMICA”**

(Recommended Age: 3 years and up/SRP: starting from JPY 660/tax included)

The series was launched with “Tomica collaborations that you dreamed of!” as its concept in 2012, and incorporates popular content that appeals to a wide range of target demographics.



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● **“TOMICA Premium”**

(Recommended Age: 6 years and up/SRP: starting from JPY 880/tax included)

The series was launched as “TOMICA for adults” in 2015, using special dies and molds to reproduce reality to the greatest extent possible in details such as the form, painting and printing, and wheel design of cars.



● **“TOMICA LIMITED VINTAGE”** [Sales Agent: TOMY TEC CO., LTD.]

(Recommended Age: 15 years and up/SRP: starting from JPY 2,970/tax included)

Launched in 2004. The Tomica cars which pursue top-class quality and reality among “TOMICA” series. The series has been well-produced to be suitable for collection and appreciation by adults, featuring the 1/64 scale, rubber tires, car models with plating, coloring and interior decorating reproduced, and so on.

TOMICA LIMITED VINTAGE



Scheduled in 2022

A huge fire station makes an amazing transformation with a push of a button! Big Fire Truck goes into action, carrying Tomica cars!

Tomica “Big Fire Truck & Transforming Command Station”

[Sales agent: TOMY Company, scheduled in late July 2022/JPY 9,350 (tax included)]

www.takaratomy.co.jp/products/tomica/tomicaworld/town/commandstation.html

A huge fire station automatically transforms with a push of a button. Big Fire Truck carrying Tomica cars goes into action with an emergency sound. Transforming Command Station loaded with sounds, which makes pretend play to mobilize Tomica cars fun, and a large aerial ladder truck Big Fire Truck, which can carry Tomica cars, come in a set.



© TOMY * Tomica (miniature cars) are not included.

[Features recognized]

This series has continued to tap and expand the Japanese miniature car market and been popular as a remarkably high-profile toy brand among parents and children across three generations since the launch in 1970. The series was recognized for its achievement of contributing to the development of the toy industry with the abundant lineup and various ideas.

List of Excellence Awards winners of the 2022 Japan Toy Awards

[Innovative Excellence Award]

You can enjoy a “pet groomer” experience! “Cut and arrange” a toy poodle as you wish, using scissors in a safety design. “Trimming Pet Salon Cream Toy Poodle/Pink Toy Poodle”

[Sales agent: TOMY Company, scheduled in late October 2022/JPY 5,940 (tax included)]

www.takaratomy.co.jp/products/trimmingpetsalon



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As “pet groomers” have become a more familiar occupation due to popularity of pets in recent years, an increasing number of children have an interest in the occupation. This product is a new sensation hobby toy which offers an experience of grooming, one of tasks of a popular occupation “pet groomer,” with scissors in a safety design. You can enjoy a “pet groomer” experience including actually cutting and arranging hair of a stuffed toy poodle. After running a brush through messy longer hair of a toy poodle, cut the hair as you wish, using scissors. Arrange the hair prettily with accessories such as a clip and a collar to finish. In addition, “separately sold Cut and Arrangement Set for Trimming Pet Salon” to provide a wider range of play is also released simultaneously.

[Features recognized]

The product was recognized for the challenging idea of offering an experience of “pet groomer,” which is a popular occupation, by incorporating an unprecedented gimmick of actually cutting hair of a stuffed toy with scissors in a safety design.

[Excellence Award, Basic Toys category]

**You can have a virtual work experience of “patisserie,” an occupation admired by children, with Licca!
Licca “Yumedeco Patisserie”**

[Sales agent: TOMY Company, sales on Saturday, July 16, 2022/JPY 6,600 (tax included)]
licca.takaratomy.co.jp/products/house/yumedeco_patisserie

The product offers a more real [virtual work experience] of “patisserie,” an occupation admired by children. You can enjoy a set of process, “prepare a cake in the oven,” “decorate it” and “put it in a showcase.” To the play of decorating a cake with whipped cream while turning it, creativity to make children want to play repeatedly is given with specifications that make the product easily playable even for small children, such as a pleasant feel of “cream squeezer” and the sticky surface of cakes. As it comes with 100 molded accessories, you can make your own original cake depending on ideas. The Cake Arrangement BOOK included in the package presents an interview with a real patisserie and even cake arrangements, stimulating children’s imagination and aspirations.



© TOMY *Doll and certain accessories sold separately.

[Features recognized]

Users can experience “patisserie,” which is children’s No.1 dream for the future, with Licca. The product was recognized for high value of play such as containing a “cream squeezer gimmick,” which makes children want to play repeatedly, and cakes and as many as 100 parts.

[Excellence Award, Character Toys category]

Get Sumikko in the water! This LCD toy lets you enjoy two modes of “land” and “water,” with real water appearing when you turn the main unit upside down.

“Sumikkogurashi Sumikko Water”

[Sales agent: TOMY Company, sales on Saturday, July 16, 2022/JPY 7,678 (tax included)]
www.takaratomy.co.jp/products/sumikko/goods/game.html

This is a new sensation LCD toy, containing “real water.” When you turn the main unit upside down, real water appears in the screen, and “land mode” and “water mode” switches. The product contains games using this mode change. You can catch Sumikko, and enjoy taking care of them and playing mini games in two modes of “land” and “water.” In the games, approximately 140 Sumikko and Minikko appear, and you can catch and collect them.



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[Features recognized]

Users can catch Sumikkogurashi characters, and enjoy taking care of them and playing mini games in two modes of “land” and “water.” The product was recognized for expressing a play using water in an LCD toy by making real water appear when the main unit is turned upside down.

[Excellence Award, Communication Toys category]

Everything including a roulette and character pegs is golden! Squares full of trending phrases such as “metaverse” and “*oshi* (meaning fave)” and new occupations like “professional skateboarder” have also been added.

The Game of LIFE Golden Dream

[Sales agent: TOMY Company, scheduled in autumn 2022/Tentative price: JPY 4,950 (tax included)]

“The Game of LIFE Golden Dream” is a “golden” version of “The Game of Life,” coming with an island of gold “Golden Island” to which players can go from the main board, and the included parts such as a roulette and character pegs are also gold. In addition, squares full of trends such as “metaverse,” “*oshi* (meaning fave),” “live stream” and “workation” are included. Furthermore, first-ever occupations in “The Game of Life” such as “professional skateboarder” and “drone pilot” have been adopted for occupation cards.



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[Features recognized]

The product was recognized for its features bringing excitement such as the included island of gold “Golden Island” to which players can go from the main board, included golden parts like a roulette, character pegs and buildings, present-day occupations (drone pilot), and words and phrases of squares (metaverse).

Equipped with an “automatic sushi roll mechanism”! A hyper cooking toy with which you can enjoy the all-in-one process from “making” to “eating”!

“Spin and Roll! Norimaki factory”

[Sales agent: T-ARTS Company, scheduled in October 2022/JPY 6,578 (tax included)]

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

It is a cooking toy that lets you experience the process of making sushi by wrapping sushi rice with nori seaweed. When you let a loader carrying sushi rice run and the sushi rice is automatically wrapped with nori seaweed, a sushi topping is placed on it, and sushi is made one after another. Furthermore, freshly made “sushi rolls” directly turn into conveyor belt sushi running on a track. This product allows you enjoy the whole experience of sushi making moves from “making” to “eating,” feeling as if you are taking a factory tour.



©T-ARTS

[Features recognized]

A loader moves ahead while turning a sushi rice board round and finishes making [sushi rolls]. (1) Automatically wrap sushi rice with nori seaweed at the gate, (2) automatically put a sushi topping on it, (3) automatically set it, and (4) turn into conveyor belt sushi. The product was recognized for being a hyper cooking toy that lets users make sushi rolls automatically.

[Excellence Award, High Age Target Toys category]

“TRAINBOT RAIDEN” through a 6-figure combination, which attracted a lot of attention in 1987, is now back! The first product in the project!

Transformers “MPG-01 TRAINBOT SHOUKI”

[Sales agent: TOMY Company, sales on Saturday, June 25, 2022/JPY 19,800 (tax included)]

tf.takaratomy.co.jp

“TRAINBOT RAIDEN,” a huge robot appearing through a combination of six trains, which drew attention through “Transformers The Headmasters,” a TV animation aired in 1987, and a toy series, is back. “TRAINBOT SHOUKI,” the first product in the project, is a robot that makes a complete transformation from 0 Series Tokaido Shinkansen. Starting with this first product, six figures will be successively commercialized over two years to complete “TRAINBOT RAIDEN.”



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[Features recognized]

The product was recognized for enabling a three-step transformation including a combination mode, which is the third transformation, and multiple-figure combination, and also adding more realistic details with the cooperation of TOMIX team of TOMY TEC Co., LTD. that is famous for railway models in production.

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