

For Immediate Release

November 4, 2022

Eighth Release in the Oriental Zodiac Series of “ANIA” Animal Action Figures!
2023 is the Year of the Rabbit!
A Pair of a Gold Rabbit and a Leaping Rabbit for a Year for Progress and Leaping Forward!

“Oriental Zodiac ANIA (Rabbit)”

To be released on Thursday, November 10, 2022

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“Oriental Zodiac ANIA (Rabbit)”** (SRP: JPY 770/tax included), which is a hand-held size animal action figures in the motif of next year’s animal symbol that can be moved and played with. The product will be on sale on Thursday, November 10, 2022 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, selected bookstores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/shop), etc.



The “Oriental Zodiac ANIA” series comes in sets, with each set featuring “ANIA” (figures) from the Oriental zodiac, a red carpet (felt sheet) and a folding screen. This series combines “ANIA” animal motifs with the Japanese custom of having an animal in the Oriental zodiac represent each year to offer products that can be used as a greeting for the new year, a New Year display piece, a gift to celebrate the New Year, etc. It is accordingly popular among many customers ranging from children through to adults.

This eighth release employs a motif of a rabbit, which is the animal from the Oriental zodiac for 2023. The series is a two-piece set that includes an auspicious brilliant gold rabbit and a leaping rabbit. The leaping rabbit represents the hope that 2023 will be a bright year in which we leap forward like a rabbit and make progress.

A cumulative total of around fifteen million “ANIA” products have been sold in the roughly eight years since the first release in 2013. TOMY Company will enhance the lineups by planning diverse products, with the aim of developing “ANIA” as the long-standing series that is loved by children around the world.

<Product Outline>

Product Name: “Oriental Zodiac ANIA (Rabbit)”
 SRP: JPY 770 (tax included)
 Launch Date in Japan: Thursday, November 10, 2022
 Recommended Age: 3 years and up
 Package Contents: Gold rabbit × 1, white rabbit × 1, gold folding screen × 1, red felt carpet × 1
 Dimensions: Gold approx. W 18 mm × H 35 mm × D 37 mm
 White approx. W 15 mm × H 35 mm × D 42 mm
 Sales Target: ANIA series total 1,500,000 units per year
 Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall”(takaratomy.com/jp/shop), etc.
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 Website: www.takaratomy.co.jp/products/ania/products/etoania



Oriental Zodiac ANIA Lineup to date



2016: Monkey
(Japanese Macaque)



2017: Rooster (Owl)



2018: Dog (Shiba Inu)



2019: Boar (Boar) / (Pig for Asia only)



2020: Rat (Hedgehog)



2021: Ox (Ox)



2022: Tiger (Tiger)



2023: Rabbit (Rabbit)

What is ANIA?

The “ANIA” series was launched in 2013 and features a range of hand-held size animal action figures that can be moved and played with. The products are designed as a “3D animal picture book” to stimulate intellectual interest in children who want to know more about the characteristics and types of different animals and as items that parents and children can play with together. These toys are created not just for displaying but based on the concept of animal action figures to be moved and played with. Their hand-held size, movable action feature and detailed molding have made them popular, and to date more than fifteen million units have been sold in Japan and overseas (series total; as of September 2021). The “ANIA” series toys have also received “Guide Dog Mark” (*1) certification as “accessible-design toys” (*2) that children with visual disabilities can enjoy. The series won the Grand Prize in the Accessible-Design Toys category at the 2013 Japan Toy Awards.

(1) Hand-held size: Designed to fit perfectly in the palm of a child, the “ANIA” series toys are easy to handle and play with.

(2) Movable action feature: All “ANIA” series toys feature a movable part that is characteristic of each animal (e.g., a lion that opens its mouth, an elephant that sways its trunk, a giraffe that moves its neck, and a lesser panda that moves its tail). Children can intuitively understand the characteristic part of each animal and play with them by recreating typical poses such as a giraffe reaching up to eat leaves from a tree or a crocodile opening its jaws to catch prey.

(3) Detailed molding: All animals in the “ANIA” series are designed without sharp protrusions to ensure safety of play and are shaped to be appealing to children, in addition to which close attention to detail is paid to coloring and molding to recreate the look of the animal’s skin, feel of its fur, shape of its limbs, appearance of its paw pads, etc.

*1) The “Guide Dog Mark” certification is given to “accessible-design toys” that children with visual disabilities can enjoy.

Takara TOMY accessible-design toys: www.takaratomy.co.jp/products/kyouyu

*2) “Accessible-design toys” are toys made and sold for the general market that children with and without visual disabilities can enjoy playing with.

Official Website: www.takaratomy.co.jp/products/ania



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