



動かせ、好奇心。

A total of more than 18 million units sold in Japan and overseas!

Announcement of 10th Anniversary of “ANIA”

Animal Play Figures

- ◇10th anniversary commemorative products
- ◇First-ever animation adaption of “ANIA” confirmed for terrestrial TV broadcast!!
- Animation-related products to go on sale
- ◇Collaborations with Fukui Prefectural Dinosaur Museum, zoos, and aquariums

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will this year celebrate 10 years since launching in June 2013 the hand-held-sized “ANIA” series of animal figures. To mark this 10th anniversary, and based on the key message of “**Stimulate Your Curiosity**,” the entire “ANIA” series will be further enlivened by the launch of commemorative products, the airing of a TV animation adaption for the first time, and collaborations with zoos, museums, and other industries, among other special events.

The “ANIA” figures are not just for display; they were created based on the concept of having children play with them by moving their characteristic parts. So that children can have fun playing with them whilst also experiencing—three-dimensionally—the diversity, characteristics, and wonders of the animal kingdom, the figures have been developed with three key points in mind: **hand-held size**, **movable characteristic parts**, and **detailed molding**.

Since going on sale, **the figures have been loved in 12 countries and regions (*1) worldwide, mainly in Asia (including Japan)**. As of March 2023, **cumulative shipment volume had surpassed 18 million units**. The launch of licensing has meant that the presence of “ANIA” as an original TOMY Company brand is growing, much like “TOMICA,” “PLARAIL,” and others. In July 2022, a beetle, a stag beetle, and other insects were added to the lineup as part of continual efforts to expand the range of animals that stimulate the interests of children.

To celebrate 10 years, an “ANIA” **10th Anniversary Memorial Set** (SRP: JPY 4,620/tax included) featuring the first animals in the series will go on sale on Thursday, March 23, at toy stores, toy sections of department stores and mass retailers throughout Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. The set will include the now-discontinued lion, elephant, tiger, rhinoceros, hippopotamus, lesser panda, and rabbit rendered in the original molding and coloring, in addition to a second lion in a special white pearl color.



In addition, the first-ever TV animation adaption of “ANIA” entitled “**ANIA Kingdom**” will start airing in April 2023 on the network of six broadcast stations affiliated with TV Tokyo. The show will feature original animated “ANIA” characters as they embark on a great adventure in the wake of an incident that has disrupted their usually-peaceful continent. It will tell the story of how the characters press on dauntlessly towards the numerous difficulties that await them. The show will also narrate how the animals and dinosaurs make full use of their capabilities. Products that bring to life the world of animation will go on sale, while a media mix will also be developed that includes on-demand videos on YouTube. The animation “Go! Go! Vehicle Zoo” featuring unique characters from “TOMICA,” “PLARAIL,” and “ANIA,” will also air in the same time slot.

Another 10th anniversary commemorative event is a planned year-long collaboration with the Fukui Prefectural Dinosaur Museum, which we hope everyone will enjoy.

TOMY Company has developed “ANIA” 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 a product that parents and children can play with together. By leveraging its product development know-how honed over many years in mainly the “TOMICA” brand of miniature die-cast cars and the “PLARAIL” series of train toys, TOMY Company will aim to turn the “ANIA” brand into a long-standing series cherished by many people everywhere.

*(1) Japan, China, Hong Kong, Taiwan, South Korea, the Philippines, Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Cambodia.

◆Ten-year popularity ranking

To date, 266 types (220 single items and 46 sets) of ANIA products have been released. The best-selling item over the last ten years was “Tyrannosaurus,” followed by the “lion” in second place and the “giant panda” in third. Since hitting the shelves, the “Tyrannosaurus” has remained immensely popular, placing in the top three for eight years in a row.

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|-------------------|--------------------------|
| ① Tyrannosaurus | JPY 1,045 (tax included) |
| ② Lion | JPY 715 (tax included) |
| ③ Giant panda | JPY 715 (tax included) |
| ④ Triceratops | JPY 1,045 (tax included) |
| ⑤ Gorilla | JPY 715 (tax included) |
| ⑥ Pteranodon | JPY 1,045 (tax included) |
| ⑦ Brachiosaurus | JPY 1,045 (tax included) |
| ⑧ Spinosaurus | JPY 1,045 (tax included) |
| ⑨ Plesiosaurus | JPY 1,045 (tax included) |
| ⑩ Emperor penguin | JPY 715 (tax included) |



Tyrannosaurus (1st) and the giant panda (3rd)

◆10 years of ANIA

The lion has been improved four times thus far. In addition to molding improvements over the years, particularly coloring and meticulous finishing, other features have been added for the enjoyment of children, such as making the characteristic parts of the animal movable.



2013 to 2017



2014 to now



2017 to 2020



2020 to now

◆Picture book card from Shogakukan’s NEO Encyclopedia also included!

In collaboration with Shogakukan, the publisher of the NEO Encyclopedia series (*2), the “ANIA” products come with a picture book card describing the characteristics of living things. The product packaging too has illustrations and information about living things. In this way, being able to satisfy the intellectual curiosity of children wanting to know more is one appeal of the “ANIA” series.

* (2) Website of Shogakukan’s NEO Encyclopedia series: www.shogakukan.co.jp/pr/neo

Standard encyclopedia series for children first published by Shogakukan in 2002. With more than 13 million copies printed, it is by far Japan’s number one encyclopedia for children. All 26 volumes are a treasure trove of information for children, spanning a wide range of topics. For example, the living things all around us, like animals, insects, and plants, dinosaurs and other creatures from prehistoric times, and even geoscience fields such as space, the stars, the constellations, and planet earth. Beautifully illustrated and providing up-to-date information, the books satisfy the broad-ranging interests of children.

◇Single-item figures

Product Name: ANIA Kingdom Series
Rutta (Asian small-clawed otter), Heart (four-toed hedgehog), Eddie (eclectus parrot), Leonie (lion), Silva (gorilla), Amine (reticulated giraffe), Dark Flame (Tyrannosaurus), and Rapru (Velociraptor)

SRP: JPY 715 each (tax included) * JPY 1,045 (tax included) for Dark Flame

Launch Date in Japan: Scheduled for late April, 2023 * Cyrus (Indian rhinoceros) and Elepha (African elephant) figures are scheduled to go on sale in mid-May
* Takara Tomy Mall will start taking pre-orders from Thursday, March 23, 2023.



Go! Go! Vehicle Zoo

Go! Go! Vehicle Zoo features new characters from TOMICA, PLARAIL, and ANIA. Uploaded weekly to the official “Takara Tomy Channel” on YouTube, the Go! Go! Vehicle Zoo videos support children’s growth child-rearing families, based on the key phrase of “we can do anything if we work together.” This will be the first time the videos are aired on television.

<Story>



A certain town in a world where animals and vehicles live together. They live happily here with a smile on their faces, but one or two things always seem to go wrong. The vehicles quickly spring into action when somebody needs their help! Their assistance is needed in various situations, whether it be delivering a parcel or helping somebody get changed. By working together as a team they can accomplish anything!

Broadcast Date: Around 9:11 a.m. every Sunday (commencing on April 2)

Broadcast Information: Network of six broadcast stations affiliated with TV Tokyo

Cast: Letts — Hana Sato Burun — Satomi Otani Mimmy — Misako Tomioka
Qyurun — Arisa Kiyoto Pao — Anju Shiranami Garun — Yusuke Tonozaki
Gotton — Takanori Kino Gaonny — Koichi Yamadera

Program Website: www.takaratomy.co.jp/products/tomica/sp/vehiclezoo

Production: TOMY Company

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 characteristic parts, and detailed molding have made them popular, and to date more than 18 million units have been sold in Japan and overseas (series total; as of March 2023).



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 characteristic parts:** 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.

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

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

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



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