



For Immediate Release

April 5, 2023

**A new development ahead of August release of latest “TRANSFORMERS” movie
Akiko Wada was named ambassador for the Transformers: Rise of the Beasts toy series!**

**From Saturday, April 8,
Wada will transform into a giant robot for a TV commercial!
She will also be on YouTube**

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch a new **“Transformers: Rise of the Beasts” toy series** ahead of the release of “Transformers: Rise of the Beasts,” the latest live action movie of the shape-changing robot characters **“TRANSFORMERS”** (to be released nationwide on Friday, August 4, 2023), and as the first products in the series, a total of 14 products will be released on Saturday, April 15, 2023 at toy stores, toy sections of mass retailers throughout Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. In connection with this new development, **singer Akiko Wada has been named the official ambassador of the “Transformers: Rise of the Beasts” toy series.**

The “Transformers: Rise of the Beasts” toy series will feature updated designs and advanced transformation gimmicks inspired by the characters in the latest movie, in which vehicles and animals transform into robots, allowing people of all ages to recreate and enjoy the world of the movie.

Akiko Wada was chosen as an ambassador because of her unrivaled popularity among children and adults alike, and because her wide-ranging and energetic activities, supported by young people through TikTok and not just TV, are perfectly in tune with the vision of the “Transformers: Rise of the Beasts” toy series. The toy series will be featured in a TV commercial starting Saturday, April 8, as well as on YouTube and in promotion visuals.

The TV commercial introduces the first main product in the toy series, **“Rise of the Beasts: PA PA PA Change,”** which treats users to a speedy, dynamic transformation like in the movie with a simple three-press action on the toy itself. It begins with a break scene in which Akiko Wada is playing with Optimus Primal, a popular character that transforms from a gorilla to a robot. She transforms it in a flash and then, when called to come on stage, Wada herself suddenly transforms into the giant robot Optimus Primal. It’s a unique story that makes you wonder if Akiko Wada is actually a transformer. Watch out for the scene where Akiko Wada, one of Japan’s most popular singers, transforms into a giant robot with the energetic call of “Transform!”

In addition, a video for YouTube featuring Akiko Wada will be released at the same time as the TV commercial. Various videos will be released from time to time, including one where Akiko Wada tries her hand at transforming a “Transformers: Rise of the Beasts” series toy for the first time.

Official Ambassador for the “Transformers: Rise of the Beasts” Toy Series
Akiko Wada

She will appear in a TV commercial and videos for YouTube to publicize the new toy series.

[TV commercial]

- Commercial title: Akiko Wada, Transform!
- Broadcasting starts: Saturday, April 8, 2023



Commercial story

The commercial begins with a friendly break scene in which Akiko Wada demonstrates the instant transformations of the “Rise of the Beasts: PA PA PA Change” to a young actress, but when the staff calls her to come on stage, the scene suddenly changes and Akiko Wada herself suddenly transforms into a giant robot. It’s a unique story that makes you wonder if Akiko Wada is actually a transformer.

Product presented in the commercial

“Rise of the Beasts BPC-01: PA PA PA Change OPTIMUS PRIMAL”

An amazing instant transformation robot toy that transforms dynamically with the simple action of pressing on its body three times after placing it on a desk. “OPTIMUS PRIMAL” is the main character in the animated television series “Beast Wars: Transformers,” and is making his first appearance in the movie series. He transforms from a gorilla to a robot in a snap.

Launch Date in Japan: Saturday, April 15, 2023

SRP: JPY 4,400 (tax included)

Dimensions: W 140 mm x H 203 mm x D 80 mm (robot form)

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- ◇ The TRANSFORMERS product images provided with this release are for visual representation purposes only. Some of them may differ from actual products.

[Videos for YouTube]

- Streaming channel: TOMY Company official YouTube channel
“Takara Tomy Hobby Channel”
www.youtube.com/@TAKARATOMYHOBBY
- Streaming starts: 6 p.m. on Saturday, April 8, 2023



About the videos

We will release videos featuring Akiko Wada from time to time, including: (1) Transformation challenge, (2) Surprised reactions to Magician GO’s transformer magic, and (3) Behind-the-scenes close-up of the commercial shoot.

[Interview with Akiko Wada]

- Q1: What are your thoughts and feelings about being named ambassador for the “Transformers: Rise of the Beasts” toy series?
I am very happy because from the moment I saw the idea for the commercial, I thought it would be interesting. Since it is a toy commercial, I tried to smile so that it would be more child-friendly.
- Q2: What did you think of this commercial shoot?
**I enjoyed it very much. I never thought I would transform myself into a Transformer just like the characters in the movie (laughs)
I hope everyone is looking forward to the completion of the commercial.**
- Q3: “Transformers” are characters that can transform into vehicles, animals, and any other objects around us. If you could transform at will in your daily life, what would you like to transform into? Also, is there anything you would want to do after transforming?
**I’d love to be a bird!!
Wouldn’t it be great to be able to fly anywhere you want!!**

*Continued on the next page

Q4: The “Rise of the Beasts: PA PA PA Change” series performs an amazing three-step instant transformation. What is it like to actually touch (and play) with it?

First of all, I knew that children would absolutely love it.

If it transforms that easily, they would want to try it again and again, and show it to their friends.

Q5: The latest “Transformers: Rise of the Beasts” movie, scheduled for release this summer, will feature for the first time in the film series the animal-transforming characters from the animated TV series “Beast Wars: Transformers,” which was a big hit some 25 years ago. Are there any characters you are interested in?

Of course, I am interested in Optimus Primal which transformed in the commercial.

I think it will definitely play a role in the movie and I’m looking forward to it!!

[Akiko Wada’s Profile]

She made her debut on October 25, 1968 with “The Stars in the Sky.” Her nickname at the time was “The Queen of Japanese R&B.” In 1970, she made her first appearance at the *Red & White Year-end Song Festival* with “Laugh and Forgive.” In 1972, she won the Japan Record Award for Best Song for “You Are the One Who Rings the Bell.” On October 25, 2007, she celebrated the 40th anniversary of her debut as a singer, and successfully performed overseas at the Apollo Theater in New York, a hall for black music. On the 50th anniversary of her debut, “WADA FES” was held at Nippon Budokan. Legendary singers gathered for the event, causing a buzz. In recent years, she has performed live at BlueNote and Billboard and at large outdoor festivals. On September 2, 2021, she released “YONA YONA DANCE,” her first digital single after moving to UNIVERSAL MUSIC. It won the TikTok Buzzword of the Year 2021 special award, and has 23 million views on YouTube and over 500 million total views on TikTok. It continues to go viral on social networking sites, especially among young people. On March 22, 2023, there was a digital release of the song “KANPAI FUNK” made in collaboration with artist meiyo, who has also contributed numerous songs. She is constantly taking on new challenges and staying active.



■“TRANSFORMERS”

“TRANSFORMERS” is a Japan-originated toy concept created by TOMY Company, Ltd. that takes the unique concept of “Robots in disguise” = Robots are all around us, with the potential for freely transforming every possible object, and is developed with the story of freely transforming super robot lifeforms, battling across the universe. The toys were launched in the United States in 1984, with animation and comics becoming huge hits. Sales of the toys and animation started in Japan in 1985. Since 2007, Steven Spielberg and Michael Bay have made Hollywood live action movies for the franchise, which became worldwide hits. The seventh installment, “Transformers: Rise of the Beasts,” is scheduled for release on Friday, August 4, 2023.

Today, more than 700 million Transformers have been sold in over 130 countries and regions (as of July 2022), and they have become very popular characters worldwide.

“TRANSFORMERS” Toys Official Website: tf.takaratomy.co.jp

■New Movie “Transformers: Rise of the Beasts”

Directed by Michael Bay and executive produced by Steven Spielberg, “TRANSFORMERS” has been adapted to film since 2007, becoming a record-breaking blockbuster series that has grossed more than USD 4.847 billion (approximately JPY 533.1 billion*) worldwide, even coming to symbolize Hollywood. The new series “Transformers: Rise of the Beasts” will open nationwide on Friday, August 4, 2023. The new Transformers series features not only cars, but also Beast Transformers that transform from gorillas, cheetahs, rhinos, and various other animals! Expect to see new Transformers with a yet-to-be-revealed storyline and the excitement of the upcoming “greatest battle of all time.”

*converted at JPY 110 per USD (as of June 21, 2021)

“Transformers: Rise of the Beasts” Movie Official Website: tf-movie.jp

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

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