

(English Translation of the Japanese Press Release)

May 12, 2015

To all related parties:

Name of the Company:	TOMY Company, Ltd.
Name of the Representative:	Kantaro Tomiyama President & CEO
(Code No. 7867; The First Section of the Tokyo Stock Exchange)	
Further Inquiries:	Kazuhiro Kojima Board Director Senior Executive Officer Chief Financial Officer (TEL: 03-5654-1548)

Notice of Change Concerning Representative Director

This is to provide notification that TOMY Company, Ltd. has resolved at its Board of Directors meeting held on May 12, 2015 to make the following Representative Director changes. The new board director will be officially appointed after the 64th shareholders' meeting to be held on June 24, 2015.

1. Reason for changes

TOMY Company, Ltd., which marked its 90th anniversary last year, has consistently evolved itself in response to the changing times and achieved its growth. The company has reformed the organizational structure of its head office and started to execute its plans to consolidate its group companies based on the three corporate revolutions (namely “revolution of mindset”, “revolution of products” and “revolution of business structure”) which was set out in the new mid-term management plan announced in May 2014, and continues to carry out drastic changes for further growth.

Pending above mentioned shareholder’s meeting, the company will appoint Kantaro Tomiyama as the Representative Director & Chairman of the Board (formerly Representative Director, President & CEO) and Harold George Meij as the Representative Director, President & CEO (formerly Representative Director & Chief Operating Officer). These changes were resolved with the objective to clearly separate the corporate governance and management execution functions, with the intention to effectively execute the new mid-term term management plan without speeding down on its revolutions. Following these changes, Kantaro Tomiyama will lead the effort to secure the effectiveness of the company’s governance and Harold George Meij will lead the management execution to achieve speedy decision making and agile business executions of the company.

2. Personnel changes of Board Directors <as of June 24, 2015>

	<New position>	<Current position>
Kantaro Tomiyama	Representative Director & Chairman of the Board	Representative Director, President & CEO
Harold George Meij	Representative Director, President & CEO	Representative Director & Chief Operating Officer

3. Career Summary of New President & CEO

Date of Birth	Career Summary		Number of Shares Held (thousand shares)
December 4, 1963	January 1987:	Heineken Japan / Assistant General Manager	0
	April 1990:	Unilever Japan K.K. / Assistant Brand Manager	
	April 2000:	Sunstar Inc. / Managing Director, Executive Officer, Oral Care Division	
	September 2006:	Coca-Cola Japan Co., Ltd. / Senior Vice President, Head of Brand Marketing	
	November 2008:	Coca-Cola Japan Co., Ltd. / Senior Vice President, Chief Customer Officer	
	March 2014:	TOMY Company, Ltd. / Senior Advisor	
	April 2014:	TOMY Company, Ltd. / Chief Operating Officer, Head of Global Business HQ (incumbent)	
	June 2014:	TOMY Company, Ltd. / Representative Director & Chief Operating Officer, Head of Global Business HQ	
April 2015:	TOMY Company, Ltd. / Representative Director & Chief Operating Officer		

Academic background: Bucknell University, US (Undergraduate), New York University, US (Postgraduate)

End of notice