



## A toy reward for everyone who worked hard all year!

Analog games, Demon Slayer: Kimetsu no Yaiba, learning toys, for healing, etc.

## Introducing trending toys that you can enjoy during the holiday season

Takara Tomy commercial with Christmas sound logo

by popular voice actor Natsuki Hanae aired from Friday, November 12!

TOMY's Official LINE account to deliver Christmas and other seasonal information started Thursday, November 18!



TOMY Company, Ltd.

In this year's toy market, as the new normal takes hold, "toys" are attracting attention as one of the things that can enrich our lives, and demand for them is increasing <sup>(\*)1</sup>. The Tomy Group (TOMY Company Ltd.; Representative Director & COO: Kazuhiro Kojima/headquarters: Katsushika-ku, Tokyo) is pleased to introduce six categories of recommended toys for everyone who has worked hard this year.

The six categories are: "Topics & trends," featuring popular trendy products; "Basic," featuring products selected from the "2021 Christmas Toys Selected by Toy Stores" <sup>(\*)2</sup> and classic brands; "Movie & TV related," featuring popular characters from current movies and TV shows; "Let's learn about the World," featuring toys that allow you to learn about various worlds; "All together now!," to liven up your party; and "Warm and fluffy." Enjoy the holiday season with toys that bring a smile to everyone's face.



### [Lineup of Christmas toys recommended by the TOMY Group]



#### Topics & trends

Popular toys and products related to the hit "Demon Slayer: Kimetsu no Yaiba" franchise



#### Basic

"2021 Christmas Toys Selected by Toy Stores" and classic brand products that everyone knows



#### Movie & TV related

Movie and TV characters are now available as toys!



#### Let's learn about the World

Because it's fun, you learn fast!  
You can learn about various worlds through toys.



#### All together now!

Have fun with action games and board games that are sure to be a blast!



#### Warm and fluffy

Fluffy pets to soothe you in the cold winter and toys to make items to keep you warm



On TOMY Company's official website, a special page is now open to introduce recommended products that were not included in this release!

★★★★Notice★★★★

■Popular voice actor Natsuki Hanae to voice the Christmas sound logo in TOMY commercial!

Christmas sound logo narrated by Natsuki Hanae, a voice actor who is active in a wide range of fields, will be included in a TOMY commercial that will be broadcast from Friday, November 12 to Saturday, December 25, 2021.

Natsuki Hanae

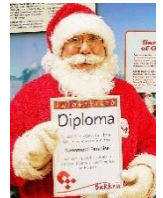


TOMY Company's official LINE account launched on Thursday, November 18, 2021!

From TOMY' Company's official LINE account, we plan to deliver information on events and seasonal toys that can be enjoyed by children and adults alike, as well as content that can be enjoyed according to the season. To kick off, we are distributing special Christmas-related deals and fun information. There will also be a Christmas gift campaign and a feature that allows you to communicate with Santa Claus, supervised by Mr. Paradise Yamamoto, the official representative of the Greenland International Santa Claus Association.

[Register as our official LINE friend from here]

[lin.ee/M710ehR](https://lin.ee/M710ehR)



Paradise Yamamoto

Topics & trends



This is a new tactile LCD care toy that allows you to play with the characters in the LCD as if you are directly touching them by operating the “punipuni” button.

“Punirunes” (three different colors)

JPY 6,578 (tax included) Now on sale

[www.takaratomy.co.jp/products/punirunes](http://www.takaratomy.co.jp/products/punirunes)

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※画像はイメージです。実際の商品とは多少異なる場合があります。

The PAW Patroller transforms into a powerful playable base. Let's have some fun playing rescue with the diecast vehicle!

“Launch’N Haul PAW Patroller”

JPY 8,580 (tax included) Now on sale

[www.takaratomy.co.jp/products/pawpatrol/products](http://www.takaratomy.co.jp/products/pawpatrol/products)

PAW PATROL™ & © 2020 Spin Master. All Rights Reserved. ©2020 Viacom.



The theme of the game is “creating a story of demon slaying with a roulette.” Through the game, you can relive the story of the TV animation “Demon Slayer: Kimetsu no Yaiba.”

“Demon Slayer: Kimetsu no Yaiba The Game of Life”

JPY 4,950 (tax included) Now on sale

[www.takaratomy.co.jp/products/jinsei/product/kimetsu](http://www.takaratomy.co.jp/products/jinsei/product/kimetsu)

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The TV animation “Demon Slayer: Kimetsu no Yaiba” has joined the Pop-Up Pirate series! When you point the sword, Nezuko will pop out.

“Demon Slayer: Kimetsu no Yaiba Pop-Up Pirate Nezuko”

JPY 2,530 (tax included) Now on sale

[www.takaratomy.co.jp/products/kurohige/kimetsu](http://www.takaratomy.co.jp/products/kurohige/kimetsu)

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## Basic



\* Tomica cars are not included.

This all-in-one set includes all the cars, scenery parts, and rails, perfect for those who are just starting out with PLARAIL.

### **“Packed with popular plays! PLARAIL BEST SELECTION SET”**

JPY 5,500 (tax included) Now on sale  
[www.takaratomy.co.jp/products/plarail/tettei/set/bestselection02](http://www.takaratomy.co.jp/products/plarail/tettei/set/bestselection02)

© TOMY



This is an all-in-one set that includes four JR 223 series cars, which is perfect for getting started with model railroading.

### **“TOMIX Starter set SD Series 223”**

JPY 21,780 (tax included) Now on sale  
[www.tomytec.co.jp/tomix/products/n/90180.html](http://www.tomytec.co.jp/tomix/products/n/90180.html)

Product commercialization licensed by JR West



\* Items other than those comprising the set are sold separately.

This is a fun playset with "capsule play" and tricks, and comes with a giant panda cub. (\*Only the first limited edition comes with a koala child)

### **“ANIA Everybody gather round! Gachatto Korokoro Tree (Limited First Edition)”**

JPY 5,665 (tax included) Now on sale  
[www.takaratomy.co.jp/products/ania/products/playset/playset24](http://www.takaratomy.co.jp/products/ania/products/playset/playset24)

© TOMY



\* Tomica cars are not included.

It comes with about 50 different sounds and voices. This deluxe police station automatically transforms with a push of a button, and children can enjoy make-believe dispatch with Tomica cars.

### **TOMICA “Transform! Deluxe Police Station”**

JPY 8,580 (tax included) Now on sale  
[www.takaratomy.co.jp/products/tomica/tomicaworld/town/policestation.html](http://www.takaratomy.co.jp/products/tomica/tomicaworld/town/policestation.html)

© TOMY



You can take a selfie with the built-in camera and play with makeup using the touch pen. There are more than 7,000 combinations of makeup.

### **“Licca Mechabae Make Pact”**

JPY 8,800 (tax included) Now on sale  
[licca.takaratomy.co.jp/products/makepact](http://licca.takaratomy.co.jp/products/makepact)

© TOMY



\* Dolls are sold separately.

Licca's Pet Clinic is a fun place to play with x-rays and examinations. It comes with 10 pets & accessories such as a medicine server and bandages.

### **“Licca Pet Clinic”**

JPY 6,930 (tax included) Now on sale  
[licca.takaratomy.co.jp/products/house/petclinic](http://licca.takaratomy.co.jp/products/house/petclinic)

© TOMY

## Movie & TV related

Movie to be released on  
November 5

This LCD toy is full of camera plays, such as making a trap to catch Summikko with the color in the photo you've taken, and taking care of them.

### **“Sumikkogurashi Sumikko Mikke DX (The Little Wizard in the Blue Moonlight ver.)”**

JPY 9,790 (tax included) Now on sale

[www.takaratomy.co.jp/products/sumikko/goods/movie.html](http://www.takaratomy.co.jp/products/sumikko/goods/movie.html)

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This item allows you to enjoy transformation into Kirari and Yuzuki to the accompaniment of “music,” “lines,” and “lighting effect.”

### **Bitfriends×Heroine Kiramekipowers! “Kirapawa Change DX”**

JPY 6,380 (tax included) Now on sale

[www.takaratomy.co.jp/products/kiramekipowers](http://www.takaratomy.co.jp/products/kiramekipowers)



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It's a large volume 5-car train that transforms from a bullet train to a robot!

A mode change powers it up to the SHINKALION Z Dr. YELLOW Z Hosen Mode.

### **“SHINKALION Z Dr. YELLOW”**

JPY 9,350 (tax included) Now on sale

[www.takaratomy.co.jp/products/plarail/tettei/shinkalion\\_z/dr\\_yellow](http://www.takaratomy.co.jp/products/plarail/tettei/shinkalion_z/dr_yellow)

© TOMY ©PJ -S,J/SZ, TX



You can find 800 Pokémon characters from all regions with “Karada Action”. New and upgraded version of the highly popular SMAPHO ROTOM released!

### **“SMAPHO ROTOM+ (plus)”**

JPY 10,990 (tax included) Now on sale

[www.takaratomy.co.jp/products/pokemon/rotom\\_zukan\\_sp\\_plus](http://www.takaratomy.co.jp/products/pokemon/rotom_zukan_sp_plus)

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## Let's learn about the World



\* Tomica cars are not included.  
\* The images are for visual representation purposes only.

Real barcodes of products around you can be scanned! This product allows you to enjoy real cash register play with cashless payment and collaboration items with companies.

### **“Magical Playtime Barcode Scanning Register”**

JPY 8,800 (tax included)

To be launched November 20, 2021

[www.takaratomy.co.jp/products/magicalplaytime/janjanregister](http://www.takaratomy.co.jp/products/magicalplaytime/janjanregister)

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You can get Pokémon by change of the mouse! Contains over 3,000 questions, including an introduction to programming! You can learn while playing with Pokémon.

### **“Pokémon Pikatto Academy Kids PC”**

JPY 17,600 (tax included)

Launched November 13, 2021

[www.takaratomy.co.jp/products/pokemon/mouse/get\\_pc](http://www.takaratomy.co.jp/products/pokemon/mouse/get_pc)

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A talking globe with a pad, produced obtaining cooperation of the editorial department of Shogakukan's illustrated book NEO. Children can learn about the world while playing.

### **“Shogakukan no Zukan NEOGlobe”**

JPY 32,780 (tax included) Now on sale

[www.takaratomy.co.jp/products/zukanneopad/globe](http://www.takaratomy.co.jp/products/zukanneopad/globe)

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## All together now!



Laugh or cry, it all depends on your gears! This is a stress-relieving life game that allows you to turn the tables on adversity.

### **“The Game of Life Pinch and Chance”**

JPY 4,400 (tax included) Now on sale

[www.takaratomy.co.jp/products/jinsei/product](http://www.takaratomy.co.jp/products/jinsei/product)

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The highly popular game software “Momotaro Dentetsu - Classic Board Game for Showa, Heisei and now Reiwa Era!” is now available as a board game! Enjoy it with all the family!

### **“Momotaro Dentetsu - Classic Board Game for Showa, Heisei and now Reiwa Era!”**

JPY 4,950 (tax included) Now on sale

[www.takaratomy-arts.co.jp/specials/momotetsu](http://www.takaratomy-arts.co.jp/specials/momotetsu)

©SAKUMA AKIRA ©Konami Digital Entertainment



A dream collaboration between "PLARAIL" and "SUSHIRO" has come true! The whole family can enjoy the feeling of a "real" sushi restaurant at home together.

### **“Ultimate! Bring it to you! SUSHIRO x PLARAIL”**

JPY 6,160 (tax included) Now on sale

[www.takaratomy.co.jp/products/plarail/tettei/set/sushi](http://www.takaratomy.co.jp/products/plarail/tettei/set/sushi)

© TOMY  
© SUSHIRO



This all-in-one battle set includes two limited edition colored beys, two launchers and a stadium, ready to play.

**“B-190 BEYBLADE DB ALL-IN-ONE BATTLE SET”**

JPY 6,050 (tax included) Now on sale

[beyblade.takaratomy.co.jp/products](http://beyblade.takaratomy.co.jp/products)

©Hiro Morita, BBBProject © TOMY



Intuitive and easy to control! Hit your opponent with two punches and blow him away! This is a fun robot battle RC with easy to understand victory and defeat and exhilarating gimmicks.

**“Exhilarating combat robots Butto Buster”**

JPY 6,930 (tax included) Now on sale

[www.takaratomy.co.jp/products/bb](http://www.takaratomy.co.jp/products/bb)

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The first electric target for Bottleman and the new Bottleman are included in the set, allowing you to enjoy heated shooting fun right away.

**“BOT-22 SALAFIRE & BLASTBOSS Battle set”**

JPY 5,480 (tax included) Now on sale

[www.takaratomy.co.jp/products/bottleman](http://www.takaratomy.co.jp/products/bottleman)

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It comes with 48 fun challenges that change depending on the direction of your face! Pop Up Pirate is here to bring more excitement to at-home parties!

**“Pop Up Yokubari Party”**

JPY 2,530 (tax included) To be launched November 20, 2021

[www.takaratomy.co.jp/products/kurohige/products/yokubari](http://www.takaratomy.co.jp/products/kurohige/products/yokubari)

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**Warm and fluffy**



LCD screen and voice navigation for weaving letters and patterns!

You can make your own original knitted items.

292 built-in patterns.

**“Orina Stylish + (Plus)”**

JPY 13,200 (tax included) Now on sale

[www.takaratomy.co.jp/products/orinastylish](http://www.takaratomy.co.jp/products/orinastylish)

© TOMY



With expressive reactions just like a real baby, this plush toy is a caring toy that your child will be fascinated to play with.

**“Dakkosite Nerun fuwafuwa wanko”**

JPY 6,578 (tax included) Now on sale

[www.takaratomy.co.jp/products/nerun](http://www.takaratomy.co.jp/products/nerun)

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\*The image shows a Rainbow Fairy.

\*You don't know which one is in the box until you open

A very cute puppy who comes out of the box by itself to meet you. You can enjoy a variety of games with the pup that comes out.

**“PRESENT PETS”**

**(2 types, Rainbow Fairy/Jewelry Princess)**

JPY 7,678 (tax included) Now on sale

[www.takaratomy.co.jp/products/presentpets](http://www.takaratomy.co.jp/products/presentpets)

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A mysterious sewing machine that can sew without using thread! You can safely and easily make cute sumikkogurashi accessories.

**“Felt sewing machine sumikkogurashi”**

JPY 6,578 (tax included) Now on sale

[www.takaratomy.co.jp/products/sumikko/goods/feltychine.html](http://www.takaratomy.co.jp/products/sumikko/goods/feltychine.html)

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(\*1) Source: Japan Toy Association FY2020 Japanese Toy Market Size Data ([www.toys.or.jp/toukei\\_siryou\\_data.html](http://www.toys.or.jp/toukei_siryou_data.html))

(\*2) The “2021 Christmas toys selected by toy stores” is a ranking of toys voted on by toy retailers and wholesalers nationwide based on which toys they think will sell the most, or that they want to sell the most in this year’s Christmas shopping season. ([www.toynes.jp/information/2021xmasomocha.html](http://www.toynes.jp/information/2021xmasomocha.html))

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Fax: 03-5680-4918

Sales Division, TOMY TEC CO., LTD.

Tel: 03-3696-6149 Fax: 03-3696-6193

**For product inquiries from consumers, please contact:**

TOMY Customer Service (Japanese only)

Tel: 0570-041031 (Navi-Dial)

T-ARTS Customer Service (Japanese only)

Tel: 0570-041173 (Navi-Dial)