

(English Translation of the Japanese Press Release)

June 27, 2018

To all related parties:

Name of the Company:	TOMY Company, Ltd.
Name of the Representative:	Kazuhiro Kojima Representative Director, President & COO (Code No. 7867; The First Section of the Tokyo Stock Exchange)
Further Inquiries:	Hiroya Kutsuzawa Board Director, Senior Executive Officer & CFO Head of Corporate Administrations (TEL: 03-5654-1548)

Notice Concerning Organizational Changes and Personnel Changes

TOMY Company, Ltd. (hereinafter “Tomy”) hereby provides notification that, at the meeting of the Board of Directors held on June 27, 2018, a resolution was made to carry out organizational changes and personnel changes, as described below.

1. Organizational Changes (as of July 10, 2018)

- Tomy will carry out the following organizational changes to further promote the Medium-Term Business Strategy, a part of the Medium-Term Management Plan announced in May 2018, and expedite business execution.

Promotion of the Medium-Term Business Strategy using the Four Business Headquarters Structure

In addition to restructuring the Toy Business Headquarters Structure into four newly established business headquarters, the Digital Planning Headquarters, Marketing Headquarters, R&D Headquarters, and the Sales Headquarters, Tomy will clarify roles and authority and strive for the rapid creation and promotion of growth strategies and business plans.

(1) Digital Planning Headquarters

The Digital Planning Headquarters will promote the strengthening of the application business, which is essential to Tomy’s growth strategy.

(2) Marketing Headquarters

The Marketing Headquarters will draft and execute medium- to long-term growth strategies and business plans while also striving to create new IP.

(3) R&D Headquarters

The R&D Headquarters will enhance Tomy’s planning and development capabilities and aim to create global hits.

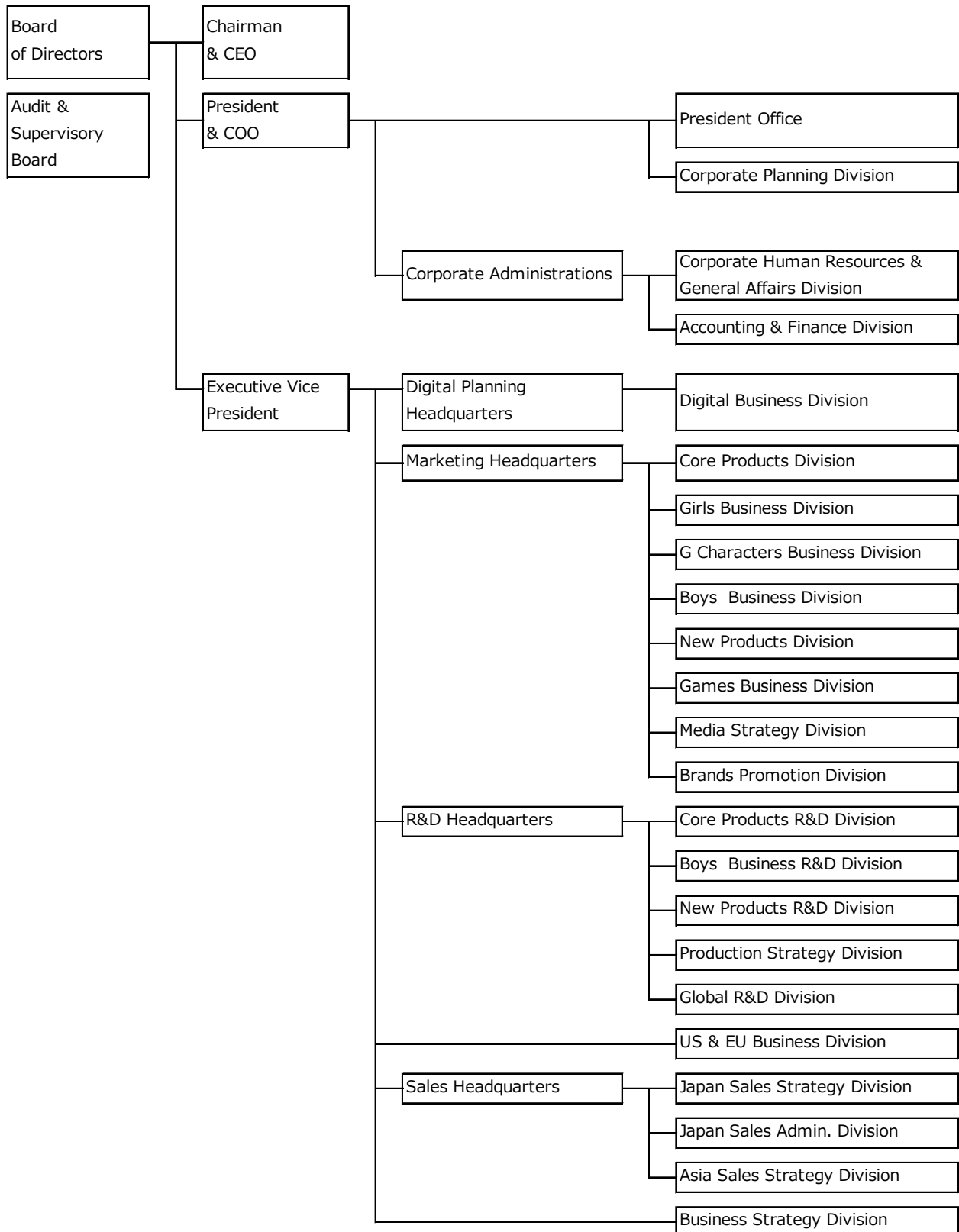
(4) Sales Headquarters

The Sales Headquarters will promote the drafting and execution of sales strategies that aim to maximize sales in Japan and the rest of Asia.

2. Organizational Changes

- The organizational structure after the change (outline) will be as follows.

TOMY Organization Chart as of July 10, 2018



3. Personnel Changes

1. Appointment of Director (effective June 27, 2018)

Name	New positions	Current positions
Takashi Konosu	Board Director, Executive Vice President Toy Business HQ	Senior Managing Director Head of Toy Business HQ
Hiroya Kutsuzawa	Board Director, Senior Executive Officer & CFO Head of Corporate Administrations	Senior Executive Officer & CFO Head of Corporate Administrations

2. Appointment of Executive Officers (effective July 10, 2018)

Name	New positions	Current positions
Satoshi Nakano	Senior Executive Officer Head of Digital Planning HQ	Senior Executive Officer Deputy Head of Toy Business HQ
Masaya Sawada	Executive Officer Head of Marketing HQ	Executive Officer Head of Global Business Division
Yoshikazu Abe	Executive Officer Head of R&D HQ, US& EU Business	Executive Officer Head of US & EU Business Division Head of Production strategy Division
Hidemitsu Honda	Executive Officer Head of Sales HQ	Executive Officer Head of Sales Division

End of notice