

Founding Philosophy

- > Let's excite the world's markets with our outstanding products.
- > Our sincerity and diligence will contribute to society and lead to our own success and happiness.

Corporate Mission

Our mission is to fulfill the dreams of our stakeholders, including

- > The dreams of children
- > The dreams of our employees
- > The dreams of our shareholders
- > The dreams of our business partners
- > The dreams of our society

We will create new value from play.

President & CEO
Kantaro Tomiyama

Representative Director &
Chief Operating Officer
Head of Global Business HQ
Harold George Meij

Growing Together With Children

Children are enveloped in an environment marked by dizzying change with the popularity of smartphones and tablets, as well as social networking services, broadly changing what a toy is and the modes of play.

Such times call on us to evolve the universal significance of our toys cultivated during our 90-year history and our carefully nurtured brand value by aligning them with the times.

In these ever-evolving times, we must take up the challenges of toys incorporating new technologies that fuse analog with leading-edge digital and becoming a company that expands along with the children growing up in these times.

Looking back as the TOMY Group approaches our 90th anniversary, we can say that great changes have occurred in our history every 30 years. During the First Generation, we went from being a small shop floor to a company sweeping over the world's markets with our tin toys; next, we transitioned into the Second Generation, which was defined by a materials revolution toward plastic toys; and, finally, we evolved into the Third Generation, when in tandem with the growth of mass media toys value was added via data.

We stay in touch with the times and continue to evolve, with our strong belief in innovation and change, putting smiles on the faces of children around the world our priority, applying pride in our handiwork down to the most minute detail when it comes to safe and secure quality, and maintaining flexible creativity to address the times and continue progress.

Now we are opening a new door to the Fourth Generation.

We have a strong desire to grow our "global smile network" as a leading toy company, and we will turn the passion of our employees into a strength to continue to spawn dreams and take on the challenges of the times.

Team Play for Excitement

We are all professionals from a variety of disciplines such as product development, manufacturing and distribution, marketing and sales, and customer relations listening to customer voices and working as a team in applying our craft to create a "circle of excitement." This close teamwork, through which ideas for new products are born of the bright expressions on the faces of children seeing our toys on the sales floor and improvements in the production system are derived from the advice of customers, is the driving force of TOMY's bright future.

Shaping dreams



Creating a toy involves imagining the form of an object children will take into their hands for play; this plants the tiny seed of an idea. Next, global toy trends and the latest technologies are brought into play to create toys that fully express dreams. The creativity that brings forth something from nothing has been TOMY's strength since our founding.

Providing safety and security



Safety and security are TOMY's lifeline. Our manufacturing always proceeds with product safety as our top priority, from the quality, shape and strength of a toy through inspections for toxic substances. In addition to adhering to the safety standards of every country in which our toys are sold, we have established our own strict safety standards and exert thorough quality controls, because when it comes to products for children safety is essential.

Conveying the charm of toys



Marketing is conducted to familiarize people with a toy that has been created. Information about the toy is presented through a variety of approaches, including media activities, retail site programs and events. At the same time, we keep our antennae tuned in to catch any feedback from customers as quickly as possible to reflect that in future toy development.

Developing meeting places



Every point of sales is a place where customers encounter our toys. We continually ask "Are we offering fun places to buy toys?" and "Where are the places that make it easier to buy toys?" In addition to our existing sales channels, we seek to expand our retail market to include other venues that will make it easier for customers to acquire our toys. We have been proposing the creation of retail outlets that have the right characteristics to perform under existing business conditions.

Close contact with our customers



We provide consultation on products and repairs at the TOMY Customer Service Desk, and treat our customers' hopes for and complaints about our products as valuable feedback, all of which we share within the company. In this way, we gain new product development ideas and suggestions for improving manufacturing, distribution and our sales structure.



OUR PRODUCTS

To Shape Dreams

Our toys are beloved worldwide and bring smiles to the faces of children and adults alike. At TOMY, giving form to dreams involves daily efforts to develop new products by applying the latest technologies and our spirit of creative originality. We take seriously the idea that the basic concept of play is unchanging, while we also believe that the secret to developing long-selling products is to incorporate changes accompanying the times and evolve together with the current generation of children.

Tomica



TOMICA

TOMICA was born in 1970 of a desire "to deliver a made-in-Japan toy car for Japanese children." More than 500 million have been sold up to now, and they continue to be loved by three generations.

Brand development

TOMICA brand that is evolving far beyond toys

We are polishing the charms of this long beloved brand and projecting new value for growth in relating to every aspect of boys' lives while maintaining the essence of the TOMICA brand.

TOMY's TOMICA brand series enjoys an 86.5% or greater* share of the mini-car toy market among boys seven and younger. Our TOMICA mini-car series is involved in tie-

ins with a variety of companies, including those in the apparel, candy and food, stationery, daily necessities and publishing businesses, resulting in the creation of a broad range of items. We also hold events such as the TOMICA Expo and develop specialty shops so kids not only have toys to play with but also places in which to have fun.

*According to TOMY's research.

Key brands

Brands that do not change but are responsive to changes in the times

Since her 1967 debut, LICCA has been a doll brand that shapes girls' dreams. For whom is the toy geared, and how do you get it into the hands of children? This long-selling product was born of thorough studies of the tastes and preferences of girls at a time when the term "marketing" had yet to come into existence. We have since continued to weave in trends that keep the doll timely while not changing the basic play concept, resulting in the doll becoming a beloved toy across generations, among adults and children.

PLARAIL, another of our long-sellers, has maintained the same rail and car specs since its launch more than 50 years ago, and we have made sure never to change the basic specifications. The PLARAIL brand is known for "exceeding and connecting the generations" as a toy that children enjoyed 50 years ago and, while new parts have been added to it, it remains a popular toy to this day.

1967 First-generation LICCA doll

Young girls during that period were crazy about LICCA. With shining eyes and long, slender limbs, the doll looked as if she had leapt straight from the pages of a Japanese manga comic. The LICCA doll had the looks preferred by the Japanese, gaining her fervid support among young girls and establishing her popularity.

1967



1982

2014

2014 Rich Wave x LICCA doll

This is the Harajuku Girls School Series LICCA doll based on the pop entertainer theme loved by modern girls. This model features items that girls of today love, such as band formation and stage costumes.

1982 Third-generation LICCA doll

The third-generation LICCA doll, launched in 1982, was given a slightly smaller face and a smile. She became much more fashionable, with long straight hair and small earrings.

LICCA

1959 First-generation PLARAIL

This plastic steam engine and rail set, which uses hand propulsion, was launched in 1959 as the original PLARAIL.

1959

2014 E6 Series Komachi Shinkansen

The specs for PLARAIL's blue rails have not changed since the product's launch. The cars that run on those blue rails always incorporate the trends of the times, and PLARAIL has continued to evolve along with Japan's rail culture.

2014

Plarail

JR東日本商品化許諾済

Pokémon



Hello Kitty



Disney



Other company content

Expanding market with synergies from hit-making

With TOMY's craftsmanship that leads to market expansion through the synergies of characters and content that shape the times, a remarkable reaction is produced that spawns previously unknown products.

For example, when TOMY's product development ability was applied to DISNEY, a brand loved over many generations, a great many products were created for the enjoyment of everyone from babies

through adults. HELLO KITTY collaborations with TOMICA and LICCA also produced synergistic effects that unlocked new markets. TOMY's sales network was employed for the Pokémon series, for which we hold the global license, resulting in global market growth for that brand.

TOMY will continue to expand our circle of partners so as to reach our goal of delivering dreams to children throughout the world.

©Disney
©Disney. Based on the "Winnie the Pooh" works by A.A.Milne and E.H.Shepard
©Nintendo・Creatures・GAME FREAK・TV Tokyo・ShoPro・JR Kikaku ©Pokémon
©1976,2014 SANRIO CO.,LTD. APPROVAL NO.5552134

Movements

The power of toys to give rise to social movements

"Now that you mention it, I played with that toy." "Yes, I liked that one!" There have been many toys that were emblematic of their time and about which shared experiences are discussed.

BEYBLADE, the modern version of the traditional Japanese top that has become wildly popular with boys within and outside Japan, has attracted considerable attention at

competitions held in stores. This has spawned movements surpassing national boundaries, such as the Asian and World Championships that hosted representatives from many countries in heated competition.

To put it another way, we would like to continue to offer the world toys for which the charm comes from experiences that can be shared with others.



Beyblade



BEYBLADE seeks to offer the enjoyment of a traditional toy that is universally accepted and is sold not only in Japan but also in more than 80 countries and regions worldwide, including in Asia, Europe, North America and the Middle East. At the 2012 World Championships, representatives of 25 countries, the most in the history of the tournament, engaged in intense competition.

©Takafumi Adachi, MFBF Project, TV Tokyo

Spreading Our "Smile Network" Worldwide

The global toy market is expected to grow 3% per year on average as we approach 2020. TOMY combines our strengths in planning and development, our safe and secure craftsmanship and our extensive sales network for powerful product development in the global market. We are also stepping up joint efforts with partners who are active on the global stage to expand our market penetration.



Global content development
Global tie-in of Pokémon content

TOMY sealed global licensing agreements on Pokémon toys based on the strength of our manufacturing technologies and our sales network in Asia, North America, Europe and Oceania. We maintain general control of merchandising and promotions through a unified approach connecting each of our overseas bases, which supports a responsive marketing strategy.

BUSINESS AND PRODUCT HISTORY

The Challenge of Making Toys Never Seen Before

Tomiyama Toy Seisakusho, which was founded a year after the Great Kanto Earthquake in 1924, was Japan's leading maker of world-class metal toys both before and after the war thanks to unchanging technical ability and innovative ideas.

Sato Vinyl, the predecessor of TAKARA, was established in 1955 and leapt onto the scene as a major general toymaker after producing big hits such as the DAKKO and LICCA dolls. These two companies, which were the driving force of the Japanese toy industry, merged to form a strong partnership in 2006, with the goal of becoming a global toy market leader.



1920s

Founded Tomiyama Toy Seisakusho, the predecessor of today's TOMY

On February 2, 1924, Eiichiro Tomiyama founded Tomiyama Toy Seisakusho, the predecessor of today's TOMY Company, Ltd. The company manufactured numerous toy airplanes, establishing a reputation in the industry linking the Tomiyama name with toy airplanes. Later, the company expanded its business through one industry-leading initiative after another, including the establishment of the first factory in the toy industry with an assembly line system and the creation of a toy research department. Tomiyama also contributed greatly to the modernization of the toy industry through its determined efforts to improve the standing of toy manufacturers.

- 1924 Aero Plane Breguet
- 1930 Looping Plane
- 1935 Air Man
- 1937 Tank



Aero Plane Breguet (1924)

1950s

Transferred from metal to plastic

After World War II, the company's B-29 Bomber friction toy became a major hit in and outside Japan, blazing the way for the export of large toys. In 1953, the company began its journey toward becoming a modern enterprise by incorporating, and in 1959 it established a sales subsidiary, which had been the founder's ardent wish since the founding. Around this time, waves of innovation in materials and technology rolled through the toy industry, ushering in a major turning point when metal was replaced with plastic and friction toys were succeeded by electric toys.

Sato Vinyl Industries, a predecessor of TAKARA Co., Ltd., was founded in 1955.

- 1951 B-29
- 1953 Speedway Racer No. 3
- 1957 Bubble Blowing Elephant
- 1959 Piggy Cook
- Sky Ping-Pong
- Plastic Train and Rail Set



Sky Ping-Pong (1959)



Plastic Train and Rail Set (1959)

1960s

Early success in expanding overseas during the export boom

At a time when half of the toys it produced were exported, TOMY was quick to open representative offices in New York and Europe with the aim of making inroads directly. In Japan, the company established production bases, set up a development center—an unprecedented move in the industry—and took other steps to create a system uncompromisingly committed to good manufacturing.

TAKARA grew into a comprehensive toy manufacturer, propelled in its business expansion by hit products that made use of the company's vinyl processing technology.

- 1960 Dakko-Chan
- 1964 Ohanashi Miko-Chan (Talking Miko)
- 1967 Licca doll
- 1968 The Game Of Life (Japanese Version)
- 1969 Tumble Robot



Licca doll (1967)

1970s

Start-up of overseas production

After commissioning production in Hong Kong, TOMY opened its first factory in Singapore, making it one of the early companies to embark on overseas production. Masanari Tomiyama was appointed the second president and CEO in 1974, the company's 50th anniversary.

TOMY and TAKARA both released numerous long-selling products that remain popular to this day.

- 1970 Tomica
- 1974 Microman (Micronauts)
- 1975 Pop Up Pirate
- Pocket Mate
- 1976 Water Game
- 1977 Sensei
- Koeda-Chan mini dolls (Treena & Her Forest Friends)



Koeda-Chan mini dolls (Treena & Her Forest Friends) (1977)



Water Game (1976)

1980s

Ongoing reform and expansion of sales channels

TOMY established the Handicap Toy Laboratory in 1980 and popularized efforts in the industry to create barrier-free toys. In 1985, the Plaza Accord threw the company into a sudden management crisis, and drastic reforms were implemented, including the closure of factories in Japan. The following year, Kantaro Tomiyama was appointed the third president and CEO in a shakeup of the management structure.

TAKARA went public in 1984 and grew steadily, being listed on the Second Section of the Tokyo Stock Exchange in 1986. In 1988, the company switched from a focus on its core business of toys to diversified operations, rolling out products aimed at a wide range of fields.

- 1980 Choro-Q (Penny Racers)
- 1983 Zoids
- 1984 Transformers
- 1986 Jenny doll
- 1987 Palm Pets
- 1988 Rock 'n' Flowers



Choro-Q (Penny Racers) (1980)



Zoids (1983)

1990s

From "product out" to "market in"

TOMY prepared for regeneration with a new structure. With this, it announced a business diversification strategy focused on the three core areas of toys, general goods and multimedia products. It rolled out a stream of new measures, including entry into the character business and a business alliance with HASBRO, Inc., in the United States. In 1997, TOMY went public and in 1999 it was listed on the Second Section of the Tokyo Stock Exchange.

From the second half of the 1980s, TAKARA expanded its Hearty Series for enriching people's lives and released products based on TV characters that became hits. With this aggressive product expansion, the company was listed on the First Section of the Tokyo Stock Exchange in 1991.

- 1990 Musican
- 1991 Breezy Singers
- 1993 B-Daman
- 1994 Magic Design Tracer
- 1997 Pokémon (Toys)
- 1999 Furby
- Beyblade



Transformers (1984)



Musican (1990)



Furby (1999)

2000s

Beginning of a new era in the toy industry

TOMY concluded a comprehensive licensing agreement with Walt Disney International Japan Inc. in 2000, the same year its stock was transferred to the First Section of the Tokyo Stock Exchange. In pursuit of further growth, TOMY aimed for progress as a group, including the establishment of a development subsidiary and the founding of a new company for the planning and selling of stuffed toys and a company for utilizing new technology.

In 2000, TAKARA advocated expansion of the toy business and aggressively moved forward with the rollout of products and leveraged its planning and marketing prowess to continue offering a succession of popular products. In 2006, TAKARA and TOMY merged, becoming TOMY Company, Ltd. (known as TAKARATOMY in Japanese), with the aim of maximizing their respective strengths and becoming the world's top toy manufacturer.

- 2000 e-Kara
- Colorful Dakko-Chan
- 2002 Bowlingual
- Nohonzoku
- Duel Masters
- 2005 Yumel
- 2006 Jinsei Ginko (Life Bank)
- 2007 Omnibot 17μ i-Sobot



Omnibot 17μ i-Sobot (2007)

2010s

Toward tomorrow's hit products

Since 2010, TOMY has been accelerating its international expansion. It introduced an overseas version of TOMICA in Europe and North America. It began marketing METAL FIGHT BEYBLADE toys worldwide in conjunction with the introduction of a new TV anime (the actual names of the toys and anime differ by region). The toys are enjoying so much enthusiasm that an international competition was held in South Korea in the summer of 2010. In 2011, TOMY acquired U.S. toy manufacturer RC2, establishing a platform for global expansion. The entire TOMY Group has started to move into action together, aiming to be a truly global toy company.

- 2010 Pretty Rhythm
- 2011 Battroborg
- 2013 Ania

To the Next Stage!



1
TOMY Trivia
[POP-UP PIRATE]
If Blackbeard
pops out you win!?

The game concept is that Blackbeard is tied up in a barrel and by cutting his ropes you can save him. Therefore, under the original rules the person who helps Blackbeard pop out is the winner. Nevertheless, we received a lot of comments such as "We use it to determine who has to play the 'penalty game'" and "It's odd for the person who is surprised to be the winner," so when the game was renewed after three years we changed the rules to "If Blackbeard pops out you lose!"



2
TOMY Trivia
[GAME OF LIFE]
The design of banknotes
(dollar bills) used in the
game has not changed
since it was launched



Original
Design!

The people involved in creating the GAME OF LIFE are depicted on the banknotes (dollar bills) used in the game. For example, Milton Bradley, the creator of the "The Checkered Game of Life," as the original game was called, is depicted on the \$50,000 bill.

3
TOMY Trivia
[TOMICA]
The reason TOMICA
cars do not have
side mirrors



TOMICA cars are designed to look as much as possible like the real thing. However, side mirrors are left off because protrusions could result in injury to children.

Hello,
I'm LICCA

4
TOMY Trivia
[LICCA dolls]
The LICCA Telephone
was the result of a call
from a little girl

In 1967, not long after the LICCA doll was released, we received a phone call, "Is LICCA there?" A quick-witted female responded with "Yes, this is she." This event sparked the production of the still popular LICCA Telephone.



What We Can Do to Make Society's Dreams Come True

"We will be a company that operates to everyone's benefit by making toys that anyone can enjoy." These are the words of our founder, Eiichiro Tomiyama. They remain the foundation of our CSR efforts. Our efforts to provide dreams include universal design in our toys, conserving resources and energy in our manufacturing processes, participating in recycling trials and hosting field trips. It also means contributing to a rich future. Doing what we can now and doing what we must, we make steady progress one step at a time. This is our social mission at TOMY.

> Accessible Design Toys

From "specific use" to "shared play"
Promoting the development of toys that everyone can use to play together

Our Accessible Design Toys are toys that sight- or hearing-impaired children can enjoy together with children without physical handicaps.

We established the Handicapped Toy Research Office at our Headquarters in 1980 to develop toys for physically challenged children. Initially, we created toys specifically for the physically challenged, but one of our employees pointed out that if we were simply to make some minor adjustments to regular toys it would help keep costs down and make our toys accessible to more children. That idea sparked the birth of our Accessible Design Toys. For example, by using a raised surface mark on the ON side of the switch we make the status of the switch distinguishable by touch, which makes the toy more

accessible to the sight-impaired.

The concept of Accessible Design Toys gained approval, and a toy industry organization called the "Raised Surface Mark Committee" (now the Accessible Toy Promotion Committee) was formed. Similar efforts internationally and in other industries also spread.

In recognition of our success in spreading this concept, in 2009 we won the Minister of State Award for Excellence in Barrier-Free Universal Design. We also won the Japan Toy Association Grand Prize (Superiority Award) in the Accessible Design Category two years in a row in 2013 and 2014, which demonstrates the high marks we receive for our Accessible Design Toy efforts.



Toys for hearing-impaired children



Toys for sight-impaired children



Hello!Zoomer
2014 Japan Toy Association Grand Prize
Accessible Design Category Grand Prize

Ania individual figurine series
2013 Japan Toy Association Grand Prize
Accessible Design Category Grand Prize

> Eco-Toys

Learning about and becoming mindful of the environment through play



Toys are vital to the healthy growth of children. Our Eco-Toy program began in 2011 with the goal of environmentally conscious toy design that would encourage children to take an interest in the environment and give them opportunities to take the initiative in acting for it. Eco-Toys must clear our original environmental standards that cover environmental consciousness at each stage of the life cycle, from production through play.

We launched the Eco-Toy Committee made up of members from throughout our organization and enlisted the advice of third-party organizations to establish

environmental standards covering items such as power generation, use of recycled materials, long-life design and educational value concerning the environment.

Our PLARAIL products were the first in the toy industry to receive the Eco-Mark certification. Recognition of our efforts to lead the industry in raising the awareness and understanding of environmental issues by children resulted in our receipt of the Superiority Prize at the 13th Green Purchasing Awards and the 2012 Eco-Mark Awards Gold Medal.



LICCA, the talking smart house



Eco-Mark certified straight rails / Eco-Mark certified curved rails
PLARAIL products are made of 50% or more recycled material, qualifying PLARAIL to become the first Eco-Mark certified toy.

> 2 PLA-PLUS Experimental Recycling Trials with the Ministry of the Environment

Moving one step closer to a recycling society for the sake of future generations

The majority of plastic products that have become unusable (such as used toys) are incinerated as trash. TOMY has been the only member of the toy industry to participate continuously since the first round of the PLA-PLUS Project recycling trials in 2011.

In addition, more than 50% of household waste is packaging and containers (according to the Ministry of the Environment), so there are also trials looking into the effective use of that as a resource. Toys are actually made in these trials to help work out the issues.



> Field Trips

Showing the importance of creative ideas and imagination through manufacturing

We host field trips for junior high and high school students, through which we introduce a broad range of items, such as the history of toys, toy-making methods and environmental efforts. We seek to deepen the understanding of toy-making's history of constant technological innovation and evolution and the step-by-step process of planning, developing and producing toys. We also seek to impart a sense of the fun of manufacturing and the importance of creative ideas and imagination.



Field trip group (at the History Exhibit)

Before Opening New Doors

The wounds caused by the Great Kanto Earthquake in downtown Tokyo had not yet fully healed when our founder opened a small toy-maker's shop in that neighborhood in February 1924. This was a time when getting enough to eat and clothes to wear constituted an all-out effort for survival.

Toys bring smiles to faces.
Smiles have the power to open an era.

During our 90 years of existence, we have carried on the idea of "toys" as conceived by our founder, as well pride in the toy industry and a sense of duty.

Now we are at the dawn of a new era.
Our footing is firm as we step through the open door.



夢

