株式会社 タカラトミー



For Immediate Release September 6, 2023



"2023 Christmas Toys Selected by Toy Stores"

TOMY Company awarded 1st prize in 2 out of 8 categories!

The fastest Beyblade ever!

Ready-to-play, all-in-one set of the 4th generation BEYBLADE X

1st prize in the Character-related toys category

BEYBLADE X BX-07 START DASH SET

Experience the impact of up to 50 Tomica cars all driving at once!

1st prize in the Vehicle/Animal toys category

TOMICA Slider Parking 50

TOMY Company, Ltd.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) won <u>1st prize in two out of eight categories</u> in the "2023 Christmas toys selected by toy stores" announced by the Tokyo Toy & Doll Cooperative Association on Wednesday, September 6, 2023. When toys winning 2nd prize and below are included, 20 items of the Group were ranked.

The first prizes were won by the **BEYBLADE X BX-07 START DASH SET** in the Character-related toys category and **TOMICA Slider Parking 50** in the Vehicle/Animal toys category.

1st prize in the Character-related toys category

TOMY Company

BEYBLADE X BX-07 START DASH SET

JPY 5,720 (tax included) Now on sale

The ready-to-play, all-in-one 4th generation BEYBLADE X set featuring the ultra-high-speed X Dash.

beyblade.takaratomy.co.jp

© Homura Kawamoto, Hikaru Muno, Posuka Demizu, BBXProject, TV TOKYO © TOMY

1st prize in the Vehicle/Animal toys category

TOMY Company

TOMICA Slider Parking 50

JPY 8,800 (tax included) Now on sale

A 5-story parking lot with a long slide that lets you experience the impact of up to 50 Tomica cars all driving at once.

 $\underline{www.takaratomy.co.jp/products/tomica/tomicaworld/town/sli}\\ \underline{derparking.html}$

© TOMY





2nd prize in the Dolls/Playing house category

TOMY Company

Kiratto Color change Gelato Licca

JPY 5,940 (tax included) Now on sale

Have fun changing the color of Licca's hair and accessories. Use the attached "Color Change Light" on Licca's hair to transform it from mint green to purple, and from purple to pink on Kiratto Color change Gelato Moe, a friend of Licca's released at the same time.

licca.takaratomy.co.jp/products/doll/gelato_licca/
© TOMY



3rd prize in the Dolls/Playing house category

TOMY Company

La Maison With Swing and Slide

JPY 8,800 (tax included)

On sale Saturday, September 30, 2023

A large furnished house where Licca's family lives. Room and furniture layouts can be changed freely for all kinds of variations.

licca.takaratomy.co.jp/products/house/lamaizon/

© TOMY



2nd prize in the Vehicle/Animal toys category

TOMY Company

Plarail Best Selection Set

JPY 6,050 (tax included) Now on sale

This high-volume all-in-one set with train cars, rails, and backgrounds is ready for immediate play, making it perfect for children just starting out with Plarail.

www.takaratomy.co.jp/products/plarail/tettei/set/bestselection 2023/

© TOMY

3rd prize in the Vehicle/Animal toys category

TOMY Company

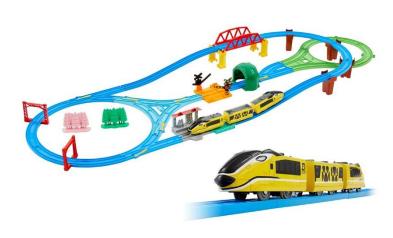
TOMICA Jobraver DX Sky Braver ANA Jetliner

JPY 8,800 (tax included) On sale Saturday, October 21, 2023

From Jobraver, a new series of heroes from Tomica, comes an ANA jet that transforms into an enormous 36-cm robot.

 $\underline{www.takaratomy.co.jp/products/tomica/jobraver/}$

© ANA © TOMY





2nd prize in the Games & puzzles category

TOMY Company

Athletic Land Game Sea Adventure

JPY 3,850 (tax included) Now on sale

The latest sea version of the Athletic Land Game, a big hit in Showa era Japan. This exciting action game will have your heart pounding.

www.takaratomy.co.jp/products/athleticlandgame/

© TOMY



3rd prize in the Games & puzzles category

TOMY Company

The Game of Life

JPY 5,500 (tax included) Now on sale

Celebrating the 55th anniversary of its release! Spin the wheel and experience life as you try to become a millionaire. This 8th edition model of the Game of Life is the latest standard edition that reflects diverse values.

www.takaratomy.co.jp/products/jinsei/product/jinsei 8th/

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2nd prize in the Variety category

TOMY Company

Tobidase! Cubits (Bitzee) (2 varieties)

JPY 6,598 each (tax included) Now on sale

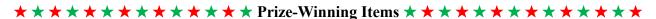
A new digital pet simulation game where, when you open the cube, the character floats, letting you actually pet it.

www.takaratomy.co.jp/products/cubits/

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* The images are for visual representation purposes only.



Toys for infants and mental training toys category

T-ARTS Company **Baby Smile Honda Sound Sitter** JPY 8,250 (tax included) On sale Saturday, October 28, 2023 www.takaratomy-arts.co.jp/specials/hondasoundsitter/

Educational toys category

TOMY Company **PAW Patrol Wonderful Pup Pad**JPY 19,800 (tax included) On sale Saturday, September 30, 2023
www.takaratomy.co.jp/products/pawpatrol/products/

Character-related tovs category

TOMY Company **Link with Camera! SMAPHO ROTOM** JPY 10,990 (tax included) Now on sale www.takaratomy.co.jp/products/pokemon/camera_zukan_rotom/

TOMY Company Pokémon Terastal Orb

JPY 2,800 (tax included) On sale Thursday, September 14, 2023 www.takaratomy.co.jp/products/pokemon/terastal_orb/

Dolls/Playing house category

TOMY Company Dakkoshite Nerun (Cozy Dozy) DX Set - Kitty

JPY 8,800 (tax included) On sale Saturday, October 21, 2023

www.takaratomy.co.jp/products/nerun/

Vehicle/Animal tovs category

TOMY Company Plarail 5th Anniversary! Let's Play with Tomica! GO! STOP! SOUND CROSSING DX Set

JPY 7,920 (tax included) Now on sale

www.takaratomy.co.jp/products/plarail/tettei/set/2023fumikiridx/index.htm

TOMY Company Ania Kingdom Battle Volcano

JPY 5,830 (tax included) Now on sale

www.takaratomy.co.jp/products/ania/aniakingdom/products/battle_volcano202305/

Games & puzzles category

TOMY Company Sumikko Gurashi Sumikko Crane Game

JPY 8,778 (tax included) Now on sale

www.takaratomy.co.jp/products/sumikko/goods/other.html

Variety category

TOMY Company Punirunes Puniplus (3 Varieties)

JPY 7,150 each (tax included) Now on sale

www.takaratomy.co.jp/products/punirunes/

TOMY Company Fuwamochi Wow! panbina (Cookeez Makery) (2 Varieties)

JPY 7,678 (tax included/tentative price) Scheduled for launch at the end of October 2023 www.takaratomy.co.jp/products/panbina/

T-ARTS Company Ultimate Onigiri

JPY 4,378 (tax included) Now on sale

www.takaratomy-arts.co.jp/specials/ong/

\star \star \star \star \star \star \star \star What is "2023 Christmas toys selected by toy stores"? \star \star \star \star \star \star \star \star \star

The "2023 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.

Participants voted on the eight categories of "Toys for infants and mental training toys," "Educational toys," "Character-related toys," "Dolls/Playing house," "Arts & crafts," "Vehicle/Animal toys," "Games & puzzles," and "Variety." New toys and top priority products for Christmas by 48 participating manufacturers were narrowed down to 175 toys entered, and the 1st to 3rd places in each of the eight categories, as well as five prize-winning products, were decided.

For press inquiries, please contact:

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Public Relations Division, T-ARTS Company, Ltd. Tel: 03-5680-4837 Fax: 03-5680-4918

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)