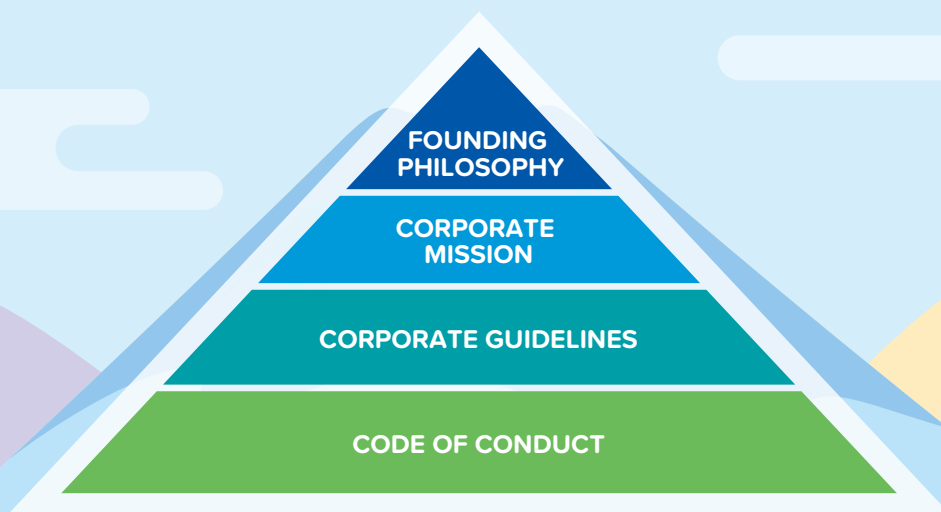


## The TOMY Group Philosophies



Eiichiro Tomiyama founded TOMY with the goal of “creating truly excellent quality products with play value for children with infinite possibilities for the future.” Our Founding Philosophy, which expresses this toy manufacturing doctrine, has been inherited as the foundation of our Company. Along with this philosophy, TOMY’s Corporate Mission is ceaselessly implemented on a Group-wide basis. TOMY’s history is defined by business development grounded in these philosophies, and its values are evident throughout this history.

### 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.**

Our Founding Philosophy is a fundamental and permanent component of the TOMY Group that has served us well.

### 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 society**

**We will create new value from play.**

Our Corporate Mission is an enduring ideal toward which the Group strives.