



## *Vision*

# **Things That Change and Things That Don't**

## **— The TOMY Group Values**

The TOMY Group has inherited the Founding Philosophy as a set of unwavering values since Eiichiro Tomiyama created Tomiyama Toy Seisakusho, the predecessor to TOMY, in 1924. While the toys that are sought after continue to evolve as time passes, we continue to hold on to the idea of exciting the world's markets with our outstanding products.

## The Philosophy Continuously Inherited

Things That  
Don't Change

### Passion for Toy Manufacturing

We continue to inherit the original passion of 11-year-old Eiichiro Tomiyama to create truly excellent quality products with play value for children all over the world with infinite possibilities for the future.



Left: Everything we do aims to put smiles on the faces of children.  
Right: The Bubble Blowing Elephant, which became popular worldwide (1957)



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Right: Members of the Joint Sales Division of the Tokyo Toy Industry Association (TOMY founder Eiichiro Tomiyama is seated at the center of the front row)  
Left: "The Management's Motto" serves as the opening of the "Tokyo Toy Industry Association Industry Guidance Principles," the association's charter, which spells out the association's ideals

### Coexistence and Coprosperity with Stakeholders

Formed with like-minded peers, The Japan Toy Association included within its charter the idea that friendly competition, coexistence, and coprosperity will lead to the development of Japan's toy industry and personal growth. Eiichiro Tomiyama's ideal of coexistence and coprosperity lives on today as TOMY's Founding Philosophy.

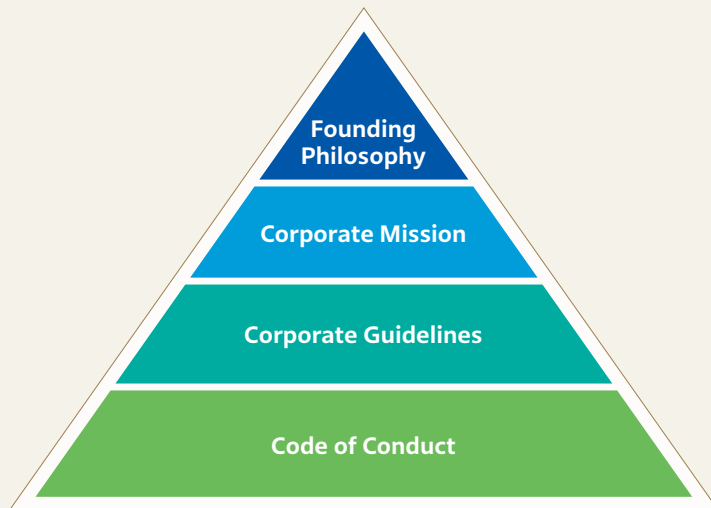
### Focus on Quality That Will Be Respected Worldwide

After World War II, as inferior products were rampant, we worked to further improve our quality while receiving evaluations about our quality from around the world. Through these efforts, in 1971, we became the first Japanese toy manufacturer to receive the Symbol of Excellence Award\* from Sears, Roebuck and Co.

\*Awarded to commend companies selected from around the world for "punctually providing products with superior design and excellent quality"



Top: Medal awarded to the Company in 1976  
Left: Eiichiro Tomiyama (right) and Toy Department Manager Wardell from Sears, Roebuck and Co. (left) at the 1971 Symbol of Excellence Award ceremony



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**

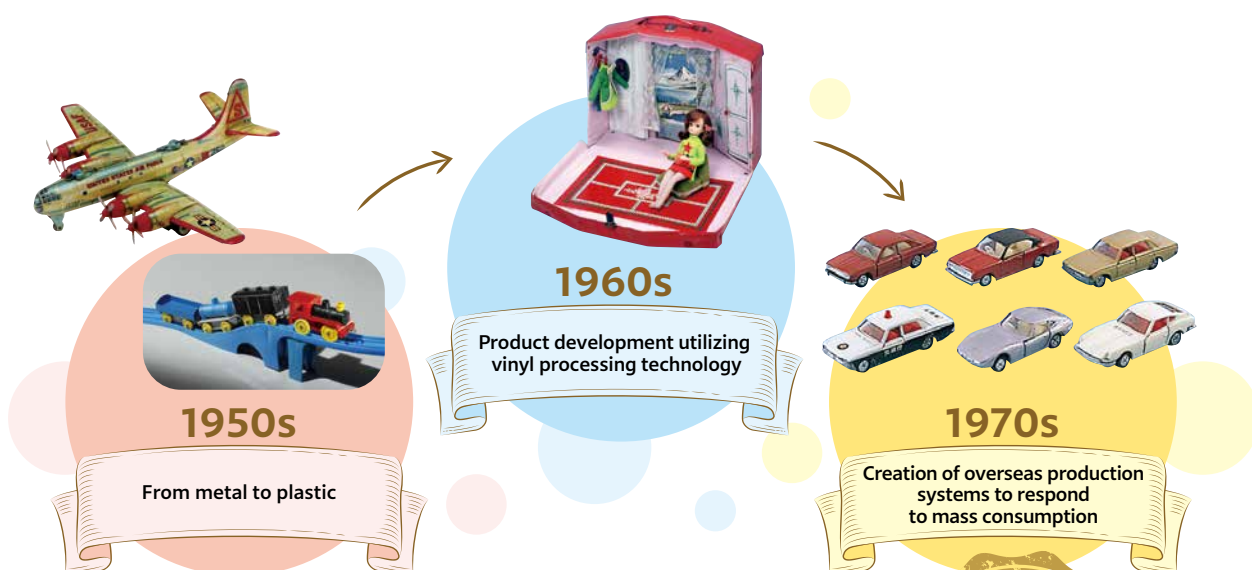
- The dreams of children**
- The dreams of our employees**
- The dreams of our shareholders**
- The dreams of our business partners**
- The dreams of society**

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

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



# The TOMY Group History



## Creating Toys That Respond to Current Needs

Things That Change

We have produced products that match the times, including the innovation in technology and materials from metal to plastic and vinyl and the creation of overseas production systems to respond to increased demand. The TOMY Group has led the toy industry with Accessible-Design toys and “market in” ideas to further respond to many needs. We will come together and continue our history, aiming to be an outstanding global company.



**We will continue to grow by continuing to create long-selling products that are always fresh and continue to be loved across generations and generate new *asobi* for persons of every age.**