

For Immediate Release



June 8, 2023

Ahead of the August release of the latest movie, new “Transformers: Rise of the Beasts” toy series products

Finally, it’s here! The definitive product for the main character
TRANSFORMERS “Rise of the Beasts Optimus Primal”
will be released on Saturday, July 15, 2023

Second TV commercial featuring Akiko Wada, official ambassador of the toy series
Funky and energetic rendition of a variation of a popular song from
the classic “Beast Wars” animation!

TOMY Company, Ltd.



TRANSFORMERS “Rise of the Beasts: Rise of the Beasts Optimus Primal” Second commercial for the “Transformers: Rise of the Beasts” toy series

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release the definitive version of the main character “Optimus Primal” from the **“Transformers: Rise of the Beasts” toy series**, the **TRANSFORMERS “Rise of the Beasts: Rise of the Beasts Optimus Primal”** (SRP: JPY 8,580/tax included) ahead of the release of “Transformers: Rise of the Beasts,” the latest live action movie of the shape-changing robot characters **“TRANSFORMERS”** (to be released nationwide on Friday, August 4, 2023), and the product will be released on Saturday, July 15, 2023 at toy stores, toy sections of mass retailers throughout Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. In addition, we will begin accepting pre-orders at Takara Tomy Mall from Thursday, June 8, 2023.

To coincide with the new release, a second TV commercial featuring Akiko Wada, the official ambassador of the toy series, will be aired starting on Sunday, July 2, 2023.

The “Transformers: Rise of the Beasts” toy series features updated designs inspired by the characters in the movie and uses advanced transformation gimmicks. A wide variety of products are available for both children and adults alike to recreate and enjoy the world of the movie. The new **TRANSFORMERS “Rise of the Beasts: Rise of the Beasts Optimus Primal”** is an original Japanese product that realistically depicts Optimus Primal from the movie and is fully bendable to allow poses from the movie.

The **“Rise of the Beasts: Beast Power”** series, the only series with light and sound features in the Rise of the Beast series, will also be released simultaneously, featuring the popular characters “Bumblebee” and “Optimus Prime.” In addition, from the **TRANSFORMERS “Rise of the Beasts: PA PA PA Change”** series that instantly transforms in three steps, “RHINOX,” which transforms from a rhino to a robot, will be available on Saturday, August 5, 2023, and a wide variety of products with loads of transformation gimmicks are planned for the lineup.

In the second TV commercial, Akiko Wada, one of Japan’s leading singers, introduces the new **TRANSFORMERS “Rise of the Beasts: Rise of the Beasts Optimus Primal”** together with a performance singing a variation of the opening song “WAR WAR WAR! STOP IT” from “Beast Wars: Transformers,” a hit animation series from the 1990s. This animation tells the story of “Optimus Primal” (Convoy in the animation) and other “Maximals,” the righteous beast warriors. The latest film is noteworthy for having the beast warriors’ first appearance in a movie. Akiko Wada’s recording session (singing together in high spirits with “Optimus Primal”) is presented in a documentary-like fashion, and her funky singing voice heightens the anticipation for the new release. “WAR! WAR!” is an easy melody to hum, and was created for the enjoyment of former “Beast Wars” fans as well as children and new fans.

Overview of the “Transformers: Rise of the Beasts” Toy Series New Products

New toy series products will be released successively starting on Saturday, July 15 in advance of the release of the new movie!

[Main Products]

■ TRANSFORMERS “Rise of the Beasts: Rise of the Beasts Optimus Primal”



Can be combined with the separately sold “Rise of the Beasts: Rise Weapon” at various parts of the body for enhanced armament

The definitive version of “Optimus Primal,” the commander of “Maximal,” faithfully reproduced from the design of the new movie.

- An original product newly molded in Japan. Transforms from gorilla beast mode to robot mode. The joints and other parts are designed with the wild movements of animals in mind, and in robot mode, the figure is fully bendable to recreate the realistic poses from the movie.
- In robot mode, the face can be selected with or without a mask. Missiles can be manually fired from the Mega Blasters equipped on both shoulders, and both arms are also equipped with Plasma Cannons, which pop up by pressing a switch on the arm.
- The two Cyber Blades that come with the figure can be connected and held together as in the movie.

Launch Date in Japan: Saturday, July 15, 2023

SRP: JPY 8,580 (tax included)

Dimensions: W 160 mm x H 210 mm x D 100 mm (robot form)

■ TRANSFORMERS “Rise of the Beasts BP-01: Beasts Mode Bumblebee”

Transformers “Rise of the Beasts BP-02: Beasts Mode Optimus Prime”



Beast power mode
*Light effects are staged.

“Rise of the Beasts BP-01: Beasts Mode Bumblebee”



Beast power mode
*Light effects are staged.

“Rise of the Beasts BP-02: Beasts Mode Optimus Prime”

Robot toy with light and sound features, transforms into three different modes

- It transforms into three modes: vehicle, robot, and beast power, and dynamically transforms from robot mode to beast power mode in a single step!
- Light and sound features are included. There are 10 plus sound gimmicks, including voice and sound effects, with different sounds for each vehicle and robot.
- *All audio (speech) is in English.
- A large sword is included and can be carried by the robot or attached to a vehicle.

Launch Date in Japan: Saturday, July 15, 2023

SRP: JPY 7,150 each (tax included)

Dimensions: Rise of the Beasts BP-01: Beasts Mode Bumblebee W 185 mm x H 240 mm x D 95 mm (robot form)

Rise of the Beasts BP-02: Beasts Mode Optimus Prime W 155 mm x H 250 mm x D 87 mm (robot form)

■TRANSFORMERS “Rise of the Beasts BP-03: PA PA PA Change RHINOX”



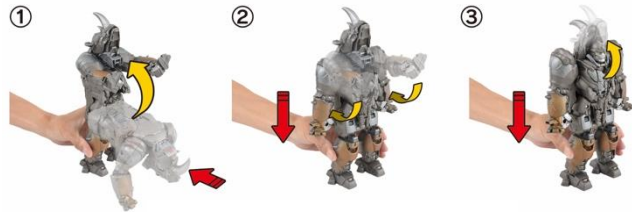
Amazing three-step instant transformation robot toy

- Transforms dynamically with the simple action of pressing on its body three times after placing it on a desk.
- RHINOX, the righteous beast warrior who transforms from a rhino into a robot, is now available! The transformation begins when its head is pressed, reminiscent of the rush of a rhino.

Launch Date in Japan: Saturday, August 5, 2023

SRP: JPY 4,400 (tax included)

Dimensions: W 162 mm x H 215 mm x D 67 mm (robot form)



Recommended Age: 6 years and up

Official Website: tf.takaratomy.co.jp/tf_mv7

Official YouTube: TOMY Company Official YouTube Channel “Takara Tomy Hobby Channel”
www.youtube.com/@TAKARATOMYHOBBY

Sales Channels: Toy stores, toy sections of mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

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Sales Target: Total of 500,000 units for the “Transformers: Rise of the Beasts” toy series

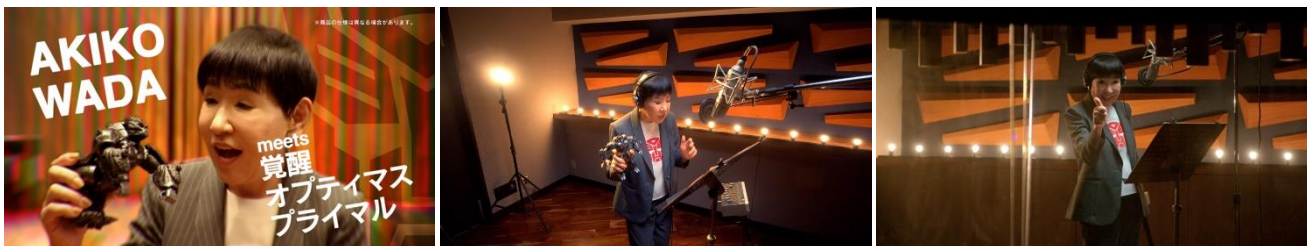
◇ The TRANSFORMERS product images provided with this release are for visual representation purposes only. Some of them may differ from actual products.

Overview of Second Commercial for the “Transformers: Rise of the Beasts” Toy Series

Akiko Wada, the official ambassador, sang a popular song from the classic animation “Beast Wars” as a variation!

[TV Commercial]

- Commercial title: “WAR WAR! Rise AKIKO WADA PRIMAL”
- Broadcasting starts: Sunday, July 2, 2023



Commercial story

Akiko Wada energetically and with funk sings the opening song “WAR WAR! STOP IT” from “Beast Wars: Transformers” (an animation hit in the 1990s) as a variation to introduce the new Transformers “Rise of the Beasts: “Rise of the Beasts Optimus Primal” product which transforms from a gorilla into a robot. Akiko Wada’s recording session (singing together with Optimus Primal) is presented in a documentary-like fashion. The familiar melody that makes you want to sing along with the words “WAR! WAR!” and Akiko Wada’s singing ability heighten the anticipation for the new release.

[Commercial song lyrics]

WAR! WAR! New products have arrived
WAR! WAR! Rise of the Beasts

WAR! WAR! Rise OPTIMUS
WAR, WAR, because gorillas are strong

Incident when filming commercial

Akiko Wada was reunited with the Optimus Primal toy in the second commercial. She said the last phrase of the commercial song, “Because gorillas are strong,” is a great lyric, and she can’t help but feel that it fits her perfectly (laughs). Saying “Gorillas are the best!”, she made everyone around her laugh and was in high spirits as she took on the challenge of filming. The recording of the commercial song was done in one shot, and the singing voice as well as the shouts of “Ha!” made it turn out so cool. Akiko Wada herself seemed satisfied with the finished song, remarking on the fun and rhythm.

She also tried her hand at the new TRANSFORMERS product “Rise of the Beasts: “Rise of the Beasts Optimus Primal,” which is introduced in the commercial, and listened to an explanation about its various transforming gimmicks, giving her highest stamp of approval: “There is so much fun for kids and adults alike!” “It would be fun to get together for a meal and show everyone how it transforms.” “It’s amazing how much it evolved!”

[Akiko Wada’s Profile]

She made her debut on October 25, 1968 with “The Stars in the Sky.” Her nickname at the time was “The Queen of Japanese R&B.” In 1970, she made her first appearance at the *Red & White Year-end Song Festival* with “Laugh and Forgive.” In 1972, she won the Japan Record Award for Best Song for “You Are the One Who Rings the Bell.” On October 25, 2007, she celebrated the 40th anniversary of her debut as a singer, and successfully performed overseas at the Apollo Theater in New York, a hall for black music. On the 50th anniversary of her debut, “WADA FES” was held at Nippon Budokan. Legendary singers gathered for the event, causing a buzz. In recent years, she has performed live at Blue Note and Billboard and at large outdoor festivals. On September 2, 2021, she released “YONA YONA DANCE,” her first digital single after moving to UNIVERSAL MUSIC. It won the TikTok Buzzword of the Year 2021 special award, and has 23 million views on YouTube and over 500 million total views on TikTok. It continues to go viral on social networking sites, especially among young people. On March 22, 2023, there was a digital release of the song “KANPAI FUNK” made in collaboration with artist meiyō, who has also contributed numerous songs. She is constantly taking on new challenges and staying active.



■“TRANSFORMERS”

“TRANSFORMERS” is a Japan-originated toy concept created by TOMY Company, Ltd. that takes the unique concept of “Robots in disguise” = Robots are all around us, with the potential for freely transforming every possible object, and is developed with the story of freely transforming super robot lifeforms, battling across the universe. The toys were launched in the United States in 1984, with animation and comics becoming huge hits. Sales of the toys and animation started in Japan in 1985. From 2007, Steven Spielberg and Michael Bay produced live action movies in Hollywood, which became worldwide hits. The seventh installment, “Transformers: Rise of the Beasts,” is scheduled for release on Friday, August 4, 2023.

Today, more than 700 million TRANSFORMERS have been sold in over 130 countries and regions (as of July 2022), and they have become very popular characters worldwide.

“TRANSFORMERS” Toys Official Website: tf.takaratomy.co.jp

■New Movie “Transformers: Rise of the Beasts”

Directed by Michael Bay and executive produced by Steven Spielberg, “TRANSFORMERS” has been adapted to film since 2007, becoming a record-breaking blockbuster series that has grossed more than USD 4.847 billion (approximately JPY 533.1 billion*) worldwide, even coming to symbolize Hollywood. The new series “Transformers: Rise of the Beasts” will open nationwide on Friday, August 4, 2023. The new TRANSFORMERS series features not only cars, but also Beast Transformers that transform from gorillas, cheetahs, rhinos, and various other animals! Expect to see new Transformers with a yet-to-be-revealed storyline and the excitement of the upcoming “greatest battle of all time.”

*converted at JPY 110 per USD (as of June 21, 2021)

“Transformers: Rise of the Beasts” Movie Official Website: tf-movie.jp



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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)