

To all related parties:

Name of the Company: TOMY Company, Ltd.
Name of the Representative: H.G. Meij
Representative Director
President & CEO
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**Tomy Receives Dual Honors in the International ARC Awards,
the World's Largest Annual Report Competition – Best of Category Grand Award Winner
in the Specialized & Summary Annual Reports category for Tomy's Annual Report 2015,
and Gold Award for Second Year Running in the Toy Manufacture and Sales Classification**

TOMY Company, Ltd. (hereinafter “Tomy”; Representative Director, President & CEO: H.G. Meij/Head Office: Katsushika-ku, Tokyo) has won dual awards in the International ARC Awards competition, one of the two largest annual report competitions in the U.S. Tomy was named Best of Category Grand Award winner for the first time ever in the Specialized & Summary Annual Reports category for its *Annual Report 2015* (English edition), and also received the Gold Award for the second consecutive year in the Toy Manufacture and Sales classification.

Sponsored by the independent awards organization MerComm, Inc. of the U.S., International ARC Awards is the world's largest and considered the most prestigious annual report competition. Every year, numerous corporations, non-governmental organizations, government agencies and other entities from all over the world apply to take part in the competition, and in 2016 more than 2,100 entries were received from over 32 countries. In the competition, entries submitted in individual categories, such as Overall Annual Report, Written Text and Summary Annual Review, are evaluated and subsequently selected to receive Gold, Silver, Bronze and Honors awards in their respective categories. Evaluation encompasses annual report content such as the president's message and corporate vision, as well as design and other attributes with respect to presentation.

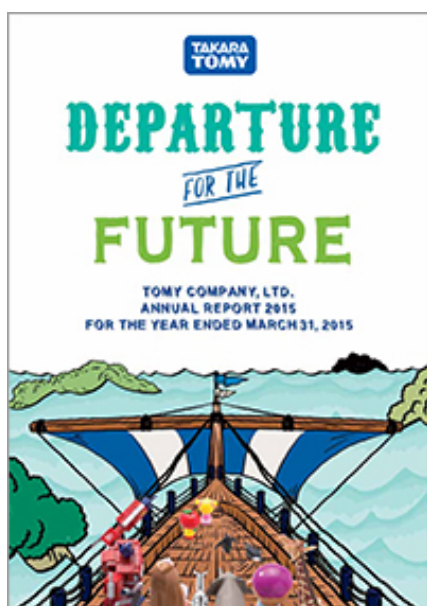
Tomy won the Gold Award in the Toy Manufacture and Sales classification for its *Annual Report 2015* for the second consecutive year, based on evaluation concluding that Tomy's founding philosophy is conveyed by the publication overall, including its presentation and design, with respect to elements such as its cover and content design, financial highlights, and corporate mission. A major factor in Tomy winning the Grand Award in the Specialized & Summary Annual Reports category was assessment that its set featuring a special edition^{*1} hardcover illustrated book and bookmarks “was unique and quite outstanding with respect to the approach befitting of a toy

company, such that was taken in terms of exhibiting awareness of the readership encompassing all ages from children to adults.”

With respect to the annual report competition in 2016, these awards follow accolades received in the 2014/15 LACP Vision Awards^{*2} sponsored by LACP of the U.S. Tomy strived to prepare annual reports that people will desire to pick up, and to that end we have endeavored to create an original design and layout characteristic of a toy company, while aiming to come up with a readily comprehensible format that clearly and concisely conveys our intended message. In addition, we are now setting our sights on shifting to an “integrated report” format for which there is mounting interest, given the need to provide information to our various stakeholders in a more consolidated manner, while also incorporating new content into our reports with the aim of enabling stakeholders to gain greater understanding of Tomy’s value creation process.

Tomy will continue to treat the dialog with stakeholders as the foundation of all our corporate activities and will strive to communicate easy-to-understand corporate information to all shareholders and investors.

(Reference)



(*1) Special edition: The illustrated hard cover editions of Tomy’s annual report featuring specially made bookmarks.

TOMY Company, Ltd. *Annual Report 2015*

—Departure for the future

[English edition URL]

<http://www.takaratomy.co.jp/english/ir/financial/annual.html>

[Japanese edition URL]

http://www.takaratomy.co.jp/ir/financial/annual_2015.html

International ARC Awards Results

<http://www.mercommawards.com/arc/awardWinners/categoryWinners/summary.htm>

(*2) LACP Vision Awards: The LACP Vision Awards is one of the world's largest general competitions for corporate communication tools. It is held by the LACP which was founded in the U.S., with the aim of promoting practical improvements in the communication activities of companies, government agencies and other entities.

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