

¥100 million

Sales by Key Categories	FY15 1 st Half	FY16 1 st Half	FY17 1 st Half	FY18 1 st Half	
	Actual	Actual	Actual	Actual	Change
Preschool <small>Includes TOMICA, PLARAIL, baby & preschool items, etc.</small>	84	101	100	106	+6
Girls <small>Includes Licca dolls, arts & crafts, licensed items, etc.</small>	29	34	36	65	+29
Boys <small>Includes card games, battle toys, licensed items, etc.</small>	106	142	228	256	+28

※Figures of management accounts for TOMY products (including Japan, Asia and export)

※The data shown has been prepared on the basis of categories under the current organizational framework, and is subject to revision due to future organizational changes and other such developments.

Key Topics

- ① *BEYBLADES* increased approximately 35% YoY based on strong overseas sales.
- ② *DUEL MASTERS* grew approximately 30% YoY due to successful enhancement of the brand's product appeal.
- ③ Popularity of *L.O.L. Surprise!* resulted in total shipment of over 1 million pieces in Japan since the brand's July 2018 launch.
- ④ Executed active roll out and sales of TOMY's owned contents such as *MAJIMAJO PURES!* And *ZOIDS WILD*.