

¥100 million

Sales by Key Categories	FY15	FY16	FY17	FY18	
	Actual	Actual	Actual	Actual	YoY Change
Preschool <small>Includes TOMICA, PLARAIL, baby & preschool items, etc.</small>	190	206	213	221	+8
Girls <small>Includes LICCA dolls, arts & crafts, licensed items, etc.</small>	69	82	98	146	+48
Boys <small>Includes card games, battle toys, licensed items, etc.</small>	237	353	421	460	+39

-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* grew approximately 15% YoY based on strong overseas sales. In November 2018, the BEYBLADE BURST World Championship was held in Paris, France.
- ② *DUEL MASTERS* grew approximately 20% YoY due to successful enhancement of the brand's product appeal such as revamped card contents.
- ③ The photogenic collectible dolls brand *L.O.L. SURPRISE!* expanded its lineup and became a major hit. There will be continued development of this brand in FY2019.
- ④ Following the sales of toys and TV broadcast of *ZOIDS WILD* animated series in Japan and Asia, the brand further expanded its contents with arcade gaming machine in January and Nintendo Switch™ game software in February this year. The growth and strengthening of global contents will continue to be promoted through FY2019.