

¥100 million

Sales by Key Categories	FY16 1 <sup>st</sup> Half	FY17 1 <sup>st</sup> Half	FY18 1 <sup>st</sup> Half	FY19 1 <sup>st</sup> Half	
	Actual	Actual	Actual	Actual	Change
<b>Preschool</b> <small>Includes TOMICA, PLARAIL, baby &amp; preschool items, etc.</small>	<b>98</b>	<b>97</b>	<b>102</b>	<b>111</b>	<b>+9</b>
<b>Girls</b> <small>Includes Licca dolls, arts &amp; crafts, licensed items, etc.</small>	<b>34</b>	<b>36</b>	<b>65</b>	<b>60</b>	<b>-5</b>
<b>Boys</b> <small>Includes card games, battling toys, licensed items, etc.</small>	<b>142</b>	<b>228</b>	<b>256</b>	<b>193</b>	<b>-63</b>

\*TOMY Company, Ltd. product sales on management accounting (includes sales in Japan, Asia and from exports).

\*The above figures are categorized based on current organizational structure and is subject to revision in case of any future organizational and other changes.

### Key Topics

1. TOMICA vehicles as well as TOMICA PREMIUM range targeting adult collectors trended positively. The brand marks its 50<sup>th</sup> anniversary next year. PLARAIL brand, which turned 60 years old this year, also showed solid sales with positive impact from various initiatives.
2. L.O.L. Surprise! continued to be popular, and sales of licensed toys based on Disney/Pixar movie Toy Story 4 also stretched sales.
3. Beyblade Burst sales dropped to 60% of last year, partly impacted by sales decrease in Korea where the brand had been strong in the previous year. However, this had been expected, and the sales actually exceeded the company's expectations. Transformers was a difficult comparison against last year's movie related product launch, and sales were about 80% year-on-year due to lower level of exports to international markets.
4. In September, the company launched Rizmo in Japan, Asia and in TOMY International sales regions. Rizmo was developed as a strategic global item, and based on product concept from the company's team in Japan.