

¥100 million

Sales by Key Categories	FY16 Q3	FY17 Q3	FY18 Q3	FY19 Q3	
	Actual	Actual	Actual	Actual	Change
<b>Preschool</b> Includes TOMICA, PLARAIL, baby & preschool items, etc.	<b>164</b>	<b>161</b>	<b>170</b>	<b>179</b>	<b>+9</b>
<b>Girls</b> Includes Licca dolls, arts & crafts, licensed items, etc.	<b>71</b>	<b>80</b>	<b>122</b>	<b>106</b>	<b>-16</b>
<b>Boys</b> Includes card games, battling toys, licensed items, etc.	<b>259</b>	<b>340</b>	<b>381</b>	<b>286</b>	<b>-95</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

- For TOMICA, which celebrates its 50th anniversary this year, sales grew for single-pack TOMICA vehicles and TOMICA PREMIUM targeting adult collectors. In addition, sales of PLARAIL were robust, partly reflecting the positive effect of various events around the 60th anniversary of the brand, celebrated last year.
- L.O.L. SURPRISE! continued to be popular. Sales grew for products related to the movies "Toy Story 4" and "Frozen 2." Sales of "Licca dolls" declined as a rebound from the favorable sales over the span of 2 years from their 50th anniversary.
- 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.
- Launched the card game app for smartphones "DUEL MASTERS PLAY'S" in December.

\*For product trends, please also check the CONSOLIDATED FINANCIAL RESULTS for the First Nine Months of the Fiscal Year Ending March 31, 2020.