

¥100 million

Sales by Key Categories	FY16	FY17	FY18	FY19	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	197	206	214	220	+6
Girls Includes Licca dolls, arts & crafts, licensed items, etc.	82	98	146	120	-26
Boys Includes card games, battling toys, licensed items, etc.	353	421	460	360	-100

*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."
Secret x Heroine Phantomirage!, the third in the series, sold favorably.
Sales of "Licca dolls" declined as a rebound from the favorable sales over the span of 2 years from their 50th anniversary.
- Although sales of BEYBLADE BURST exceeded the Company's expectations, the brand's sales were approximately 70% in comparison to the previous fiscal year, mainly due to a sales decline in South Korea where the toy had enjoyed strong sales in the previous fiscal year.
International exports of TRANSFORMERS declined to about 80% of that of the previous year, which had boasted strong sales of movie-related products that were difficult to compare against.
Sales of the trading card game DUEL MASTERS was soft in a shifting competitive environment.
- The card game app "DUEL MASTERS PLAY'S" was released in December, followed by launch of second wave of card packs in February.

*For product trends, please also check the CONSOLIDATED FINANCIAL RESULTS for the Fiscal Year Ended March 31, 2020.