

¥100 million

Sales by Key Categories	FY17 Q1	FY18 Q1	FY19 Q1	FY20 Q1	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	42	42	48	33	-15
Girls Includes LICCA dolls, arts & crafts, licensed items, etc.	14	22	25	13	-12
Boys Includes card games, battle toys, licensed items, etc.	106	112	76	63	-13

-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

①Impact of COVID-19 Production: In China, Vietnam, and Thailand, factories are operating as normal, but delayed launches for some products have resulted in missed sales opportunities. Demand: There was increased demand for some items as people stayed home, and growth in e-commerce purchases. The Company continued to experience lower shipments for the following reasons. "Consumers voluntarily staying at home" "Temporary closures and shortened operating hours at physical stores" "Lockdowns in international markets" "Postponements of movie releases" "Cancellation, postponement and scaling-down of various events."

②TOMICA marked its 50th anniversary. TV animation started airing from April and related products were launched. Commemorating the brand's 50th anniversary, various marketing campaigns are rolling out, including collaborations with automakers, bus companies and confectionery manufacturers.

③While trading card games is an increasingly competitive category, the company's DUEL MASTERS business performed solidly following changes in its product mix. WIXOSS brand, targeting a higher age-group, trended favorably due in part to the launch of products which collaborated with the popular Virtual Liver Group.

④DUEL MASTERS PLAY'S, a smartphone card game app launched in December 2019, has more than 5 million downloads, and new card packs were released in February, April, and June.