

¥100 million

Sales by Key Categories	FY17 Q2	FY18 Q2	FY19 Q2	FY20 Q2	
	Actual	Actual	Actual	Actual	Change
<b>Preschool</b> Includes TOMICA, PLARAIL, baby & preschool items, etc.	<b>97</b>	<b>102</b>	<b>111</b>	<b>84</b>	<b>-27</b>
<b>Girls</b> Includes LICCA dolls, arts & crafts, licensed items, etc.	<b>36</b>	<b>65</b>	<b>60</b>	<b>34</b>	<b>-26</b>
<b>Boys</b> Includes card games, battle toys, licensed items, etc.	<b>228</b>	<b>256</b>	<b>193</b>	<b>139</b>	<b>-54</b>

-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) Impact of COVID-19

Production: In China, Vietnam, and Thailand, factories have been operating as normal since April, but delayed launches for some products have resulted in missed sales opportunities.

Demand: Among businesses that saw diminished sales were the retail business, such as "KIDDY LAND" and "TOMICA Shop" and "PLARAIL Shop," the event business, and the GACHA capsule toys business due in part to self-restraint situations brought about by the resurgence in the number of infection cases from July. On the other hand, the toy business saw growing popularity among products catering to stay-at-home demand and a rise in e-commerce purchases.

(2) TOMICA 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.

(3) Overseas-bound exports of BEYBLADE BURST trended robust due in part to the continued broadcasting of the TV animation in North America despite the softer sales trend in Japan. The trading card game, DUEL MASTERS, remained solid owing to the revision to its product mix amid an intensifying competitive market environment.

(4) DUEL MASTERS PLAY'S, a card game app whose distribution launched in December 2019, with the periodic release of the new card packs, grew in popularity thanks to collaborations with the popular game characters in July and a topical virtual liver group in September, and we stepped up our efforts to strengthen the promotion to roll out the products continuously.