

Sales by Key Categories ¥100million	FY2017	FY2018	FY2019	FY2020	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	213	219	230	191	-39
Girls Includes LICCA dolls, arts & crafts, licensed items, etc.	97	146	120	89	-31
Boys Includes card games, battle toys, licensed items, etc.	422	460	361	269	-92

-Figures of management accounts for TOMY products (including Japan, Asia and export)

-The data shown has been prepared on the basis of categories after the organizational changes made in November 2020, and is subject to revision due to future organizational changes and other such developments.

Key Topics

(1) Impacts of new coronavirus

Production: While delayed launch of some products resulted in missed sales opportunity at the start of the year, normal operation resumed then after in China, Vietnam and Thailand.

Demands : Due to the continued uncertainties surrounding the development of new coronavirus infection cases, theatrical movie releases and various consumer events were cancelled, delayed or operated at a smaller scale, leading to slower than anticipated recovery of retail and consumer event businesses. Also, sales opportunities for some of the core products decreased at sight-seeing locations as well as transport systems. With regards to toy business, products that met stay-at-home demands remained strong and online purchases grew further

(2) TOMICA brand marked its 50th anniversary in 2020. Broadcast of TV animated series started in April 2020 and merchandise were launched in the market. TOMICA also celebrated its anniversary through joint projects with auto makers as well as collaborations with apparels.

(3) LCD toy "Suikko Gurashi Sumikko Catch" as well as fashion doll "Yumeiro Licca-chan Colorful Change" gained popularity and trended steadily. Momentum of surprise toys category winded down to certain extent. Artificial nail printing machine "Neltip", which targets teenagers and grownups and aims to expand into new business domains, kicked off its initial operation at limited venues in March.

(4) With regards to Beyblade, while sales in Japan have slowed down to a certain extent, exports to international markets trended steadily as TV animated series continued to air in North America.

(5) In October 2020, the Fat Brain Group, an independent U.S. toy company, became a subsidiary of TOMY International, Inc. and was included in the scope of consolidation.