

Sales by Key Categories ¥100million	FY2018 1Q	FY2019 1Q	FY2020 1Q	FY2021 1Q	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	42	48	37	49	+12
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	22	25	13	16	+3
Action toys Includes TRANSFORMERS, BEYBLADE, TCG, etc.	112	76	64	82	+18

-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

-Effective this time (for information disclosed on August 12, 2021), the name of key categories has been changed (Girls ⇒ Fashion toys, Boys ⇒ Action toys). In the meantime, there is no change in products in each category.

Key Topics

(1) For PLARAIL, the Group launched toys related to “SHINKALION Z,” which is the second season of the TV animation series that started airing in April, and they have been well received.

(2) LICCA dolls such as LICCA Yumeiro Colorful Change and “LICCA with smoke and sizzle, lively barbecue” gained popularity and remained robust.

(3) For BEYBLADE BURST, “Dynamite Battle Layer” series, which is launched in April, has been popular with new targets as well, and sales exceeded the company’s expectation, though domestic sales were previously on the decline.

Overseas-bound exports were rather modest despite the continued broadcasting of the TV animation in North America and other regions.

Overseas-bound exports of TRANSFORMERS, especially the Generation series, achieved growth in North America and Europe.

(4) For TCG (trading card game), a product of DUEL MASTERS, which is the enhanced collection of rare cards toward the 20th anniversary of its release, gained popularity and performed well.

(5) In April, we started developing the toys of the card battle game MAZICA PARTY, which has gimmicks and is printed with scratch-off printing and thermochromic printing, as well as its TV animation.