

Sales by Key Categories ¥100million	FY2018 2Q	FY2019 2Q	FY2020 2Q	FY2021 2Q	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc	102	111	89	105	+16
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	65	60	36	39	+3
Action toys Includes TRANSFORMERS, BEYBLADE, TCG, etc.	256	193	140	167	+27

-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

-The name of key categories has been changed for information disclosed on August 12, (2021. Girls ⇒ Fashion toys, Boys ⇒ Action toys).

In the meantime, there is no change in products in each category.

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(1) TOMICA “Transform! Deluxe Police Station,” which automatically transforms sounds and voices and the police station building with the touch of a button, gained popularity. TOMICA also launched sales of its “TOMICA Speedway Play-by-Play Sound! Digital Accel Circuit,” a new product that integrates analogue and digital, and others. For PLARAIL series, sales grew for toys related to “SHINKALION Z,” which is the second season of the TV animation series that started airing in April 2021.

(2) For LICCA series, LICCA dolls such as “LICCA Yumeiro Colorful Change,” as well as “LICCA with smoke and sizzle, lively barbecue” were well received. “Punirunes,” the LCD caretaking toy launched in July with a new “texture” that allows you to play as if touching “punipuni” characters on the LCD screen directly with your finger, gained popularity, and sales grew.

(3) For DUEL MASTERS, enhanced collections of rare cards for the 20th anniversary of the series’ release performed well. For “Let’s play DUEL MASTERS!,” an app that teaches users the rules and how to enjoy game, we started distribution as a smartphone app and Nintendo Switch software.

For BEYBLADE BURST, the new “Dynamite Battle Layer” series performed well in Japan. As for overseas exports, there were signs of a slowdown in exports to North America.

For TRANSFORMERS, overseas-bound exports grew mainly for North America and Europe.