

Sales by Key Categories ¥100million	FY2018 3Q	FY2019 3Q	FY2020 3Q	FY2021 3Q	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc	170	179	153	180	+27
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	122	106	78	78	±0
Action toys Includes TRANSFORMERS, BEYBLADE, TCG, etc.	381	286	216	258	+42

-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.

TOPICS

(1) TOMICA “Transform! Deluxe Police Station” gained popularity. TOMICA also launched sales of its “Reconfiguring Action! Car Carrier & Cargo Jet Set,” a “DIY” themed play set in October. Also, TOMICA launched the new series “TOMICA Premium unlimited,” targeted at adults, with the theme of movies, anime, and dramas in November.
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, playing houses such as “LICCA with smoke and sizzle, lively barbecue” and “Licca Pet Clinic” 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 the trading card game DUEL MASTERS, which will reach its 20th anniversary of release in 2022, enhanced collections of rare cards performed well. “Let’s play DUEL MASTERS!” an app that teaches users the rules and how to enjoy the game, was distributed as a smartphone app and Nintendo Switch software, and proactively marketed through methods such as the dissemination of information through TOMY’s official YouTube channel.

BEYBLADE BURST, “Dynamite Battle Layer” series, a new product in Japan, performed well. Overseas-bound exports were rather modest. Overseas-bound exports of TRANSFORMERS remained solid mainly in North America and Europe.