

Sales by Key Categories ¥100million	FY2018	FY2019	FY2020	FY2021	
	Actual	Actual	Actual	Actual	Change
<b>Preschool</b> Includes TOMICA, PLARAIL, baby & preschool items, etc	<b>219</b>	<b>230</b>	<b>191</b>	<b>221</b>	<b>+30</b>
<b>Fashion toys</b> Includes LICCA dolls, collection toys, Narikiri, etc.	<b>146</b>	<b>120</b>	<b>89</b>	<b>93</b>	<b>+4</b>
<b>Action toys</b> Includes TRANSFORMERS, BEYBLADE, TCG, etc.	<b>460</b>	<b>361</b>	<b>269</b>	<b>308</b>	<b>+39</b>

-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. Also, TOMICA launched the new series “TOMICA Premium unlimited,” targeted at adults, that recreates the car appearing in movies, dramas, and comics in November 2021.

For PLARAIL series, sales grew for toys related to “SHINKALION Z,” which is the TV animation series that started airing in April 2021, while the “Packed with popular plays! PLARAIL BEST SELECTION SET.” was well received. In addition, TOMICA launched “First TOMICA,” targeted at children aged 1.5 years and above to play with, and the “Push and GO! Easy-to-Play First PLARAIL” series.

(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 toy launched in July 2021 with a new “texture” that allows you to enjoy a curious sense of integration between digital and analog as if touching more than 50 appealing characters on the LCD screen directly with your finger, gained great popularity, and sales grew.

(3) For the trading card game DUEL MASTERS, which will reach its 20th anniversary of release in 2022, collections of rare cards were enhanced. “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 the proactive marketing through methods such as the dissemination of information through TOMY’s official YouTube channel was successful, with sales growing.

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.